

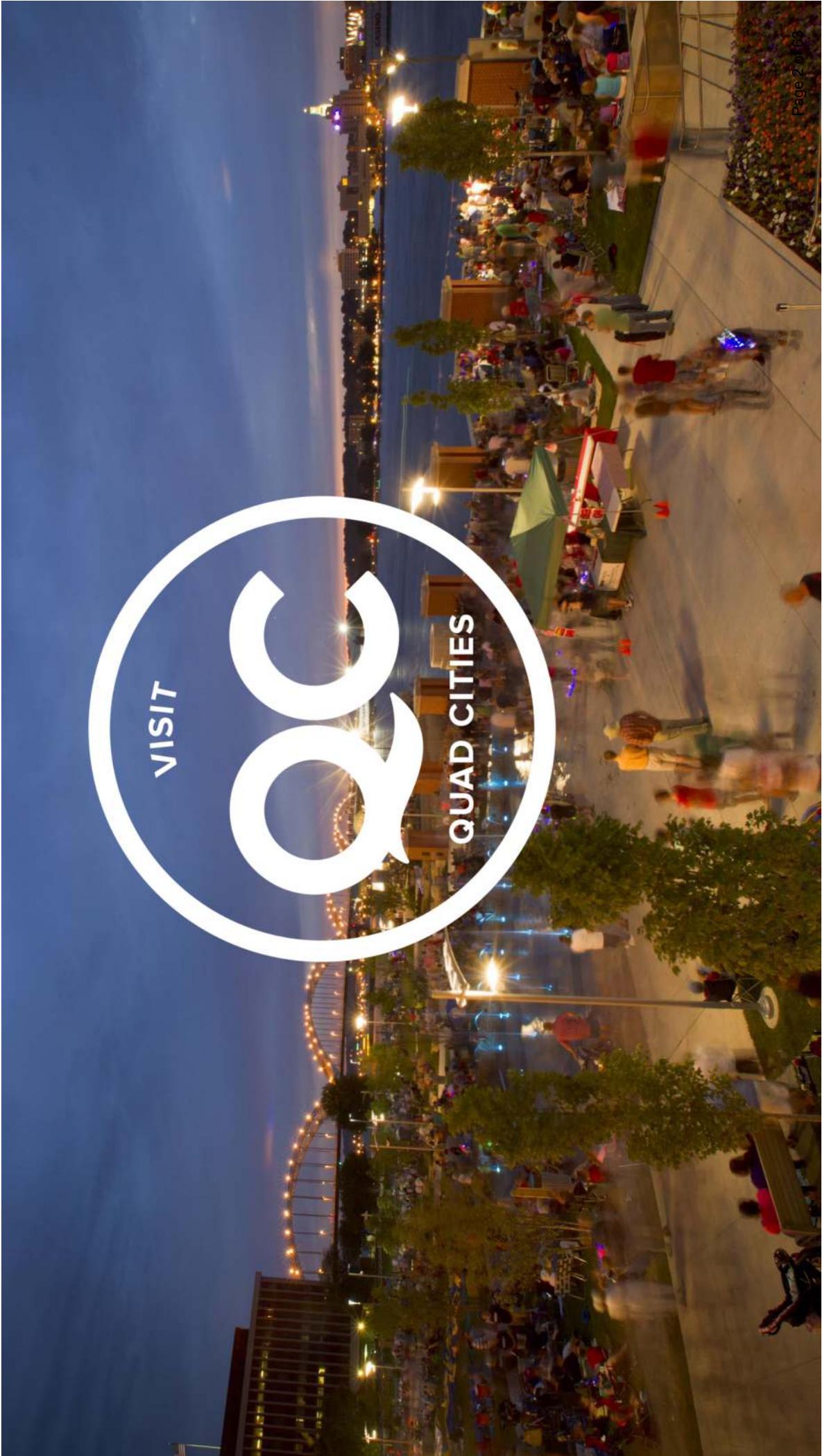


City Council Study Session Agenda
May 8, 2023 - 5:00 PM
City Council Chambers, City Hall, 3rd Floor,
1528 Third Avenue, Rock Island, IL

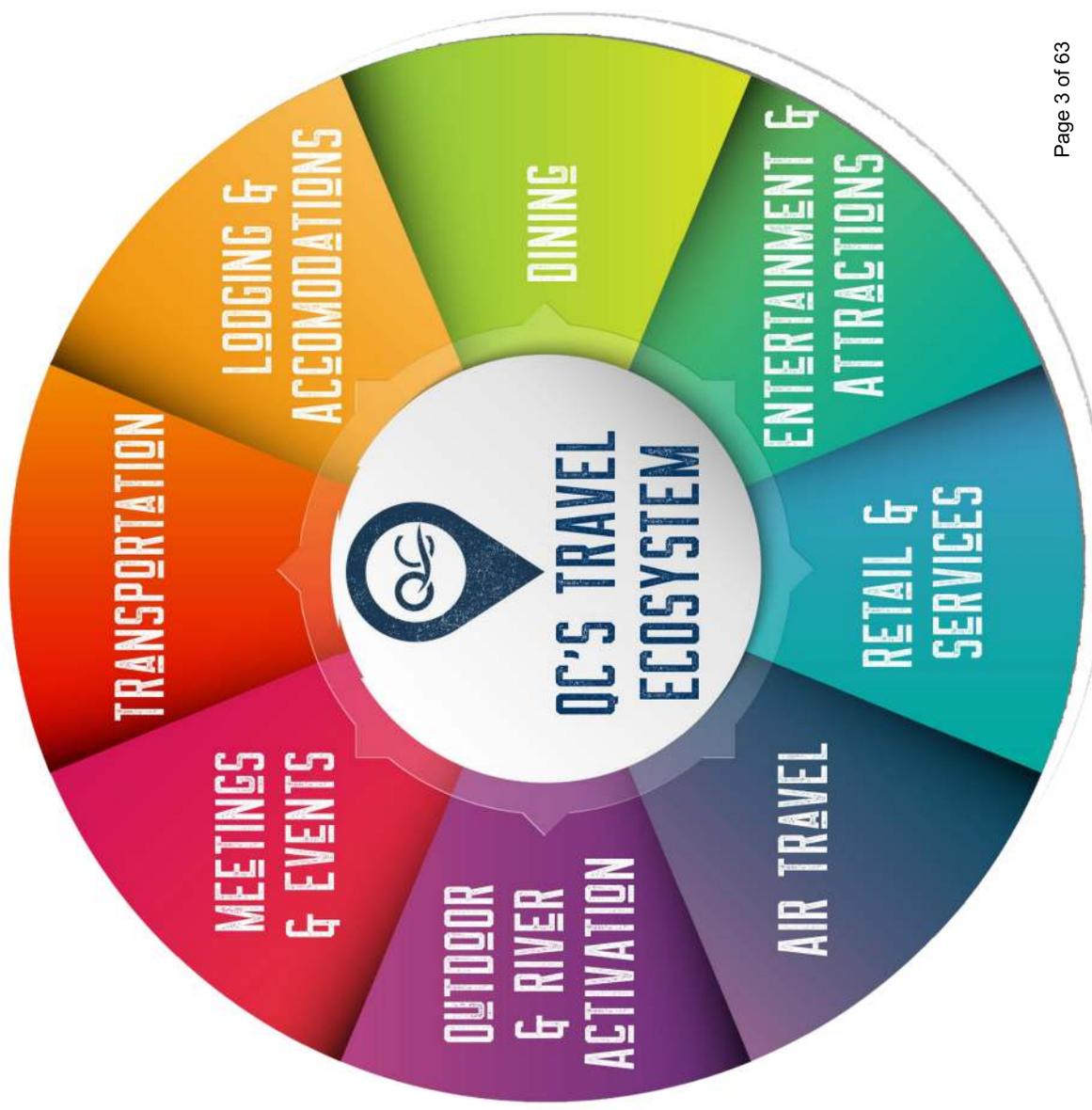
- 1. Call to Order**
- 2. Roll Call**
- 3. Public Comment**
- 4. Presentations**
 - a. Presentation from Dave Herrell, Visit Quad Cities
 - b. Sunset Marina Presentation
- 5. Adjourn**
 - a. Motion to Adjourn

Motion:	Motion whether or not to adjourn.
RC	Roll Call 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.



VISITOR ECONOMY



VISITOR ECONOMY

- **\$1.1B visitor spending** in Rock Island County and Scott County per Tourism Economics, the State of Illinois, and the State of Iowa
- **\$74.69M** in local taxes generated
- **\$68.23M** in state taxes generated
- The pandemic system shock adversely impacted our regional visitor economy and Visit Quad Cities budget
- Visitors **do not know boundaries** and they don't care. They just want good stuff



POWERED BY

Mission

Visit Quad Cities enhances the region's quality of life and creates economic development opportunities through tourism to inspire and build our Mississippi River regional destination.

Vision

The Quad Cities will be recognized internationally as a must-experience riverfront destination.

Brand Promise

We promise lifelong memories and authentic experiences inspired by the energy, culture and positive Midwestern spirit that defines our regional destination.



IOWA | ILLINOIS

ACCREDITED

Accredited destination organization

Only 200 destinations globally with this industry standard of operating excellence

Multi-year process and reporting mechanisms



QUALITY OF LIFE SUSTAINABILITY
 MISSISSIPPI RIVER NORTH
 VISITOR EXPERIENCE
 OPEN TO GROUP BUSINESS MIDWESTERN SPIRIT ADVOCACY
 EVERYWHERE SPORTS TOURISM BELONG TO, BELIEVE IN
 TOURISM DEVELOPMENT
 MENTORING MINDSET SALES
 RESTAURANT WEEK MUSEUM WEEK QCALE TRAIL
 WORLD RENOWNED RIVER
 FAMILY PASS CREATIVE ENERGY
 CONTENT CURATION PODCAST PUBLIC ART TRAIL
 INNOVATION SOCIAL MEDIA ACTIVATION
 TRAVEL IOWA
 ALWAYS ATTAINABLE
 DIVERSE EXPERIENCES
 EARNED MEDIA COFFEE TRAIL
 ENJOY ILLINOIS VISITOR ECONOMY ECONOMIC PROSPERITY
 GOVERNANCE
 MILITARY REUNIONS
 EVENTS
 CULTURAL TOURISM VIBRANCY
 TOURISM PRODUCT
 FUTURECASTING QC, THAT'S WHERE
 THE DEERE EFFECT
 BRAND IDENTITY
 QC PRO
 CREATIVE CITIES
 MEETINGS RIVER CRUISE
 CULTURE
 SENSE OF PLACE
 BUSINESS INTELLIGENCE PROMOTION
 BRAGABILITY
 DESTINATION
 MARKETING
 AUTHENTIC STORYTELLING
 ADVERTISING CERTIFIED TOURISM AMBASSADOR
 QC INSIDER TEXT
 COMMUNITY POSITIONING
 FAMILY OF PLACES

BY THE NUMBERS

\$958.76M

ANNUAL VISITOR SPENDING IN THE QC

GENERATED \$30M

IN DIRECT ECONOMIC IMPACT WITH GROUP BUSINESS

53% AVERAGE

HOTEL OCCUPANCY IN FY22

\$93.10

AVERAGE DAILY HOTEL
ROOM RATE

[

\$49.88 AVERAGE
REVENUE GENERATED
PER HOTEL ROOM

6,500+ HOTEL ROOMS

73 HOTEL PROPERTIES

560,928

QUAD CITIES INTERNATIONAL
AIRPORT PASSENGERS



8,000 Quad Citizens employed in the
visitor economy industry

37M PEOPLE

LIVE WITHIN SIX-HOUR DRIVE OF THE QC

\$15M EARNED

MEDIA VALUE

**18M ADVERTISING
IMPRESSIONS**

GENERATED THROUGH VOC CAMPAIGNS



400,000 WEBSITE VISITS

13,749 OPT-IN EMAIL UNIVERSE

**3.67M FACEBOOK
REACH**

INSPIRED 642 INSTAGRAM
COMMENTS

**626
RETWEETS**

18 MICROBREWERIES

ON THE QC ALE TRAIL

[518 SIGNED UP FOR QC ALE TRAIL
1,122 IN THE QC ALE TRAIL FACEBOOK GROUP

35 LOCAL COFFEE SHOPS

ON THE QC COFFEE TRAIL

[2,140 SIGNED UP FOR QC COFFEE TRAIL
2,267 IN THE QC COFFEE TRAIL FACEBOOK GROUP

16 MUSEUMS

IN QC MUSEUM WEEK

123 QC PRO COMPLETIONS

3,073 QC INSIDERS

TEXT SUBSCRIBERS

59 participating restaurants in QC
Restaurant Week





FY22 DATAFY REPORT

FY22 July 1, 2021-June 30, 2022 (50+ mile Radius)

1.6 MILLION
UNIQUE VISITORS



14 MILLION
VISITOR DAYS SPENT IN THE QC

3.1 DAYS AVERAGE LENGTH
OF STAY

4.5M VISITS
TO THE QC REGIONAL DESTINATION

DEMOGRAPHICS

AGE	INCOME
45-64 35%	\$100K+ 42%
25-44 29%	\$0-\$50K 30%
65+ 23%	\$75K-\$99K 20%
16-24 13%	\$50K-\$75K 8%

ETHNICITY
White 89%
Hispanic 6%
Black 3%
Asian 2%

NUMBER IN HOUSEHOLD
1-2 44%
3-5 47%
6+ 9%

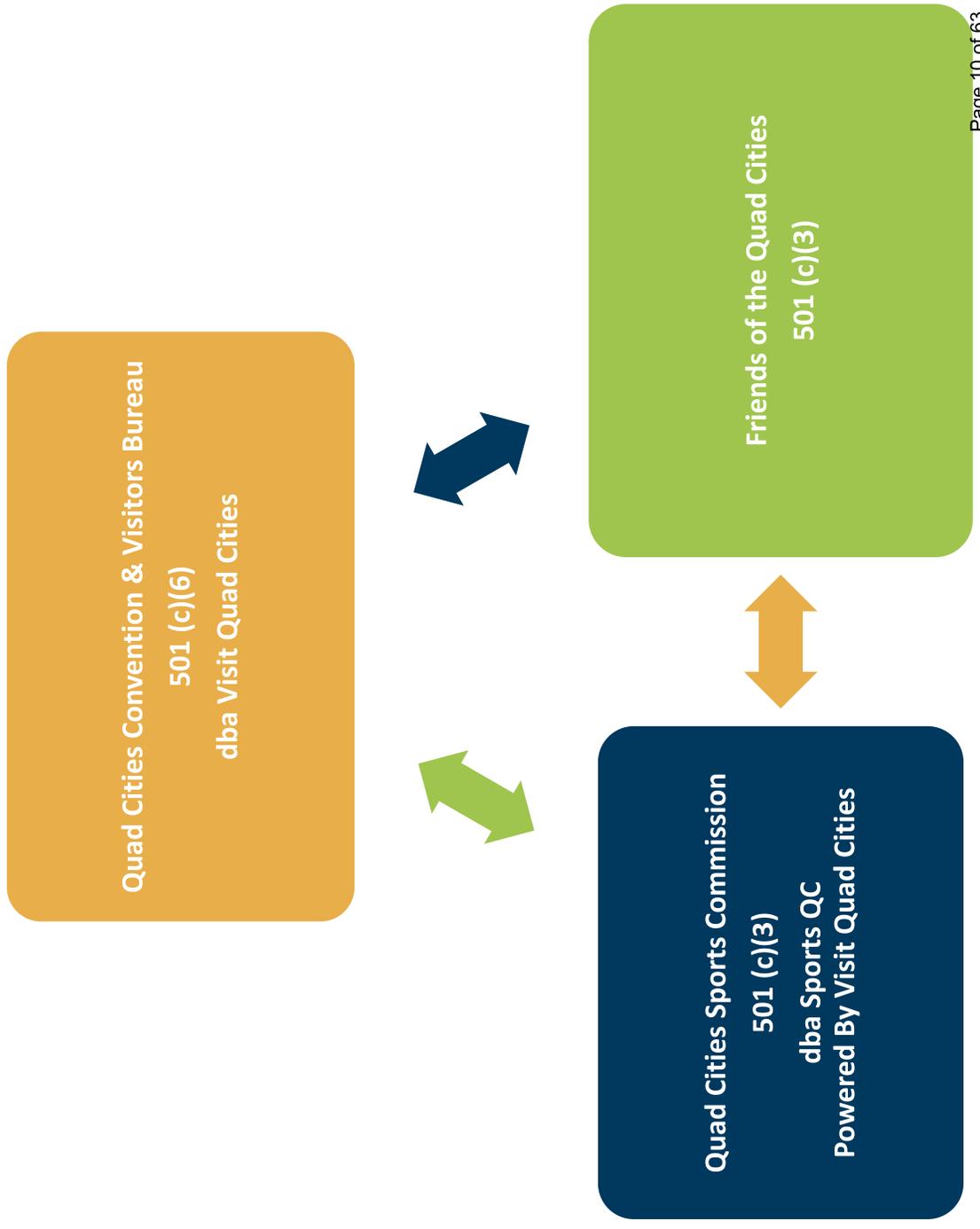
MALE VS. FEMALE

50.1% Female
49.9% Male

EDUCATION
High School 53%
Bachelors 42%
Graduate 5%



CURRENT GOVERNANCE STRUCTURE



BOARD OF DIRECTORS



- Appointed roles
- Rock Island at the table
- Non-appointed “members”
- Committee engagement
- Professional staff with over 90 years of combined experience in tourism

PROFESSIONAL TEAM



Dave Herrell, President and CEO

Mindy Chapman, Vice President Finance & Administration
Charlotte Morrison, Vice President, Marketing & Comm.

Joan Kranovich, Vice President, Business Growth and
Director, Sports QC

Jessica Waytenick, Public Relations & Marketing Manager
Katrina Keuning, Digital Marketing Storyteller

Nicki Brus, Business Growth & Service Manager

Paulette Day, Business Growth & Service Manager

Jessica VanDyke, Business Growth & Sports Dev. Manager

Justina Crawford, Partnership & Event Services Coordinator

Brittany Wells, Destination Experience Manager

Cassidy Darin, Destination Experience Coordinator

*Part-time: Experience Specialists and Interns from local universities

**Staff has professional accreditations' in tourism, meeting planning, and all
are Certified Tourism Ambassadors (CTAs)

WHY TOURISM MATTERS

- Public sector revenue generator “cash in-hand” economic development
- Shapes community positioning, perception, brand visibility, and story
- Supports jobs, small business, and talent pipeline
- Energizes resident pride
- Builds quality of life and activates place

GLOBALLY CONNECTED

- U.S. Travel Association
- Destinations International
- STR
- Tourism Economics (div. of Oxford)
- Illinois Council of Convention & Visitor Bureaus (ICCVB); statewide org. of 37 DMOs
- Iowa Travel Industry Partners (iTIP); statewide org. of 105 members

ADVOCACY

LOCAL PARTNERSHIPS

- MPI, PCMA, Northstar, and Sports ETA
- Productive working relationships locally with all municipalities, counties, economic development organizations, our MPO, and stakeholders

HOW DOES OUR FUNDING WORK?

- Local municipalities
- State of Illinois
- State of Iowa
- Rock Island County
- Scott County
- Grant revenues
- Advertising revenues
- Co-operative activations
- Partnership program
- Investor program
- Sponsorships
- Event income
- Misc. (i.e., visitor services)



- State contract with Department of Commerce & Economic Opportunity (DCEO) and the Illinois Office of Tourism
- Local Tourism Convention Bureau Program (LTCB) set by state statute; \$320,527 in revenue from this program; must meet a local match threshold
- State of Illinois certified convention & visitors bureau; Iowa does not have a similar program
- Official and contracted representative for Rock Island County service area; defined scope of services for tourism with performance measures as defined by DCEO
- One of 37 certified bureaus in Illinois representing hundreds of communities; member of the Illinois Council of Convention & Visitor Bureaus (ICCVB)
- Cadence with DCEO, IOT, and the Governor's Office

Multi-jurisdictional Local Public Sector Investments

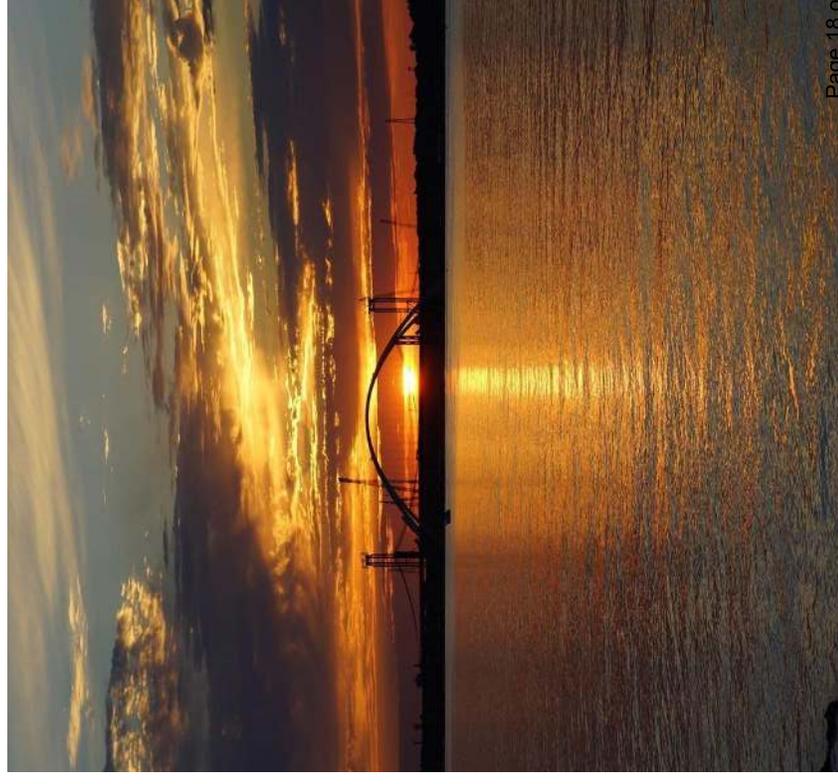
Municipality/County	Investment; FYE22	Percentage of TOT/Direct
City of Rock Island	\$51,393	Percentage
City of Moline	\$215,351	Percentage
City of Bettendorf	\$271,080	Percentage
City of Davenport	\$375,000	Direct
Rock Island County	\$58,523	Percentage * airport hotels
Scott County	\$70,000	Direct
Other (i.e., East Moline, LeClaire, Coal Valley, Eldridge, etc.)	\$21,001	Direct
Total	<u>\$1,062,348</u>	17% of transient occupancy tax; the national avg. is over 50%

TOURISM MASTER PLAN

Destination Vision

In 2030, the Quad Cities is a proud, forward-thinking, visitor-centric region connected by the storied Mississippi River and a shared love of local, independent arts, culture, and creativity. This family of communities attracts young explorers and dreamers, investors and entrepreneurs because it offers homegrown imagination and innovation—an eclectic music, art, culinary, sports, and entertainment scene, an original and authentic experience of one of the world’s great rivers, and an open-minded midwestern spirit that brings success within reach for all.

People love the Quad Cities because they want to be part of its growing, blooming, welcoming and evolving energy, and get closer to a place that’s as genuine as it is quirky, as unexpected as it is energizing, as deeply rooted as it is forever current.



TOURISM MASTER PLAN AND GOALS



STRATEGIC PLAN GOALS [Listed in order of priority.

- 1 BRAND IDENTITY**
The Quad Cities will create a unified identity and narrative to promote the region as a place to live, work and visit.
- 2 GROWTH**
The Quad Cities' tourism industry will generate increased demand and overall growth of the visitor economy.
- 3 VISITOR EXPERIENCE**
The Quad Cities will improve the overall visitor experience by addressing product gaps and opportunities.
- 4 ECONOMIC IMPACT**
The Quad Cities will increase the economic impact of the visitor economy (tax revenue, jobs, etc.)
- 5 INVESTMENT**
The Quad Cities will increase investment in the visitor economy.
- 6 COLLABORATION**
The Quad Cities will build consensus and collaboration within the tourism industry.
- 7 QUALITY OF LIFE**
The Quad Cities will ensure the visitor economy also enhances resident quality of life.
- 8 SUSTAINABILITY**
The Quad Cities will ensure the visitor economy delivers sustainable and desirable environmental outcomes.

TOURISM MASTER PLAN PRIORITIES

Destination Promotion

Destination Programming

Governance

Destination Development

Destination Stewardship

Implementation

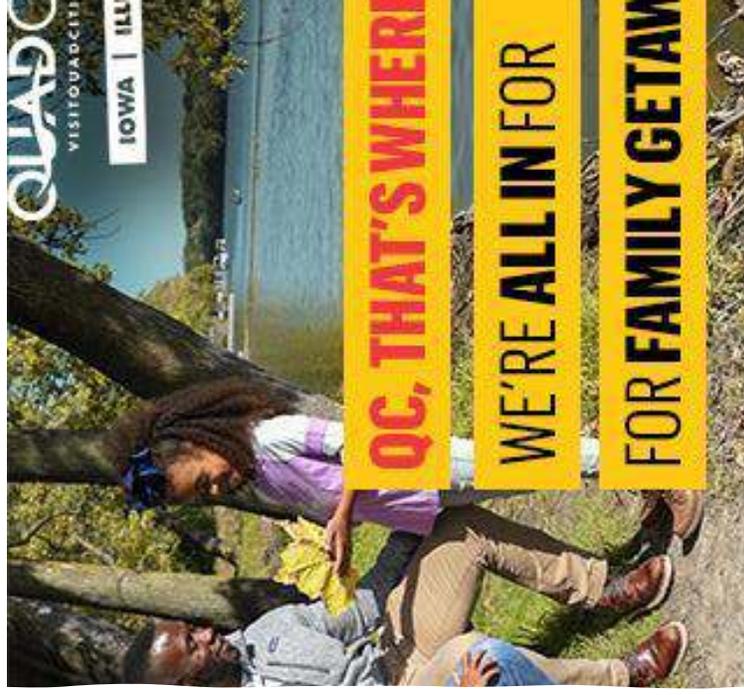
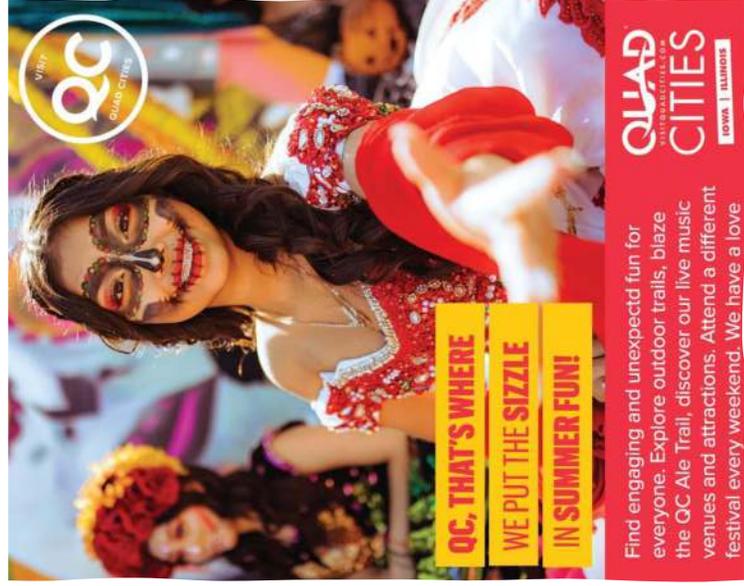
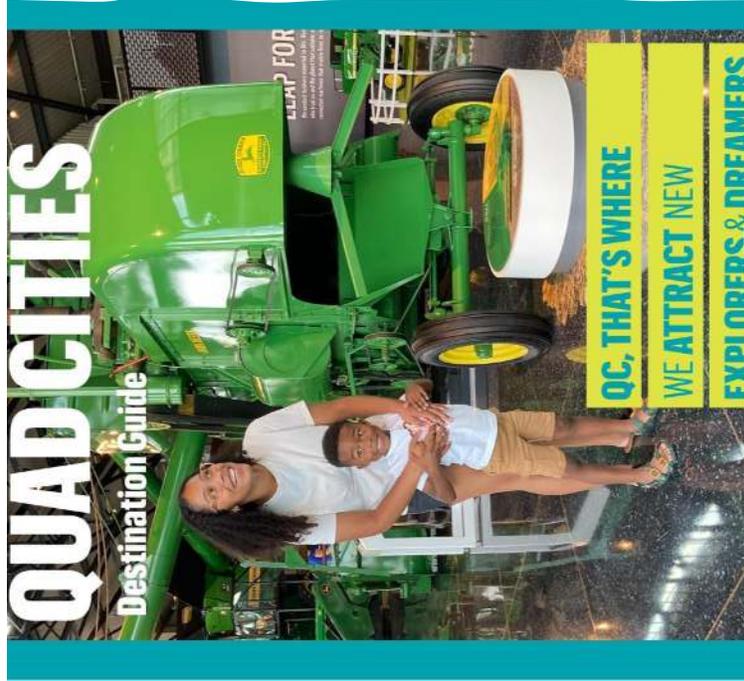


* These are in no particular order of priority.



BRAND ACCELERATION AND ENGAGEMENT





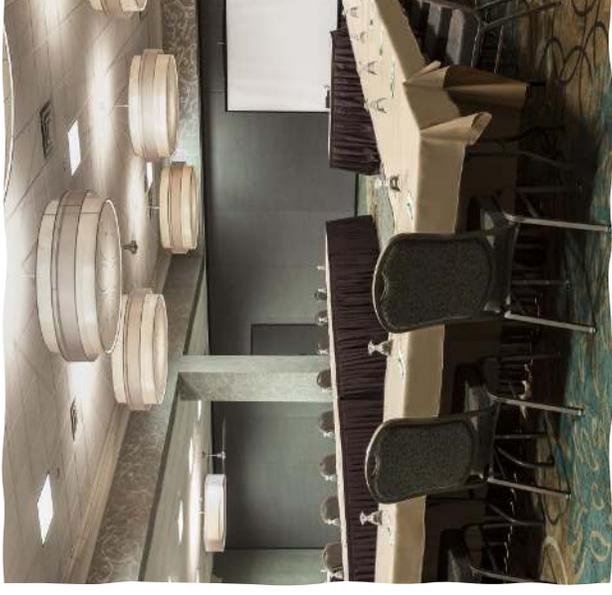
PROMOTIONAL DRIVER

The Visit Quad Cities brand department is much like a full-service ad agency that works strictly for our tourism market and promotes **all regional destination assets**

DELIBERATE APPROACH

Our target markets are

- Leisure travel
- Meetings/conventions
- Sports events
- Group tour business



PUBLIC RELATIONS

Earned media drives story and value

CONSISTENT MESSAGING

Out-of-market Media includes

- Digital advertising
- Social media marketing
- Paid Search
- Television
- Radio
- OTT
- SEO
- Print (newspapers, magazines)
- Bloggers & Podcasts
- Social Media Influencers
- Trade Publications

Distribute and secure coverage through story pitches, and media relations

- Host media and Travel Writer visits and serve as their guide and host
- Work with show producers, editors, travel writers, bloggers, and social influencers

Tracking Media Coverage

- We use Meltwater to track media coverage, the ROI, and to deliver content to targeted media across the country



Travel Writers – Rock Island

- James Norton – QC Coffee and Pancake House
- Jana Corrie – Backwater Gamblers, QC Botanical Center, Black Hawk Park, Hauberg Indian Museum
- Randy Stern – Clock, Inc.
- Megan Bannister – QC Botanical Center, Hauberg Indian Museum
- Ro/Shunda Russell – Backwater Gamblers
- Four travel writers on International Food, Wine & Travel Writers Association FAM Tour - QC Coffee and Pancake House, Circa '21, Icons Martinis, Rock Island Arsenal, Boetje's Foods

Bloggers & Media – Rock Island

- 465 publications/bloggers received information about couple-focused adventures – Black Hawk Park, Chef Keys, Artsy Bookworm, Circa '21
- 356 publications/bloggers received information about St. Patrick's Parade weekend
- 321 publications/bloggers received information about spring break activities – dog parks, murals, Harris Pizza
- 157 publications/bloggers received information about QC Restaurant Week – Blue Cat, City Limits
- 385 Publications/bloggers received information about Arsenal 160th anniversary
- 298 Publications/bloggers received information about QC Coffee Trail launch – Cool Beanz
- 311 Publications/bloggers received information about Blue Cat beer award
- 275 Publications/bloggers received information about QC Craft Beer Week – Blue Cat, Radicle Effect, Bent River, Wake
- 261 Publications/bloggers received information about QC Museum Week – Hauberg Estate, Hauberg Indian Museum, Karpeles
- 211 Publications received information about creative energy with summer events - All Sweat Beatles tribute, Chalk Art Fest, Genesis Guild, Ballet Quad Cities, Skeleton Key
- 220 Publications/bloggers received information about QC Outdoor Lightscaping – Centennial Bridge, Schwiebert Park, Quad City Botanical Center
- 277 Publications/bloggers received information about Out of Darkness community project – Augustana, Rock Island library, Jewish Federation of the Quad Cities, Ballet Quad Cities
- 331 Publications/bloggers received information about QC Glass Hunt/Public Art Trail launch – Quad City Arts, murals, Sunset Park
- 281 Publications/bloggers received information about Historic Homes – Hauberg Estate, Broadway Historic District, Colonel Davenport House
- 204 Publications/bloggers received information about Oktoberfests/fall beers/QC Ale Trail – Blue Cat, Hauberg Estate
- 333 Publications/bloggers received information about holiday lights – QC Botanical Center
- 313 Publications/bloggers received information about Bald Eagle watching – Bald Eagle Days, Schwiebert Park
- 234 Publications/bloggers received information about local shopping - Artsy Bookworm, Skeleton Key, Brick and Motor Boutique, Big T Wear Big & Tall
- 255 Publications/bloggers received information about QC on Ice – Schwiebert Park

ADVERTISING

Reaching audiences to build connections

PAID MEDIA

Negotiate advertising rates, place media buys, and design creative for advertising campaigns to boost exposure





What We Advertise



ROCK ISLAND specific by example

- Augustana College
- Bally's Quad Cities
- Holiday Inn Rock Island
- RIBCO
- ROZZ-TOX
- Chalk Fest
- Thursday Night Grove Series
- Floatzilla
- St. Patrick's Day Parade
- Rock Island Grand Prix
- Backwater Gamblers
- Quad City Botanical Center
- Black Hawk State Historic Site
- Great River Trail
- Schwiebert Riverfront Park
- Circa 21' Dinner Playhouse
- The Speakeasy
- Quad City Arts Gallery
- Karpeles Manuscript Museum
- Hauberg Center
- NFL Original Town
- Skeleton Key
- Saukie & Highland Springs
- Craft Breweries, Restaurants, etc.

SOCIAL MEDIA

Emotionally connecting with our visitors and residents through content strategy and execution

CONSISTENT MESSAGING

Strategically develop daily
content across all platforms

Nearly 200 posts on Rock Island in 2022

Our Social Media Platforms

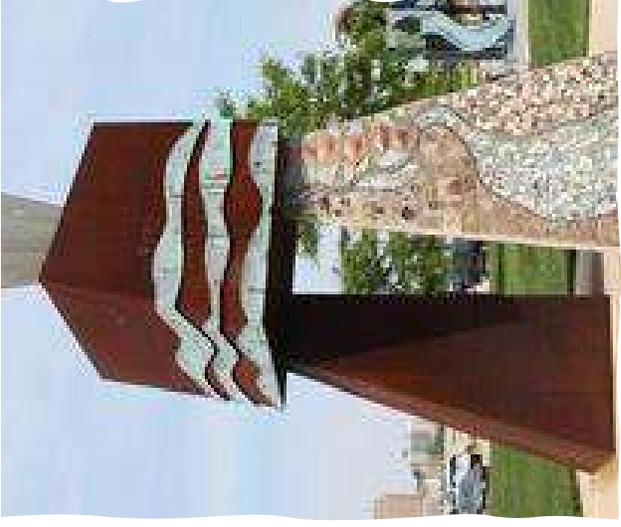
Facebook
Instagram
Tik Tok
Twitter
YouTube
Pinterest
LinkedIn

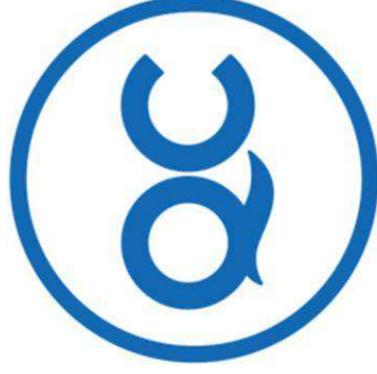
Tracking Results for Conversion

Number of followers
Engagement and shares
Click throughs
Impressions
Audience demographics

In-Destination Tourism Product

We develop and market products that engage **our visitors and residents** with regional destination assets





QC PUBLIC ART TRAIL



QC FAMILY PASS

- [QC Ale Trail – QCAleTrail.com](http://QCAleTrail.com)
- [QC Coffee Trail – QCCoffeeTrail.com](http://QCCoffeeTrail.com)
- [QC Art Trail – QCARTrail.com](http://QCARTrail.com)
- [QC Family Pass – QCFamilyPass.com](http://QCFamilyPass.com)

ROCK ISLAND Involvement

- **Ale Trail** – Wake & Radical Effects
- **Coffee Trail** – Cool Beanz
- **Art Trail** - 24 outdoor murals/sculptures
- **Family Pass** – Karpeles, QC Botanical Center, Backwater Gamblers, Hauberg Museum at Black Hawk



MEETINGS QC

GROUP TOURS QC

SPORTS QC

MEDIA QC

DISCOVER A SEASON IN THE QC

ABOUT

CONTACT

SHOP

1-800-747-7000

SEARCH



QUADCITIES
VISITQUADCITIES.COM

IOWA | ILLINOIS

START EXPLORING

CREATIVE ENERGY

GET OUTDOORS

TASTE

EVENTS

STAY

BLOG

PLAN YOUR TRIP

QC, THAT'S WHERE *Memories Are Made*

WE ARE A BI-STATE, IOWA AND ILLINOIS, FAMILY OF COMMUNITIES ON THE MISSISSIPPI RIVER. WE PACK A SERIOUS PUNCH WITH OUR MIDWESTERN SPIRIT.

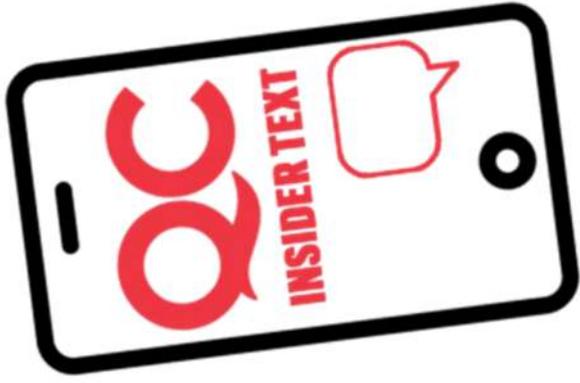
EXPLORE MORE





ANNUAL QC DESTINATION GUIDE

- 85,000 printed and distributed
- Available online and on-site
- Distributed at Welcome Centers in Iowa & Illinois
- Mailed to fulfill visitor requests
- Distributed at meetings, conventions and sports events
- Distributed to local attractions, destination assets, hotels and other locations as requested



Platforms & Products that help frame the QC Story

- QC INSIDER TEXTS – Text VISITQC to 38314
Nearly 4,000 subscribers/98% Open Rate
- QC, THAT'S WHERE PODCAST
4,000 downloads
- QC INSIDER BLOG

BUSINESS GROWTH & SERVICE AND SPORTS QC



WHAT IT TAKES TO SELL THE QUAD CITIES

Visit Quad Cities actively pursues business opportunities in **multiple verticals** to sell the destination to meeting planners, event rights holders, and tour operators

MEETINGS AND CONVENTIONS

- Cultivate pipeline and actively sell to 10k plus contacts in Simpleview CRM software system
- Source leads for partners (i.e., venues, hotels)
- Recruit new opportunities at tradeshow
- National, Midwest, State, and regional associations
- Target industries alignment
- SMERF markets: Social, Military, Education, Reunion, and Fraternal
- Tradeshow
 - Connect Association Marketplace
 - Connect Midwest
 - Northstar Media Destination Midwest
 - National Ag Marketers Association
 - Meetings Professionals International (MPI)
 - Heartland Chapter Events
- Meet in Illinois / Meet in Iowa co-op programs

GROUP TOURS

- Motorcoach
- River Cruise industry service and activation
- International business
- Tradeshows
 - American Bus Association
 - Circle Wisconsin Midwest Marketplace
- Leverage co-operative programs in Illinois and Iowa through state agency partners
- Plan familiarization tours (FAM) and events
- Develop customized itineraries to serve clients

SPORTS EVENTS



- Operate a sports commission organization with an advisory committee of industry leaders
- Target youth, collegiate and amateur sports events with a focus on female athletic events and emerging sports
- Trade Shows
 - Connect Sports
 - Sports Event & Tourism Association
 - Sports Illinois Huddle
 - TEAMS Tradeshow
- Sports Illinois and Team Iowa cooperative initiatives
- Actively prepare proposals, respond to RFPs, RFI's, and advertise to reach sports market
- Facilitate and collaborate with venue partners
- Lead and manage relationships with industry decision makers (i.e., NCAA, NGBs, etc.)

DESTINATION EXPERIENCE



- Boots on the ground execution
- Provide Destination **expertise** and customer service
- Destination Center(s) activation
- In-bound calls via 1-800
- On-site engagement (i.e., Augustana, RI Arsenal, etc.)
- Certified Tourism Ambassador Program (CTA)
 - One of 30 DMOs nationally to offer program
 - Improved service delivery as part of master plan
 - Continue to build **resident pride**
 - Workforce and training of front-line staff
- Nearly 100 CTAs currently; **anyone** can be a CTA



VISITOR PROFILE

DATAFY gives us the intel to make effective marketing decisions



We Have Geofenced

- Entire the City of Rock Island
- Downtown Rock Island
- Key attractions & businesses

Tracking Mobile Devices

- Tracks visitors & residents through mobile device usage of those 16 years and older
- Tracks demographics
- Tracks length of visitation
- Tracks where they come from
- Tracks where they visited and stayed

Data is current and goes back to 2018

- We can do quarterly and yearly comparisons
- We can do annual and quarterly reports
- We can track data on events and festivals
- Destination assets or Points of Interests (POIs) tracked
- Must be actively using a mobile device to be tracked

ROCK ISLAND VISITATION

January 1 – December 31, 2022

Total Trips
731,011



Visitor Days
2,217,185



Avg Length of Stay
3

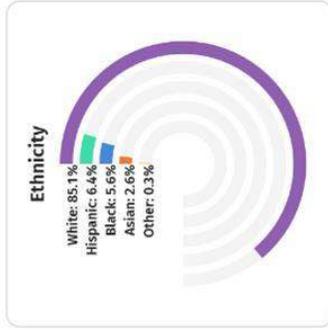
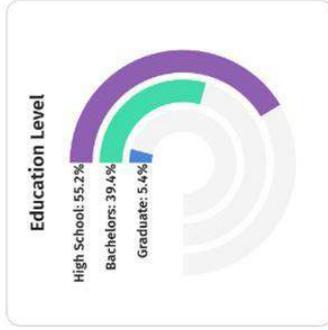
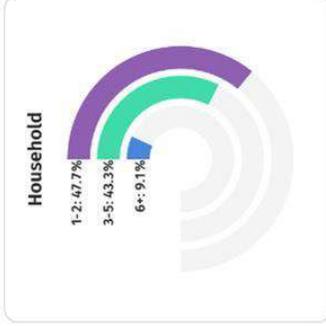
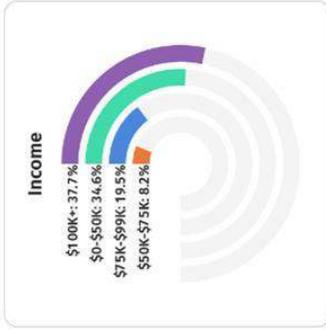


Unique Visitors
312,563

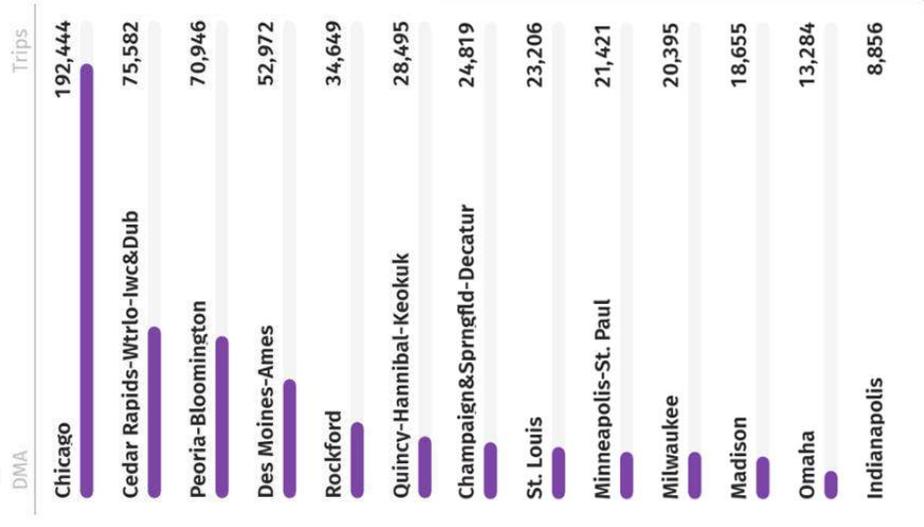


ROCK ISLAND VISITATION January 1 – December 31, 2022

Top Demographics



Top DMAs





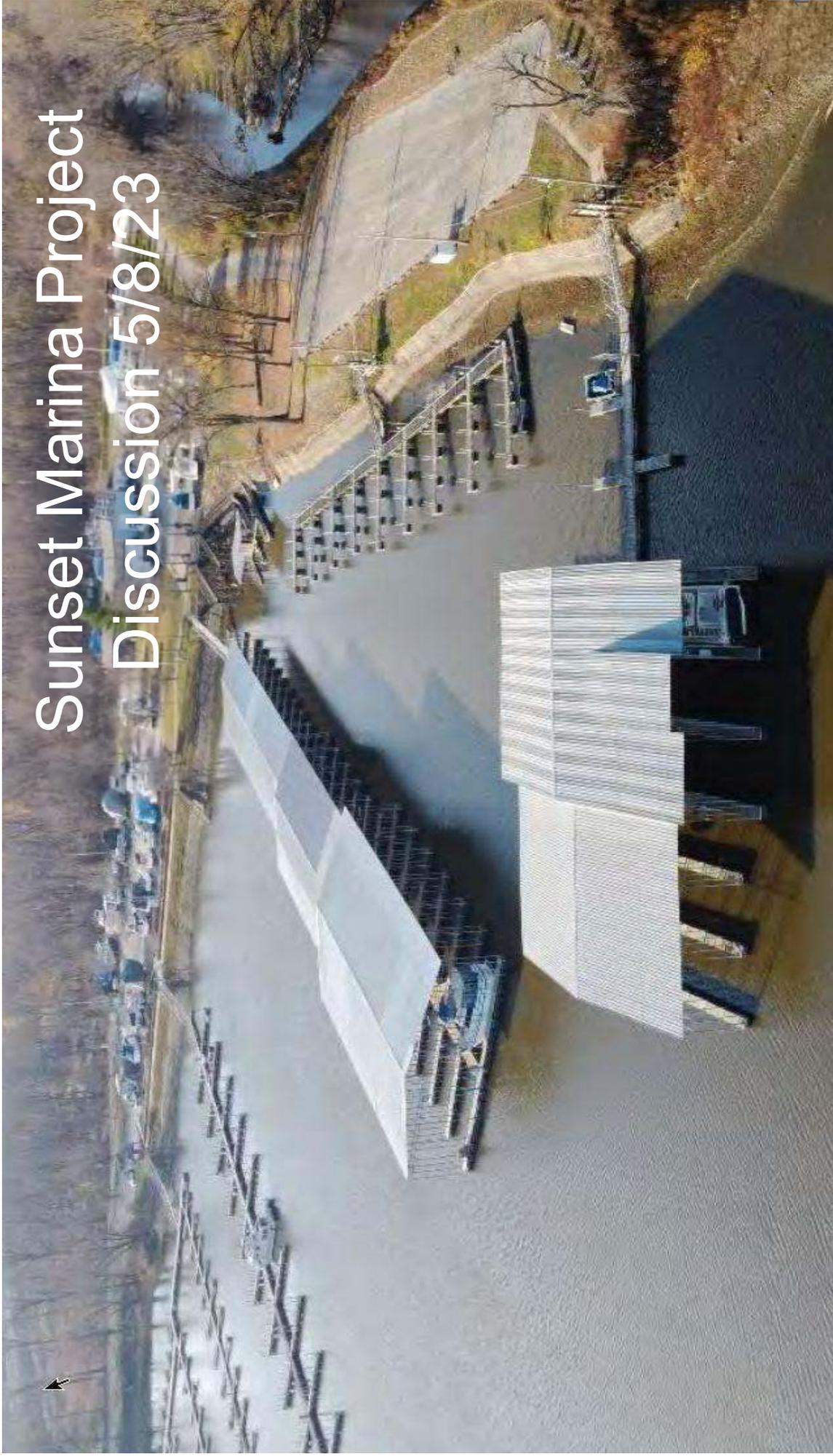
**“If you build a destination where
people want to visit, you will
build a destination where
people want to live, belong,
work, invest,
learn, play and experience.”**

QUAD CITIES

VISITQUADCITIES.COM

IOWA | ILLINOIS

Sunset Marina Project Discussion 5/8/23



Overview

- Background / Previous Discussions
- Condition Assessment / Feasibility Study Summary
- Proposed Project Scope
- Project Cost Estimates
- Funding Options / Grants
- Next Steps



Background & Previous Discussions

- Sunset Marina has been part of the City in one form or another since the land was purchased in 1948. The City purchased the buildings, docks and other marina infrastructure for \$434,000 in 1980 and operation of the marina was incorporated into regular city operations as an enterprise fund at that time.
- In 2010, previous staff informed City Council that the marina was in need of major infrastructure improvements and explained that the marina budget could only support day to day operations and existing debt service. Options were discussed such as selling, leasing and maintaining ownership of the marina at that time. Staff recommended Council to consider the sale or lease option and an RFP was advertised. Only two companies responded and neither company was able to make an offer at that time due to uncertainty of future dredging and the amount of capital improvements needed including the 400 dock replacement.
- During the 2019 flood the 400 dock was damaged beyond repair and removed from the marina. Funding was requested for replacement of the dock and approved through the hazard mitigation request in December of 2020.
- Edgewater Resources presented the findings from the marina feasibility study on February 27, 2023. The condition assessment stated that the existing docks have exceeded their useful life, electrical utilities not compliant with current codes, ADA accessibility issues and the need for dredging. In summary, Edgewater recommended maintaining City ownership, maintaining third party operations, initiate full renovation of smaller facility and raise rates to match local market.
- During February 27, 2023 Study session it was recommended to come back to City Council with the proposal for engineering and design services and present the proposed project scope.

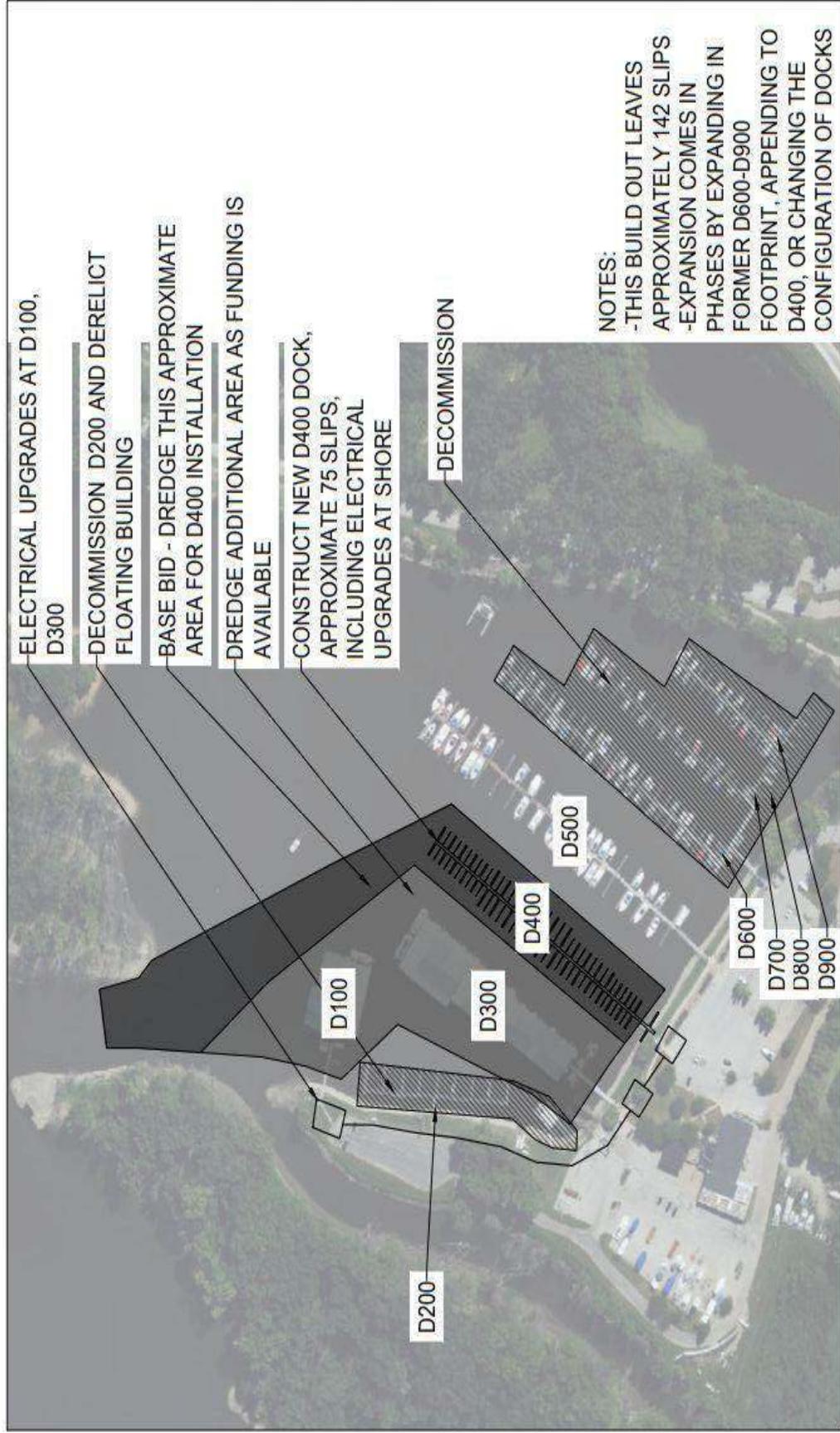


Project Scope

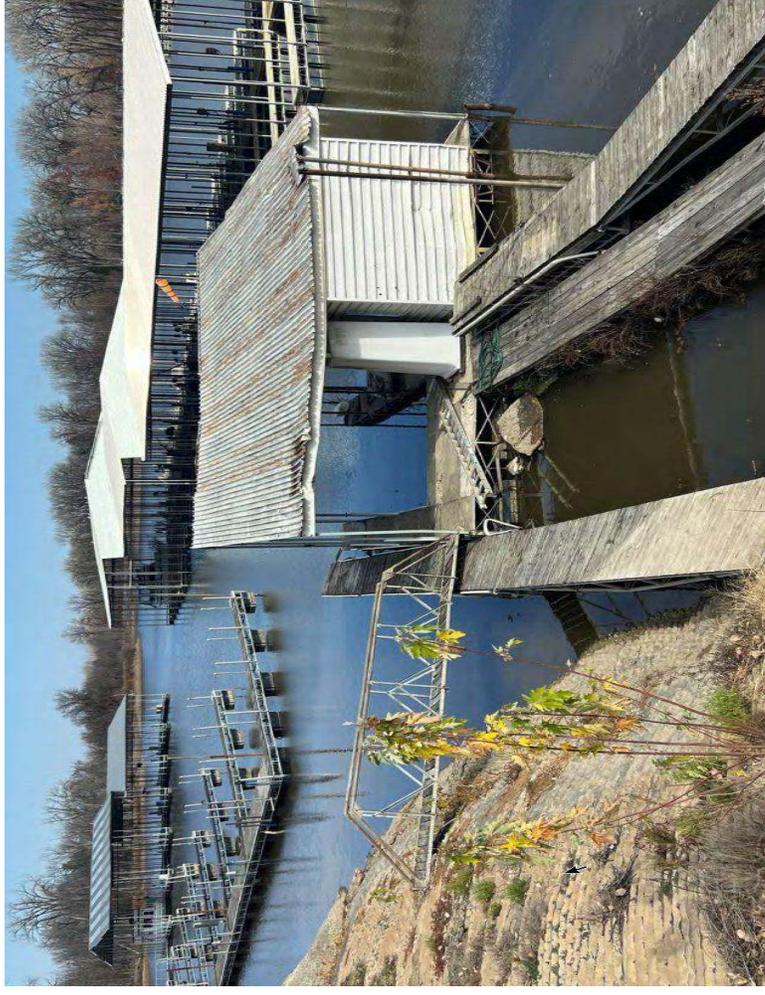
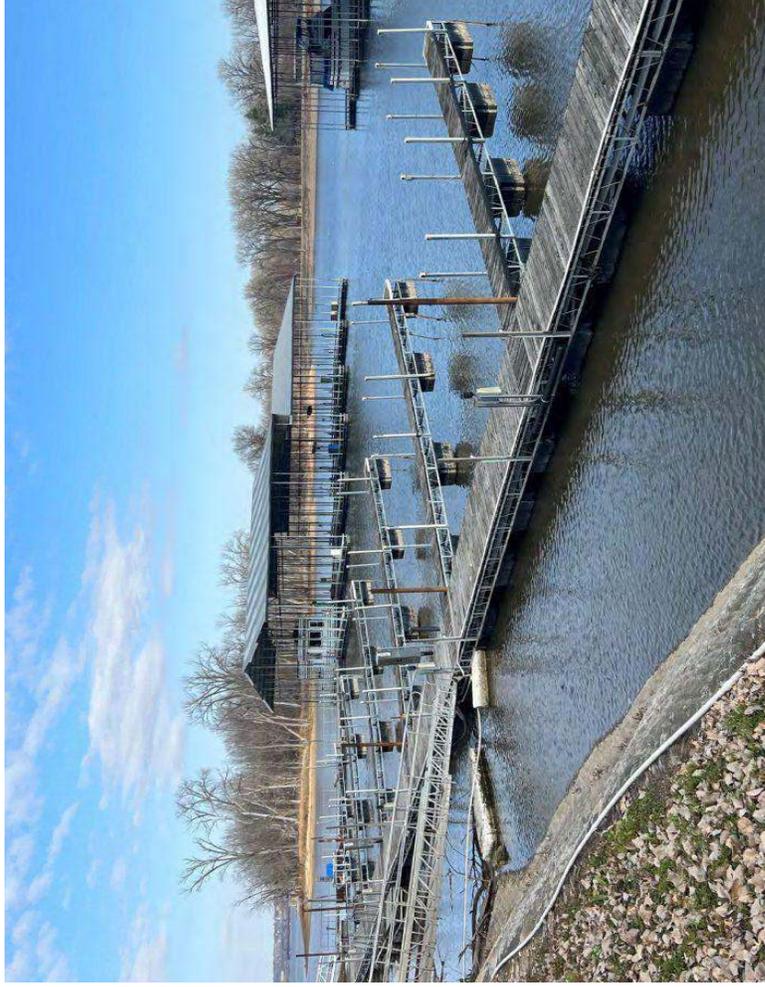
- Dock 400 Replacement (78 new slips)
- Decommission dock 200, marina maintenance dock and docks 600-900 (beyond useful life and safety concerns)
- Dredging, dock 400 and areas out to river channel including areas around docks 100, 300 and liftwell area.
- Marina office roof replacement
- Electrical upgrades to dock 100 & 300 and upgrades to disconnects on land side.
- The new marina capacity would decrease from 395 slips to 222 slips.



Project Scope



Dock 200 and Maintenance Dock Demolition



Project Cost Estimate



Project Description	Cost
Mobilization	\$300,000
Dredging	\$1,000,000
400 Dock Replacement	\$1,531,000
Engineering & Design	\$244,000
Electrical Upgrades	\$500,000
Demolition Docks	\$119,000
Marina Roof Replacement	\$40,000
Subtotal	\$3,734,000
10% Contingency	\$373,400
Grand Total	\$4,107,400

Funding Sources

- FEMA Grant total \$1,896,378.53*
 - Fema approved the **estimated cost** of \$1,896,378.53 in which 75% (\$1,422,283.90) will be covered by FEMA and 25% (\$474,094.63) will be covered by the City of Rock Island for the 400 dock, electrical repairs and upgrades and shoreline repairs.
- ARPA \$976,000
 - The City budgeted ARPA dollars to fund the 25% match required for the FEMA grant. Depending on the final project cost and the total match required any remaining funds could be used towards dredging and other projects listed in the project scope.
- Additional funding will need to be secured. Funding options include debt service, Port District funding and rate increases for the remaining project deficit. Additional funding could also come from general fund excess if approved by City Council.

*** All project costs are paid by the City up front and then reimbursed by FEMA after the project is complete.**

Proposed Rate Increases

Proposed Rates	Cost per LF
25' slip	\$80
30' slip	\$85
35' slip	\$90
40' slip	\$95
45' slip	\$100
50' slip	\$102
60' slip	\$105
Transient daily rates	\$1.50

Proposed Revenue from Rate Increase

Dock	Estimated revenue with current rates	Proposed revenue with rate increase
100 Dock	\$66,500	\$88,000
300 Dock	\$141,750	\$168,200
400 Dock Proposed	\$220,000	\$239,400
500 Dock	\$141,300	\$243,000
Total	\$569,550	\$738,600

- Rates would be increased to match the local market and would provide sufficient funding for long term maintenance and operational needs.

Eligible Funding and Estimated Deficit

Estimated Project Total	\$4,107,400
Estimated FEMA contribution	\$1,422,283.90
ARPA Funding	\$976,000
Estimated Deficit Funding Required	\$-1,709,116.10

***Eligible FEMA expenses**

Project Description	Cost
Mobilization	\$300,000
Dredging	\$1,000,000
400 Dock Replacement	\$1,531,000
Engineering & Design	\$244,000
Electrical Upgrades	\$500,000
Demolition Docks	\$119,000
Marina Roof Replacement	\$40,000
Subtotal	\$3,734,000
10% Contingency	\$373,400
Grand Total	\$4,107,400

Next Steps

1. Approve engineering services contract and begin project design.
2. Identify additional funding source(s) and work with Finance Department to create an amortization schedule.
3. Establish new rate model to match local market and fund future maintenance and capital needs.
4. Negotiate contract for third party management as current contract expires in September 2023.
5. Construction would most likely begin in early 2024

Questions?

