



**City Council Study Session Agenda**  
**March 11, 2024 - 6:00 PM**  
**City Council Chambers, City Hall, 3rd Floor,**  
**1528 Third Avenue, Rock Island, IL**

[Click Here to Watch Live](#)

- 1. Call to Order**
- 2. Roll Call**
- 3. Public Comment**
- 4. Presentations**
  - a. Rock Island Downtown Alliance (RIDA) Presentation

**5. Adjourn**

- a. Motion to adjourn.

|         |                                   |
|---------|-----------------------------------|
| Motion: | Motion whether or not to adjourn. |
| VV      | Voice vote is needed.             |

*This agenda may be obtained in accessible formats by qualified persons with a disability by making appropriate arrangements from 8:00 am to 5:00 pm, Monday through Friday, by contacting the City Clerk's Office at (309) 732-2010 or visiting in person at: 1528 Third Avenue, Rock Island, IL 61201.*

# ROCK ISLAND

downtown alliance

A joint effort  
between the  
public and  
private sectors to  
strengthen  
livability and  
quality of place  
in downtown  
Rock Island.

**Est. 2023**

# PARTNERSHIPS MAKE ALL THE DIFFERENCE



# 2-YEAR EFFORTS PAID OFF

## **2021**

Downtown stakeholders explored the creation of a place management organization and sustainable funding model to improve, maintain and program the commercial district.

## **2022**

The Downtown Rock Island Special Service Area (SSA) was established. Funds are made possible through an additional property tax, which supports improvements and enhanced services within the district's boundaries.

# **SSA BOUNDARIES**

Roughly the area between 1<sup>st</sup> and 7<sup>th</sup> Avenues and 13<sup>th</sup> and 28<sup>th</sup> Streets. Services performed supplement those provided by the City government and general property owner responsibilities.

# **SSA GUIDANCE**

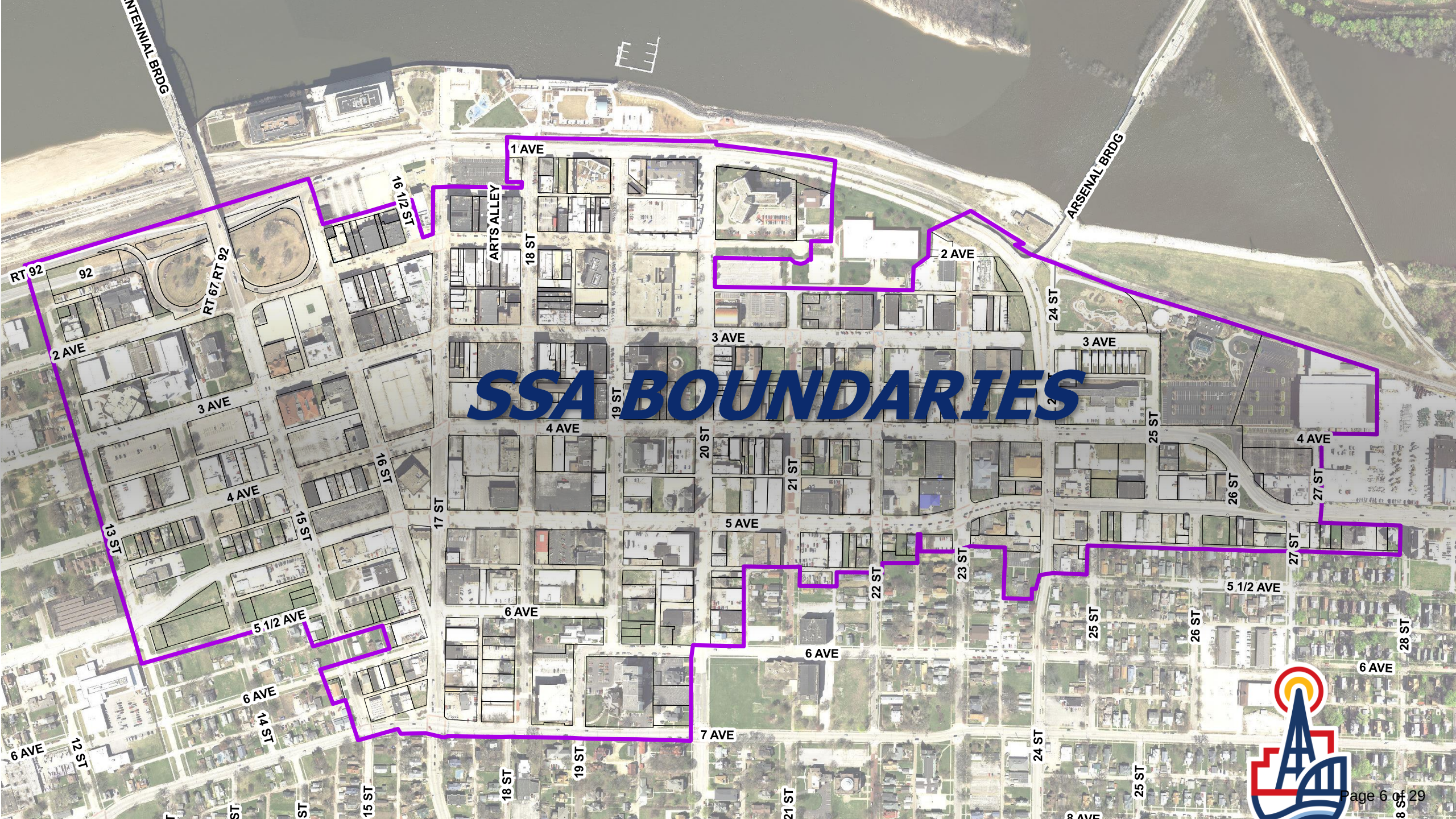
A 13-person Board of Directors and four Committees help govern and guide the use of the funds generated by the SSA. Total of 25 engaged stakeholders.

Approx. 215 individual property owners, 430 parcels & 65 blocks.

**\$29,523,946**

**2024 TOTAL EQUALIZED  
ASSESSED VALUE (EAV)**



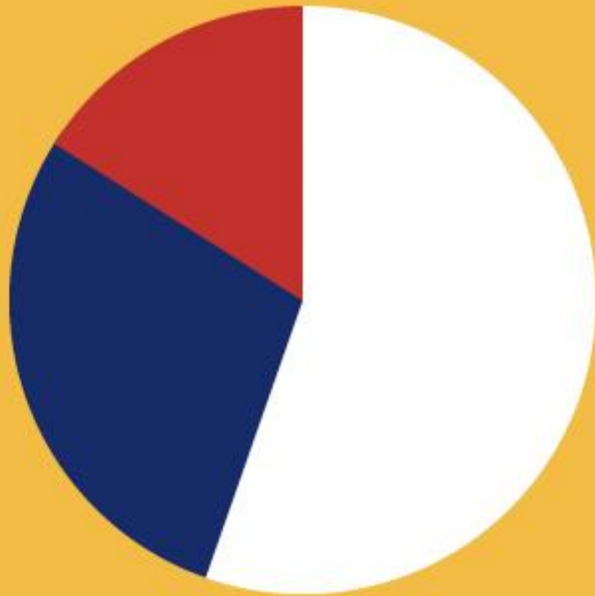


# SSA BOUNDARIES



## BUDGETED REVENUE

Donations, Sponsorships,  
Grants  
\$90,000 (16%)



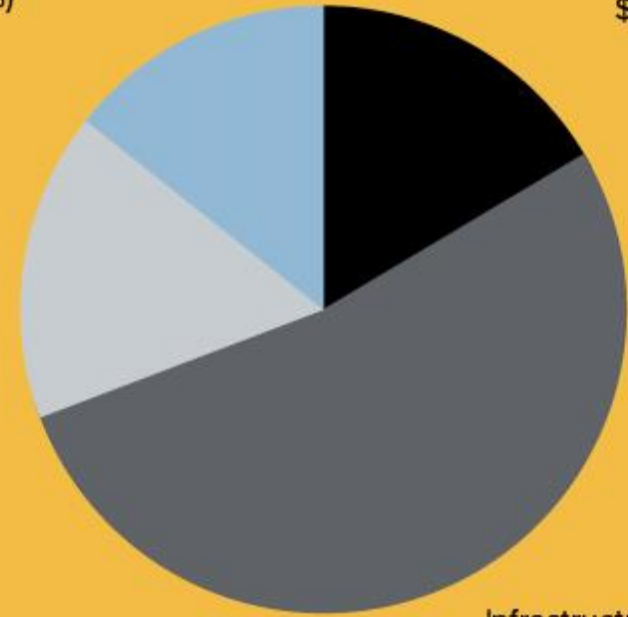
City of Rock  
Island  
\$160,346 (29%)

## BUDGETED EXPENSES

Administrative & Executive Support  
\$80,346 (14%)

Advocacy & Promotions  
\$92,297 (17%)

Special Service  
Area  
\$310,613 (55%)



Business & Economic Growth  
\$92,297 (17%)

Infrastructure & Livability  
\$296,019 (52%)

# VISION

Downtown Rock Island is a vibrant, welcoming and prosperous place to live, work, play, dine and shop.

# MISSION

To deliver services and programs for the City of Rock Island's Downtown Special Service Area that enhance public spaces, encourage private investment and improve quality of life in downtown Rock Island.

DEDICATED PARTNER



# WORKPLAN PROGRESS

## **Business & Economic Growth**

- Actively assisting developers, entrepreneurs and businesses seeking downtown space or an improvement/expansion to their current space
- Created the Curb Appeal Rebate Program to incentivize physical improvements to storefronts and facades along public way. Awning, signage and wall mural improvements are focus for 2024.

# WORKPLAN PROGRESS

## **Infrastructure & Livability**

- Launched a “Clean and Safe” program to provide quality-of-place services, including litter pickup, weed abatement and mobile safety patrol, in the public realm
- Finalized recommendations for the City’s \$7.3M Rebuild Downtown Rock Island streetscaping project set to begin this spring

# KEEPING IT CLEAN

**ROCK  
ISLAND**  
downtown alliance

Before



After



Before



# GRAFFITI REMOVAL

After



**ROCK**  
**ISLAND**  
downtown alliance

**REBUILD**



**RI**

**DOWNTOWN ROCK ISLAND**

# WORKPLAN PROGRESS

## **Advocacy & Promotions**

- Produced special event Alternating Currents and small business holiday promotion Deck the Downtowns to boost visibility and sales
- Working closely with the City on code enforcement, signage regulations and right-of-way beautification and maintenance issues

2024 DECK THE  
DOWNTOWNS



# 2024 DECK THE DOWNTOWNS WINDOW DISPLAY





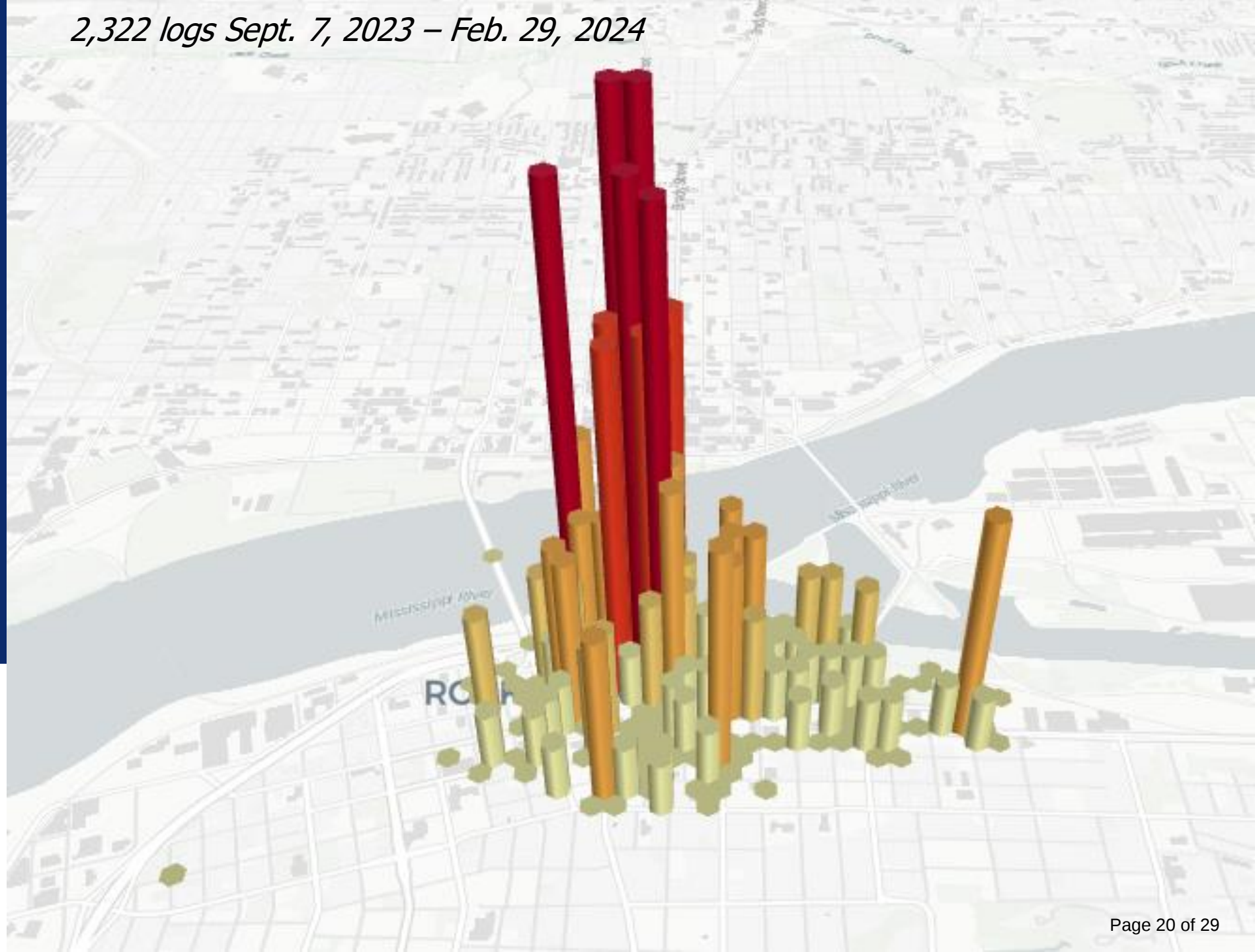
# *2023 ALTERNATING CURRENTS*



# AMBASSADORS AT WORK

*2,322 logs Sept. 7, 2023 – Feb. 29, 2024*

**ROCK**  
**ISLAND**  
downtown alliance



# REPORTING RESULTS

Boots-on-the-ground activities tracked through mobile software application in real-time Sept. 7, 2023 – Feb. 29, 2024 (first six months)

## Hospitality

- **1,483** greetings
- **633** business engagements
- **49** entrepreneur/developer engagements
- **23** responses to calls for service

## Clean and Safe

- **385** bags of litter collected (16,940 gallons)
- **167** stickers removed
- **118** pet waste bags collected
- **107** graffiti tags removed
- **55** block faces of weed abatement
- **43** City trash cans serviced
- **27** public safety logs

# PUBLIC SUPPORT

Ballet Quad Cities

Nov 16, 2023 · 🌐

A great big thank you to D'Andre and his crew with the RI Downtown Alliance [Downtown Rock Island](#) for cleaning all around our building. The alley and sidewalks are spotless! You made our day!





Like

Comment

Share

Kyle Carter and 31 others

4 Shares

NEST Café Quad Cities

Feb 7 · 🌐



All comments ▾

Like

Comment

Dylan Parker and 69 others

4 Shares

Pam Lage

It is such a good improvement. Just drove down there and saw two men cleaning. It is beginning to look so nice. It looks much more welcoming. Keep up the good work!

2w Love Reply Hide

Top fan  
Tom Flaherty

[Downtown Rock Island](#) Doing great things

1w Love Reply Hide

YWCA of the Quad Cities · [Follow](#)

DITTO!

2w Love Reply Hide

John Blunk

Sep 29, 2023 · 🌐

Good news: The Rock Island Downtown Alliance has launched its Clean and Safe Program. DeAndre Robinson is the operations manager and Derrick King is first cleaning ambassador. [City of Rock Island Government Quad Cities Chamber of Commerce](#)



Like

Comment

Share

Erie D Johnson and 35 others

1 Share

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# **WHY WE DO WHAT WE DO!**



FAMILY FUN



**AUTHENTIC  
EXPERIENCES**

**ROCK  
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# WELCOMING ENVIRONMENT

**ROCK  
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# COMMUNITY PRIDE

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**ISLAND**  
downtown alliance



# BUSINESS GROWTH

**ROCK  
ISLAND**  
downtown alliance





**[DowntownRockIsland.org](https://DowntownRockIsland.org)**