



Board of Directors Meeting
Feb. 20, 2024 – 4 p.m.
Illinois Casualty Company | 225 20th St., Rock Island, IL

Present: Arron Sutherland, Brandy VandeWalle, Raja Krishnamurthy, Greg Stecker, John Chow, Ben Fawks, Amanda Wood, DeAnna Freeman-Foster, Steven Ratcliff

Absent: Erica Williams, Brett Hitchcock, Nicole Watson-Lam, Todd Thompson

Guests: Ald. Dylan Parker, James Blackwell | **Staff:** Jack Cullen, Brie Collier, Peter Tokar, Kyle Carter

Call Meeting to Order, Approval of Jan. 23 Minutes

Meeting was called to order at 4:00 p.m.

John moved to approve the minutes. Steven seconded. Motion passed.

Finance & Governance

January Financial Report

Brie Collier, VP of Finance and Administration for the Quad Cities Chamber, presented the attached January Financial Report. Budgeted mid-year bonuses were paid in January, increasing the monthly salaries. Collier clarified bonuses were awarded for work plan progress and year-to-date payroll remains underbudget.

John moved to approve the January Financial Report. Steven seconded. Motion passed.

Business & Economic Growth

Rebate Programs

Jack and Greg Stecker presented final details of the attached Curb Appeal Rebate Program, Safety Rebate Program and Vandalism Rebate Program recommended for Board approval by the Rebuild Downtown Committee. In 2024, the intent of the Curb Appeal Rebate Program is to improve awnings, signage and wall murals, while the Safety Rebate Program encourages new exterior security cameras and lighting. The goal of both programs is to beautify and revitalize the downtown; attract and retain businesses; and enhance the streetscape, character and qualities of the district.

Additional program information and applications will be available on the Downtown website and City's CivicServe platform along with information about the City's other economic development programs, including Growing Rock Island Together (GRIT) and the Property Enhancement Program (PEP). The Downtown Alliance will try and work with one awning supplier/installer in hopes of capturing discounted volume purchase pricing.

Raj moved to approve the Rebate Programs. Steven seconded. Motion passed.

Advocacy & Promotions

Snow Removal Ordinance

The City currently does not have an ordinance requiring property owners to remove snow from the sidewalk, and there are too many uncleared sidewalks for the Downtown Alliance crew to cover. Board members at the January meeting expressed an interest in exploring a sidewalk snow removal ordinance for the downtown. City Attorney Leslie Day agreed to explore the possibility of creating a snow removal ordinance within the boundaries of the Downtown Special Service Area, pending action from the Downtown Alliance Board.

Greg moved to approve a recommendation to the City to explore a downtown snow removal ordinance. John seconded. Motion passed.

Infrastructure & Livability

Rebuild Downtown Rock Island

The Rebuild Downtown Committee met with Jack and Jason McKenzie of Veenstra & Kimm on Feb. 16 to review the bids received for the Rebuild Downtown project. Although the bids were higher than expected due to the complexity of the project, there are still many exciting improvements planned for the downtown, pending final City Council approval. The Rebuild Downtown Committee advised focusing the improvements on the key core area and expanding outward from there in the future as funding allows. This includes total reconstruction/streetscaping of four blocks, including the creation of a new mixed use festival street; the renovation of Arts Alley; 10 new outdoor patios for restaurants; and the conversion of an existing parking lot into a green lawn for yard games and special events. Board members expressed concerns regarding the difference between the initial budget and the bids as well as the items that were cut from the proposal, including the dog park, WHBF tower lighting and the gateway sign. The Board was reminded the City is managing the construction project and contracts, and the Downtown Alliance is serving as both an advisory partner and State grant manager.

Raj moved to approve the Rebuild Downtown Committee's proposal for the Rebuild Downtown project. Greg seconded. Motion passed.

Public Safety & Outreach

Jack and De'Andre recently met with leaders of the Rock Island Police Department on Feb. 9 to discuss a partnership for enhanced off-duty patrol downtown. At the meeting, RIPD asked if the Downtown Alliance would consider contributing \$4,580 toward the Police Department's purchase of a utility vehicle to use downtown and at special events. RIPD received \$15,761 in grant funding from the U.S. Department of Justice for this purchase, and the total cost of the UTV is \$20,341. Board members expressed a sense of excitement to support the cause and partnership with RIPD.

Greg motioned to approve the contribution of \$4,580 to RIPD for the purchase of a UTV. Steven seconded. Motion passed.

Jack and De'Andre are meeting with the Livability Committee on Feb. 26 to discuss a partnership with downtown human service providers and various initiatives to focus on as a group, including downtown outreach.

Other Business

FY24 Work Plan Review

No time for discussion.

Adjourn

Raj moved to adjourn the meeting. Steven seconded. Meeting adjourned at 5:04 p.m.



**Rock Island Downtown Alliance (RIDA)
Management Discussion & Analysis
January 31, 2024**

Background

Rock Island Downtown Alliance (RIDA) manages the activities and programs within the Special Service Area (SSA) in downtown Rock Island.

Year-to-Date Actual vs. Budget

There is a Net Income year-to-date of \$189,696 compared to a Budgeted Net Income of \$81,773.

- Significant Revenue Budget Variances:
 - There are no new variances to note outside of prior month reviews.

- Significant Expense Budget Variances:
 - There is an unfavorable variance of \$5,182 in miscellaneous expenses. This includes the purchase of the DARI website for \$5,000. The City was billed in January for half of this cost.
 - As a program, Deck the Downtowns has a net loss of \$2,934, which includes an unfavorable variance of \$7,700 in expenses.
 - Mid-year bonuses were paid in January, increasing the monthly salaries. However, year to date payroll remains underbudget.
 - There are no other significant and/or new expense variances to note.

Profit and Loss Statement

There is a Net Income year-to-date of \$189,696. Beginning in FY25, this will be a year-over-year comparative statement. There are no items to note as revenue and expenditure variances have been discussed in the Actual vs. Budget statement.

Balance Sheet

Total Equity year-to-date is \$183,958. In future years, this will be a year-over-year comparison of account variances.

- The A/R Events represents unpaid invoices for Deck the Downtowns. There are three outstanding invoices.
- The A/R from Chamber represents RIDA payments deposited into the Chamber account. The Chamber will remit these to RIDA in February.
- Deferred revenue represents various community sponsorships recognized evenly over the entire fiscal year. The deferred revenue total will decrease during the fiscal year as we move these amounts into revenue.
- A majority of the amount due to the chamber represents RIDA payroll and overhead.

**Rock Island Downtown Alliance
Budget vs. Actuals: FY 2024 - FY24 P&L**

July 2023 - January 2024

	Jan 2024				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Income								
40000 Revenue/Income			\$ -		\$ -	\$ -	\$ -	
46110 City of Rock Island Support	\$ 20,000	\$ 20,000	\$ -	100.00%	\$ 60,000	\$ 60,000	\$ -	100.00%
46200 Other Donations & Sponsorships	\$ 5,909	\$ 5,833	\$ 76	101.30%	\$ 40,455	\$ 40,831	\$ (376)	99.08%
46213 Deck the Downtowns	\$ 781		\$ 781		\$ 6,381	\$ -	\$ 6,381	
Total 46200 Other Donations & Sponsorships	\$ 6,690	\$ 5,833	\$ 857	114.69%	\$ 46,836	\$ 40,831	\$ 6,005	114.71%
46300 Events Support			\$ -		\$ -	\$ -	\$ -	
46315 Alternating Currents Sponsorship		\$ -	\$ -		\$ 14,000	\$ 20,000	\$ (6,000)	70.00%
46316 Alternating Currents InKind			\$ -		\$ 3,000	\$ -	\$ 3,000	
Total 46300 Events Support	\$ -	\$ -	\$ -		\$ 17,000	\$ 20,000	\$ (3,000)	85.00%
46410 Special Service Area (SSA)	\$ 77,653	\$ 77,653	\$ -	100.00%	\$ 232,959	\$ 232,959	\$ -	100.00%
46700 Service Overhead Contribution	\$ 6,695	\$ 6,695	\$ -	100.00%	\$ 46,865	\$ 46,865	\$ -	100.00%
46800 Interest Income	\$ 387		\$ 387		\$ 1,309	\$ -	\$ 1,309	
Total 40000 Revenue/Income	\$ 111,425	\$ 110,181	\$ 1,244	101.13%	\$ 404,969	\$ 400,655	\$ 4,314	101.08%
Total Income	\$ 111,425	\$ 110,181	\$ 1,244	101.13%	\$ 404,969	\$ 400,655	\$ 4,314	101.08%
Expenses								
50000 Expense			\$ -		\$ -	\$ -	\$ -	
56102 Accounting	\$ 210		\$ 210		\$ 453	\$ -	\$ 453	
56103 Rent	\$ 800	\$ 1,000	\$ (200)	80.00%	\$ 5,600	\$ 7,000	\$ (1,400)	80.00%
56104 Office Supplies			\$ -		\$ 77	\$ -	\$ 77	
56105 Legal Fees			\$ -		\$ 128	\$ -	\$ 128	
Total 56100 Other Expenses	\$ 1,010	\$ 1,000	\$ 10	101.00%	\$ 6,258	\$ 7,000	\$ (742)	89.40%
56200 Marketing/Outreach			\$ -		\$ 120	\$ -	\$ 120	
56201 Marketing	\$ 863	\$ 2,083	\$ (1,220)	41.42%	\$ 11,825	\$ 14,583	\$ (2,758)	81.09%
56203 Miscellaneous Expense			\$ -		\$ 5,182	\$ -	\$ 5,182	
56204 Annual Meeting/Board Meetings	\$ 188		\$ 188		\$ 188	\$ -	\$ 188	
56205 Professional Development	\$ 177	\$ -	\$ 177		\$ 4,876	\$ 3,000	\$ 1,876	162.53%
56213 Marketing - Deck the Downtowns	\$ 1,615		\$ 1,615		\$ 9,315	\$ -	\$ 9,315	
Total 56200 Marketing/Outreach	\$ 2,843	\$ 2,083	\$ 760	136.47%	\$ 31,506	\$ 17,583	\$ 13,923	179.18%
56300 Events			\$ -		\$ -	\$ -	\$ -	
56310 Alternating Currents Event		\$ -	\$ -		\$ 14,882	\$ 20,000	\$ (5,118)	74.41%
56316 Alternating Currents - InKind			\$ -		\$ 3,000	\$ -	\$ 3,000	
Total 56300 Events	\$ -	\$ -	\$ -		\$ 17,882	\$ 20,000	\$ (2,118)	89.41%
56400 Clean & Safe			\$ -		\$ -	\$ -	\$ -	
56405 Contract Labor	\$ 5,050	\$ 8,333	\$ (3,283)	60.60%	\$ 16,144	\$ 58,333	\$ (42,189)	27.68%
56410 Contract Safety Services		\$ 3,958	\$ (3,958)	0.00%	\$ -	\$ 27,708	\$ (27,708)	0.00%
Total 56400 Clean & Safe	\$ 5,050	\$ 12,292	\$ (7,241)	41.09%	\$ 16,144	\$ 86,042	\$ (69,897)	18.76%
56500 Projects - Capital			\$ -		\$ -	\$ -	\$ -	
56530 Supplies & Small Equipment	\$ 2,813	\$ 3,500	\$ (687)	80.36%	\$ 15,140	\$ 24,500	\$ (9,360)	61.80%
56545 Façade/Interior Grants		\$ 1,875	\$ (1,875)	0.00%	\$ -	\$ 13,125	\$ (13,125)	0.00%
56546 Streetscape Grants		\$ 1,875	\$ (1,875)	0.00%	\$ -	\$ 13,125	\$ (13,125)	0.00%
56560 Equipment Depreciation	\$ 36		\$ 36		\$ 144	\$ -	\$ 144	
Total 56500 Projects - Capital	\$ 2,849	\$ 7,250	\$ (4,401)	39.29%	\$ 15,285	\$ 50,750	\$ (35,465)	30.12%
56900 Payroll & Overhead			\$ -		\$ -	\$ -	\$ -	
56901 Program Salaries	\$ 13,667	\$ 9,894	\$ 3,773	138.13%	\$ 63,349	\$ 65,508	\$ (2,159)	96.70%
56902 Program OASDI	\$ 796	\$ 614	\$ 183	129.82%	\$ 3,584	\$ 4,062	\$ (478)	88.23%
56903 Program Medicare	\$ 186	\$ 143	\$ 43	129.90%	\$ 838	\$ 949	\$ (111)	88.30%
56904 Program FUTA	\$ 74	\$ 14	\$ 60	525.64%	\$ 116	\$ 73	\$ 43	158.34%
56905 Program SUTA	\$ 289	\$ 134	\$ 155	215.61%	\$ 629	\$ 871	\$ (242)	72.20%
56906 Program Life/LTD/STD/AD&D	\$ 80	\$ 90	\$ (10)	89.36%	\$ 466	\$ 585	\$ (119)	79.60%
56907 Program 401K	\$ 562	\$ 495	\$ 68	113.71%	\$ 2,711	\$ 3,274	\$ (563)	82.81%
56908 Program Health Insurance	\$ 1,005	\$ 2,020	\$ (1,016)	49.73%	\$ 6,823	\$ 13,130	\$ (6,307)	51.96%
56909 Program Dental Insurance	\$ 143	\$ 82	\$ 61	174.24%	\$ 786	\$ 533	\$ 253	147.44%
56912 Program HSA	\$ 381	\$ 128	\$ 253	297.66%	\$ 762	\$ 832	\$ (70)	91.59%
56914 Program Cell Phone	\$ 361	\$ 100	\$ 261	360.80%	\$ 1,094	\$ 650	\$ 444	168.27%
56916 Work At Home Stipend	\$ 25	\$ 25	\$ -	100.00%	\$ 175	\$ 175	\$ -	100.00%
57709 Overhead	\$ 6,695	\$ 6,695	\$ -	100.00%	\$ 46,865	\$ 46,865	\$ -	100.00%
Total 56900 Payroll & Overhead	\$ 24,264	\$ 20,433	\$ 3,830	118.75%	\$ 128,197	\$ 137,507	\$ (9,310)	93.23%
Total Expenses	\$ 36,016	\$ 43,058	\$ (7,043)	83.64%	\$ 215,273	\$ 318,882	\$ (103,610)	67.51%
Net Income	\$ 75,409	\$ 67,123	\$ 8,287	112.35%	\$ 189,696	\$ 81,773	\$ 107,923	231.98%

Rock Island Downtown Alliance
Profit and Loss
July 2023 - January 2024

	Total	
Income		
40000 Revenue/Income		
46110 City of Rock Island Support	\$	60,000
46200 Other Donations & Sponsorships	\$	40,455
46213 Deck the Downtowns	\$	6,381
46315 Alternating Currents Sponsorship	\$	14,000
46316 Alternating Currents InKind	\$	3,000
46410 Special Service Area (SSA)	\$	232,959
46700 Service Overhead Contribution	\$	46,865
46800 Interest Income	\$	1,309
Total Income	\$	404,969
Expenses		
50000 Expense		
56102 Accounting	\$	453
56103 Rent	\$	5,600
56104 Office Supplies	\$	77
56105 Legal Fees	\$	128
Total 56100 Other Expenses	\$	6,258
56200 Marketing/Outreach	\$	120
56201 Marketing	\$	11,825
56203 Miscellaneous Expense	\$	5,182
56204 Annual Meeting/Board Meetings	\$	188
56205 Professional Development	\$	4,876
56213 Marketing - Deck the Downtowns	\$	9,315
Total 56200 Marketing/Outreach	\$	31,506
56300 Events		
56310 Alternating Curentns Event	\$	14,882
56316 Alternating Currents - InKind	\$	3,000
Total 56300 Events	\$	17,882
56400 Clean & Safe		
56405 Contract Labor	\$	16,144
Total 56400 Clean & Safe	\$	16,144
56500 Projects - Capital		
56530 Supplies & Small Equipment	\$	15,140
56560 Equipment Depreciation	\$	144
Total 56500 Projects - Capital	\$	15,285
56900 Payroll & Overhead		
56901 Program Salaries	\$	63,349
56902 Program OASDI	\$	3,584
56903 Program Medicare	\$	838
56904 Program FUTA	\$	116
56905 Program SUTA	\$	629
56906 Program Life/LTD/STD/AD&D	\$	466
56907 Program 401K	\$	2,711
56908 Program Health Insurance	\$	6,823
56909 Program Dental Insurance	\$	786
56912 Program HSA	\$	762
56914 Program Cell Phone	\$	1,094
56916 Work At Home Stipend	\$	175
57709 Overhead	\$	46,865
Total 56900 Payroll & Overhead	\$	128,197
Total Expenses	\$	215,273
Net Income	\$	189,696

Rock Island Downtown Alliance
Balance Sheet
As of January 31, 2024

	Total
ASSETS	
Current Assets	
10121 SENB Checking	\$ 21,642
10122 SENB Money Market Account	\$ 201,164
Total 10100 Cash	\$ 222,806
Other Current Assets	
12050 A/R Events	\$ 600
12101 A/R from Chamber	\$ 1,181
12102 A/R from DDP	\$ -
12251 Prepaid Expenses	\$ 500
Total Other Current Assets	\$ 2,281
Total Current Assets	\$ 225,087
Fixed Assets	
17100 Equipment	\$ 1,300
18100 Accum Depr Equipment	\$ (144)
Total Fixed Assets	\$ 1,156
TOTAL ASSETS	\$ 226,242
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
20101 Accounts Payable (A/P)	\$ -
21320 Deferred Revenue	\$ 17,045
21500 Intercompany Due To	
21501 Due to Chamber	\$ 25,239
21502 Due to DDP	\$ -
Total 21500 Intercompany Due To	\$ 25,239
Total Liabilities	\$ 42,285
Equity	
Retained Earnings	\$ (5,738)
Net Income	\$ 189,696
Total Equity	\$ 183,958
TOTAL LIABILITIES AND EQUITY	\$ 226,242

2024 Curb Appeal Rebate Program Downtown Rock Island Special Service Area



Give your business some curb appeal

The Curb Appeal Rebate Program provides incentives in the form of a rebate for physical improvements to storefronts and facades along public way. The goal of the Curb Appeal Rebate Program is to beautify and revitalize the City of Rock Island's Downtown Special Service Area (SSA) district; attract and retain businesses; and enhance the streetscape, character and qualities of the district. The **Downtown Rock Island Special Service Area** is a funding source to provide rebates for improvements on commercial and residential property within its boundaries. The Curb Appeal Rebate Program is administered by the Rock Island Downtown Alliance, which manages Downtown SSA programs in partnership with the City of Rock Island.

In 2024, the Downtown Alliance is partnering with the City of Rock Island on the Curb Appeal Rebate Program to incentivize **awning, signage and wall mural improvements**. Awnings, signage and murals should reflect and complement the design and character of the building and surrounding area.



Rebate Amounts

Approved applicants who make improvements permissible under the Curb Appeal Rebate Program may receive a rebate according to the following guidelines:

- **Awning & Signage Improvements:** Up to a 75% rebate for awnings and hanging and projecting signage worth at least \$500 with a maximum rebate amount not to exceed a total of \$15,000.
- **Wall Mural Improvements:** Up to a 75% rebate for wall murals worth at least \$500 with a maximum rebate amount not to exceed a total of \$15,000.

Curb Appeal Rebate Program eligibility is further defined in the section Program Eligibility & Policies. However, the rebate:

- Cannot be granted before the application is approved
- Cannot be used for improvements started before the rebate is approved
- Cannot be awarded until authorized improvements are completed in the allotted time, paid in full and all necessary documentation has been submitted to the Downtown Alliance

Applications will be considered in the order they are received until all the Curb Appeal Rebate Program funding is disbursed for the fiscal year (July 1-June 30). Rebate awards will be based on the merit and design of the project. To maximize the number of eligible projects that receive assistance, the Downtown Alliance reserves the right to award a rebate at an amount less than the allowable maximum. Maximum assistance is determined by need, and the Downtown Alliance reserves the right to prioritize applications based on the proposed benefits to the downtown.

Eligible Properties: SSA Boundaries

Only owners or tenants of street-level property within the boundaries of the Downtown SSA are eligible for rebates through the Curb Appeal Rebate Program. See the attached map of the SSA boundaries on the next page.



Date: 2/15/2024



Downtown Rock Island Special Service Area

- Downtown Rock Island Special Service Area
- SSA Parcels



Disclaimer: This map is not a substitute for an actual field survey or online investigation. The accuracy of the map is limited to the quality of the records from which it was assembled. The City of Rock Island makes no warranty concerning this information.

Eligibility & Policies

- Rebate requests will not be granted for improvements that were started before the application is received and approved.
- The application must be approved by the Downtown Alliance before work can begin. If the applicant moves ahead with the project before receiving the approval, the applicant accepts the project will not be approved for a rebate.
- All work shall be completed within a six (6) month period as allowed by City of Rock Island building permits. Any extension requests must be approved by the Downtown Alliance and City of Rock Island Building Official to remain in compliance with the terms of the rebate agreement.
- Applicants must be the entity paying for the improvements.
- If the applicant is a tenant or lessee, but not the owner of the property where the project is to take place, a notarized document from the property owner authorizing the improvements to the property is required.
- Applicants shall be in good standing with the City of Rock Island, Rock Island County, the State of Illinois and the United States Government. In good standing means the applicant is not delinquent in payment of any obligation, including taxes on unrelated properties, utility fees, fines or special assessments. To be eligible for participation in this program, applicants must submit full payment for all such items. A history of property nuisances may also be taken into consideration during the application review process.
- Downtown Alliance Board members are eligible to participate in the Curb Appeal Rebate Program, provided they meet all other program eligibility criteria and abstain from reviewing and voting on ALL Curb Appeal Rebate Program applications during the period beginning when their application is submitted until their rebate check is approved and processed.
- Applicants must have proof of the proper [City Sign/Awning Permit](#) and [Electrical Permit](#) for the improvements, as needed, and all improvements must adhere to the [City Sign Ordinance](#).
- To the extent the owner or tenant is supplying their own materials or labor for the improvements, profits and overhead are not eligible expenditures for the rebate.
- Applications are considered on a rolling basis July 1 through June 30. There is no guarantee funding will be available upon request of rebate.
- If any change in ownership of the property or business participating in the Curb Appeal Rebate Program occurs during the improvements, eligibility for the Curb Appeal Rebate Program will be suspended until a meeting with the Downtown Alliance and new ownership is completed and any changes to the original application are approved in writing. There is no guarantee new ownership will be approved for the same rebate amount as the previous owner. All such applications will be considered on a case-by-case basis.
- If the same improvement project already received funding from a different grant or incentive program it is ineligible for additional funding through the Curb Appeal Rebate Program.
- Improvements must remain with the property.
- If the applicant is not able to fulfill the terms of the rebate agreement, the Downtown Alliance may recapture all or a portion of the assistance granted.

Application Process

- Prospective applicants shall schedule a pre-application meeting with the Downtown Alliance to discuss their project prior to submittal.
 - The formal application process begins with the submittal of an application form, W-9 form, photographs of the existing building and proposed project area and the proposed design.
 - Applications will be evaluated by the Downtown Alliance and selection shall be made at the sole discretion of the Downtown Alliance within 30 days of submittal. All rebate applications are subject to the availability of budgeted funds.
 - Final approval will be in the form of a rebate agreement approved by the Downtown Alliance.
-

Rebate Request and Distribution

All improvements shall be completed as submitted in the program application. Applicants must request the rebate by submitting the following documentation to the Downtown Alliance in writing via the Rebate Request form:

- Proof of payment from the contractors/vendors involved with the project
- Copies of Certified Payroll confirming payment of Prevailing Wage
- Photographs showing the completed work
- Copies of all required City permits

After the Rebate Request has been received, the Downtown Alliance and City staff will inspect the project to verify compliance with the Program guidelines and pre-approved plans. A rebate check will then be processed and sent to the applicant after the final inspection has taken place.

Design Guidelines

These design guidelines are intended to ensure improvements funded by the Downtown Alliance will benefit the public way by improving the physical appearance and curb appeal of downtown streets and properties within the SSA's boundaries. The design guidelines seek to enhance the pedestrian environment, emphasize historic building elements, reduce non-transparent facades and reinforce community identity through harmonious design while still allowing individual businesses to assert their unique presence and identity on the street.

Awnings

Awnings can be both a decorative and functional addition to storefronts. They can shelter customers, merchandise and storefront windows from direct sunlight and inclement weather. They also provide space for signage, welcome customers, help to visually define the width of an individual store and can contribute to business identity. Awnings should be complimentary in color, design and profile and should not cover distinctive architectural details of the building.

Recommendations:

- Keep it simple
- Use minimal words and information
- Awning material should be canvas or fabric-like, not plastic
- Use a straight awning, not curved
- Awning should extend at least 30 inches from the building and have at least nine feet of clearance above the public way
- Keep sides of awnings open
- Avoid using too much white or light colors, which can get dirty easily



Signs

Well-designed signs make a strong first impression and can be a creative demonstration of business character. Signs should clearly communicate the name and identity of the business in a few words without covering architectural details of the building. Signs that are simple and compatible with each other make it easier for people to locate businesses in a commercial district, while contributing to the character of the district. Creative signage design, theater-district style signage and blade signage are encouraged. Signs should be designed as a permanent storefront element with the purpose of identifying a business and what it does and should be designed for both drivers and pedestrians. Signs should not be overbearing or cluttered with excessive information or marketing/advertising messages. Signs for previous businesses must be removed as part of any improvements.

Recommendations:

- Remove nonfunctioning signs
- Place flat signs above the store's windows
- Reuse and restore historic signs
- Use materials consistent and compatible with those found on the building
- The size, shape and style of signage should be similar or complement surrounding uses
- Avoid any light box signs, flashing lights, LED displays or digital light boards
- Neon lights will be addressed on a case-by-case basis

Wall Murals

Wall murals can be an attractive addition to a building and to an overall commercial neighborhood. Murals also can help establish a unique identity. If the side of a building proposed for a mural is highly visible from the public way such artwork may be considered an eligible improvement. Quad City Arts will be consulted on all murals, and all walls must be inspected and primed by a registered contractor prior to applying new artwork.

CONTACT:

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2024 Safety Rebate Program Downtown Rock Island Special Service Area



Keep your business safe

The Safety Rebate Program is designed to provide rebates for safety enhancements to a property, business or space surrounding them. The goal of the Safety Rebate Program is to increase safety in the City of Rock Island's Downtown Special Service Area (SSA). The **Downtown Rock Island Special Service Area** is the funding source used to provide rebates for safety enhancements on commercial or residential property within its boundaries. The Safety Rebate Program is administered by the Rock Island Downtown Alliance, which manages Downtown SSA programs in partnership with the City of Rock Island.

Rebate Amounts

The maximum rebate amount is \$1,000 for projects granted conditional approval. Rebates are awarded after work is approved by the Downtown Alliance, completed in the allotted time, paid in full and all necessary documentation has been submitted to the Downtown Alliance. Applications will be considered once submitted within the Safety Rebate Program timeline and will be awarded until all the funding is designated. All applications must meet the guidelines outlined and are subject to review and approval by the Downtown Alliance.

Applicants that have begun or completed a project prior to approval from the Downtown Alliance are ineligible to receive Safety Rebate funds. Projects that do not include a public-way component, such as security cameras only installed in the interior of a building, are ineligible to receive Safety Rebate funds.

- **1:1 rebate up to \$1,000 for:**
 - Security cameras with recording and video storage capabilities (at least one camera must face the public way)
 - Exterior lighting, including motion-sensor lighting
 - Project funding includes installation of the product, **not ongoing maintenance or subscription costs**

Applications will be considered in the order they are received until all the Safety Rebate Program funding is disbursed for the fiscal year (July 1-June 30). Rebate awards will be based on the merit and design of the project. To maximize the number of eligible projects that receive assistance, the Downtown Alliance reserves the right to award a rebate at an amount less than the allowable maximum. Maximum assistance is determined by need, and the Downtown Alliance reserves the right to prioritize applications based on the proposed safety benefits to the downtown.

Eligible Properties: SSA Boundaries

Only property owners or tenants within the boundaries of the Downtown SSA are eligible for rebates through the Safety Rebate Program.

Downtown Alliance Board members are eligible to participate in the Safety Rebate Program, provided they meet all other program eligibility criteria and abstain from reviewing and voting on ALL Safety Rebate Program applications during the period beginning when their application is submitted until their rebate check is approved and processed.

See the attached map of the SSA boundaries on the next page.



Date: 2/15/2024



Downtown Rock Island Special Service Area

- Downtown Rock Island Special Service Area
- SSA Parcels



Disclaimer: This map is not a substitute for an actual field survey or online investigation. The accuracy of the map is limited to the quality of the records from which it was assembled. The City of Rock Island makes no warranty concerning this information.

Eligibility & Policies

- Rebate requests will not be granted for improvements that were started before the application is received and approved.
- The application must be approved by the Downtown Alliance before work can begin. If the applicant moves ahead with the project before receiving the approval, the applicant accepts the project will not be approved for a rebate.
- All work shall be completed within a six (6) month period as allowed by City of Rock Island building permits. Any extension requests must be approved by the Downtown Alliance and City of Rock Island Building Official to remain in compliance with the terms of the rebate agreement.
- Applicants must be the entity paying for the improvements.
- If the applicant is a tenant or lessee, but not the owner of the property where the project is to take place, a notarized document from the property owner authorizing the improvements to the property is required.
- Applicants shall be in good standing with the City of Rock Island, Rock Island County, the State of Illinois and the United States Government. In good standing means the applicant is not delinquent in payment of any obligation, including taxes on unrelated properties, utility fees, fines or special assessments. To be eligible for participation in this program, applicants must submit full payment for all such items. A history of property nuisances may also be taken into consideration during the application review process.
- Applicants must have proof of the proper [Electrical Permit](#) for the improvements, as needed, and all improvements must adhere to City building and zoning requirements.
- To the extent the owner or tenant is supplying their own materials or labor for the improvements, profits and overhead are not eligible expenditures for the rebate.
- Locations of security cameras installed with assistance from the Safety Rebate Program will be shared with the Rock Island Police Department.
- Applications are considered on a rolling basis July 1 through June 30. There is no guarantee funding will be available upon request of rebate.
- If any change in ownership of the property or business participating in the Safety Rebate Program occurs during the improvements, eligibility for the Safety Rebate Program will be suspended until a meeting with the Downtown Alliance and new ownership is completed and any changes to the original application are approved in writing. There is no guarantee new ownership will be approved for the same rebate amount as the previous owner. All such applications will be considered on a case-by-case basis.
- Strong preference will be given to applicants who show the funding assistance is necessary to allow them to complete the proposed project.
- Strong preference will be given to spaces that have not previously participated in the Safety Rebate Program.
- Rebates will be applied only once per building per funding cycle on which approved enhancements are made.
- If the same improvement project already received funding from a different grant or incentive program it is ineligible for additional funding through the Safety Rebate Program.
- Improvements must remain with the property.
- If the applicant is not able to fulfill the terms of the rebate agreement, the Downtown Alliance may recapture all or a portion of the assistance granted.

Application Process

- Prospective applicants shall schedule a pre-application meeting with the Downtown Alliance to discuss their project prior to submittal.
- The formal application process begins with the submittal of an application form, W-9 form, photographs of the existing building and proposed project area and the proposed design.
- Applications will be evaluated by the Downtown Alliance and selection shall be made at the sole discretion of the Downtown Alliance within 30 days of submittal. All rebate applications are subject to the availability of budgeted funds.
- Final approval will be in the form of a rebate agreement approved by the Downtown Alliance.

Rebate Request and Distribution

All improvements shall be completed as submitted in the program application. Applicants must request the rebate by submitting the following documentation to the Downtown Alliance in writing via the Rebate Request form:

- Proof of payment from the contractors/vendors involved with the project
- Copies of Certified Payroll confirming payment of Prevailing Wage
- Photographs showing the completed work
- Copies of all required City permits

After the Rebate Request has been received, the Downtown Alliance and City staff will inspect the project to verify compliance with the Program guidelines and pre-approved plans. A rebate check will then be processed and sent to the applicant after the final inspection has taken place.

Security Camera Best Practices

Focus your search on HD video systems: You should focus your search on digital systems that provide clear Internet Protocol (IP)/high definition video. Look for this type of system with cameras that have as high of a resolution as you can find. This video clarity will help you identify important details about suspects in the event that a crime occurs.

Choose a camera that filters glare: One of the common challenges with surveillance video is undesired glare. Sunlight, street lights, shiny surfaces and even your own business's lights can interfere with a clear picture. Choose an IP or analog camera that filters out as much glare as possible. Also, look for infrared cameras that will reduce the glare from the headlights of surrounding traffic. By investing in this type of camera, you won't have to alter your business's current lighting.

Consider a Panoramic-Style Camera: Panoramic-style cameras are ideal for businesses that need extensive coverage. This type of camera provides a wide view of corridors, entry points and other spaces. This is the ideal solution for a medium- to large-sized business that has ample space and multiple doors. If your business operates 24/7 and there is a considerable amount of property to secure, such as parking lots and various wings of buildings, you will be best served by investing in an ultra-wide dynamic range camera. This camera is ideal for producing clear night images that captures video across a large range of space.

Placement: Another important consideration is where to place your camera(s). Be sure to install your camera as high as possible so that they aren't able to be vandalized. When you are shopping for your surveillance system, opt for one that provides cameras that are encased within a protective enclosure, this will guard the camera from vandals as well as inclement weather.

There are 3 general types of cameras to choose from:

- **Fixed cameras:** The view is locked on to a specific area.
- **Mechanical PTZs (Pan, Tilt, Zoom):** The view can be manually adjusted by an operator over great distances but the system can only record the current area viewed.
- **Panoramic cameras:** The view can be manually adjusted by an operator over a small area and the system can record the entire area covered.

***You will want to consult with local security camera installation companies to ensure what specifications and types of cameras will be best for your property.**

***Be sure to check with your insurance provider about potential security systems discounts.**

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2024 Vandalism Repair Rebate Program Downtown Rock Island Special Service Area



Fix vandalized windows, doors

The Vandalism Repair Rebate Program provides incentives in the form of a rebate for physical repairs to windows and doors of commercial spaces along the public way due to vandalism. The goal of the Vandalism Repair Rebate Program is to ensure the City of Rock Island's Downtown Special Service Area (SSA) district is not mired by broken or boarded-up windows or doors and that businesses can receive financial assistance if vandalism occurs. The **Downtown Rock Island Special Service Area** is the funding source used to provide rebates for business repairs to commercial property within its boundaries. The Vandalism Repair Rebate Program is administered by the Rock Island Downtown Alliance, which manages Downtown SSA programs in partnership with the City of Rock Island.

Rebate Amounts

The maximum rebate amount is \$500 for costs incurred for repairs to windows and doors damaged by vandalism. Rebates are awarded after repairs are completed in the allotted time, paid in full and all necessary documentation has been submitted to the Downtown Alliance. Applications will be considered once submitted within the Vandalism Repair Rebate Program timeline and will be awarded until all the funding is designated. All applications must meet the guidelines outlined and are subject to review and approval by the Downtown Alliance.

- **1:1 rebate up to \$500 for:**
 - Windows and/or doors
 - Replacement of broken glass
 - Repair/restoration of glass damaged with acid etching or glass carving

Repairs eligible for the rebate must be:

- Needed solely due to the occurrence of vandalism
- Visible from the public way and have a positive impact on the building-front appearance
- Completed in accordance with the specifications described in the approved application

Applications will be considered in the order they are received until all the Vandalism Repair Rebate Program funding is disbursed for the fiscal year (July 1-June 30).

Eligible Properties: SSA Boundaries

Only owners or tenants of street-level property within the boundaries of the Downtown SSA are eligible for rebates through the Vandalism Repair Rebate Program.

Downtown Alliance Board members are eligible to participate in the Vandalism Repair Rebate Program, provided they meet all other program eligibility criteria and abstain from reviewing and voting on ALL Vandalism Repair Rebate Program applications during the period beginning when their application is submitted until their rebate check is approved and processed.

See the attached map of the SSA boundaries on the next page.



Date: 2/15/2024



Downtown Rock Island Special Service Area

- Downtown Rock Island Special Service Area
- SSA Parcels



Disclaimer: This map is not a substitute for an actual field survey or online investigation. The accuracy of the map is limited to the quality of the records from which it was assembled. The City of Rock Island makes no warranty concerning this information.

Eligibility & Policies

- Rebate applications must be submitted within **30 days** of the vandalism incident.
- Rebate applications cannot be approved without proof of a filed police report.
- Applicants must provide proof of payment from the contractors/vendors involved with the project stating the cost incurred for needed repairs.
- Applicants must provide photographic documentation of the damage.
- Applications must be approved by the Downtown Alliance to receive a rebate.
- Applicants must fully and timely comply with all the requirements and deadlines set forth in the application.
- Applicants must be the entity paying for the improvements.
- If the applicant is a tenant or lessee, but not the owner of the property where the project is to take place, a notarized document from the property owner authorizing the improvements to the property is required.
- Applicants shall be in good standing with the City of Rock Island, Rock Island County, the State of Illinois and the United States Government. In good standing means the applicant is not delinquent in payment of any obligation, including taxes on unrelated properties, utility fees, fines or special assessments. To be eligible for participation in this program, applicants must submit full payment for all such items. A history of property nuisances may also be taken into consideration during the application review process.
- Applications are considered on a rolling basis July 1 through June 30. There is no guarantee funding will be available upon request of rebate.
- If the same vandalism repair project already received funding from a different grant or incentive program it is ineligible for additional funding through the Vandalism Repair Rebate Program.

Application Process

- The formal application process begins with the submittal of the following:
 - Application form
 - W-9 form
 - Photographs of the existing building and damage done due to vandalism
 - Proof of payment from the contractors/vendors stating the costs incurred for needed repairs
 - Copies of Certified Payroll confirming payment of Prevailing Wage
 - Proof of filed police report

Rebate Request and Distribution

After the Rebate Request has been received, applications will be evaluated by the Downtown Alliance and selection shall be made at the sole discretion of the Downtown Alliance. All rebate applications are subject to the availability of budgeted funds. Once an applicant has been approved, the Downtown Alliance will inspect the project to verify compliance with the program guidelines and that repairs were made according to the damage done. A rebate check will then be processed and sent to the applicant after the final inspection has taken place.

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