



**Economic Development  
Public – Private Partnership**

**Workplan Development**

*September 14, 2020*

# \$1.5 Million Public-Private Partnership

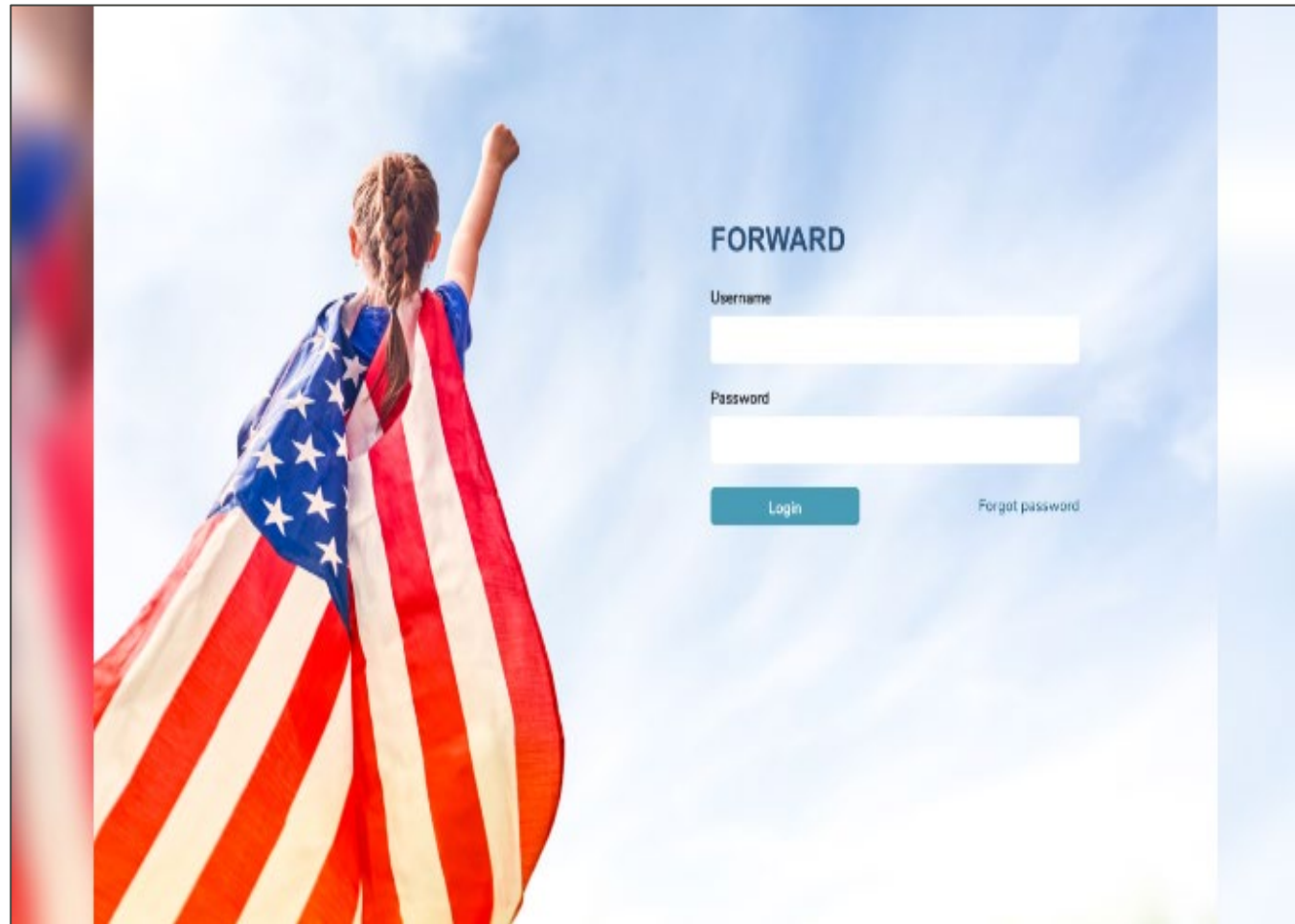
- **March 11, 2020**
- Economic Development Agreement signed
- Enhanced public-private partnership between City of Rock Island and DARI
- Set the stage for new opportunities for growth within Rock Island by investing over \$500,000 per year in joint funding to continue to build and enhance the community
- Focus to increase the residential and business base throughout Rock Island.



*AJ Loss, Board Chair for DARI and Randy Tweet, City Manager for City of Rock Island shake hands after signing new 3-year Economic Development Services Agreement*

# Activity:

- 91 log-ins by businesses
- Over 400 completed resource applications
- 325 of new emails added with email invitation
- 40 new businesses added
- Email campaigns reminding businesses to fill out their business profile & reminders of grant/loan closing dates



# Business Interruption Grant (BIG)

## ROCK ISLAND RECIPIENTS

### \$10,000

- J. Michael Salon
- Tapas Yoga Shala
- Lavish Salon
- Polish Pub

### \$20,000

- Bent River Brewing Company
- Billy Bob's
- Rooster's Bar & Grill
- Rock Island Brewing Company (RIBCO)
- Huckleberry's Pizza & Calzones
- Igor's Bistro
- Steve's Old Time Tap
- Subway (30<sup>th</sup> St.)
- Quarter 'Til Tap
- Skellington Manor

DARI- \$38,302.00

City of Rock Island- \$102,307.50

# Total Investment \$140,609.50

- 147 applicants
- 41 funded through the City
- 28 funded through DARI
- 70 pending

- |                                   |                                     |                                  |
|-----------------------------------|-------------------------------------|----------------------------------|
| 1. Dan Vinar Furniture            | 27. Polish Pub                      | 50. QC DUI Services LLC          |
| 2. Rozz Toxx                      | 28. Spellbound                      | 51. Balanced Body                |
| 3. United Camera Repair           | 29. Teranga House                   | Chiropractic                     |
| 4. Hudson Flooring                | 30. Mark's Barber Shop              | 52. Taste Buds                   |
| 5. J. Michael Salon               | 31. Kanyaw Oriental Market          | 53. Brick and Motor              |
| 6. Picture Perfect Travel         |                                     | Boutique                         |
| 7. Cool Beanz                     | 32. Native Woods                    | 54. Hilltop Head Shop            |
| 8. Little Sprouts Day Care        | 33. Riverfront Grille               | 55. Mississippi Valley           |
| 9. Tapas Yoga                     | 34. RT Arena                        | Chiropractic                     |
| 10. Steve's Barber Shop           | 35. Acapulco Cafe                   | 56. El Patron in the District    |
| 11. Team Spirit Promotions        | 36. J. Gotti's                      | 57. Suzi's Slots                 |
| 12. Ballet Quad Cities            | 37. Subway - Blackhawk Road         | 58. Healthy Harvest Urban Farms  |
| 13. Discounted Furniture          |                                     |                                  |
| 14. Lion's Mane                   | 38. Old Mexico                      | 59. Sports Depot                 |
| 15. Mark Jeffery Salon            | 39. Vintage Varieties               | 60. Lavish Salon and Spa         |
| 16. Huckleberry's                 | 40. Icons Martini                   | 61. Embassy Square Mall          |
| 17. Ultimate Fitness              | 41. Radicle Effect                  | 62. VanNatta Chiropractic        |
| 18. QC Coffee & Pancake House     | 42. Brewerks                        | 63. Stecker Graphics             |
| 19. Victorian Inn Bed & Breakfast | 43. Quad City Laminating and Trophy | 64. Igor's Bistro                |
|                                   | 44. Skellington Manor               | 65. Rooster's Sports Bar & Grill |
| 20. SK Model Management           | 45. The Smoking Dog                 | 66. T Nails                      |
| 21. Rock Island Boat Club         | 46. Celebrate                       | 67. RIBCO                        |
| 22. Automotive Experts            | 47. Rock Island Moose #190          | 68. LaborSpace                   |
| 23. Daiquiri Factory              | 48. Top Dog Gaming & Spirits        | 69. Rock Island Ale House        |
| 24. Wake Brewing                  |                                     |                                  |
| 25. Small Hands Big Hearts        | 49. Center for the Living Arts      |                                  |
| 26. Skeleton Key Art & Antiques   |                                     |                                  |

# Rock Island Economic Development Partnership

- Rock Island Economic Development
- A Shared Space on 2<sup>nd</sup> Avenue in downtown to create a one-stop shop for development, businesses and entrepreneurs.
- Collaborative Co-Location of Economic Development Team
- Weekly scheduled project coordination meetings
- Regular Project Management Meetings
- Monthly and Quarterly Reports to DARI Board and Council
- Coordinated Organizational Processes



# WORKPLAN PROGRAM AREAS

Business Resources

Business Development

Business Corridors

Product Development

Housing Promotion

Financial Assistance

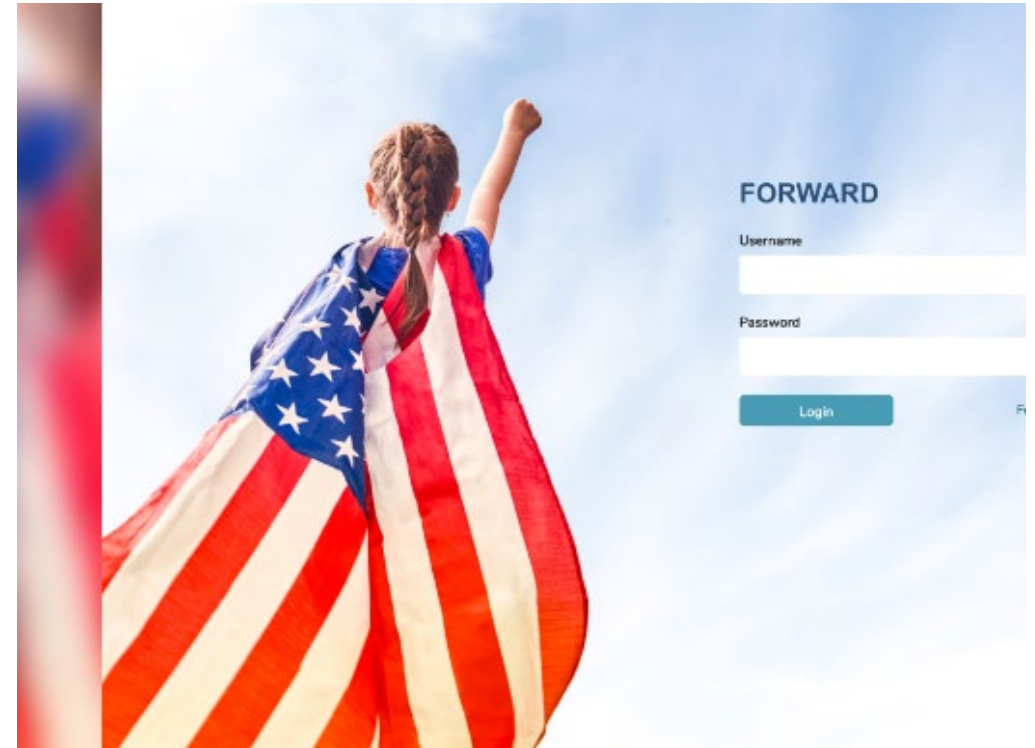
Marketing and Communication

Partnerships

# WORKPLAN PROGRAM AREA

## Business Resources – One Location for Business Information and Resources

- Develop and maintain business information through FORWARD Platform
- Compile and maintain a business directory (*Council Goal; Service Agreement*)
- Implement FORWARD Platform as a Communication Tool
- Use FORWARD Platform for data collection, business assessments and analysis (i.e. needs, business opportunities, trends, niche targeted industry opportunities)
- Provide technical support for business growth and development
- Customize expanded uses of FORWARD Platform





# WORKPLAN PROGRAM AREA

## **Business Development – Attract and Expand New Investment in Rock Island**

- Collaborate with City Staff and QC Chamber in executing BRE visits (*Service Agreement*)
- Conduct Business Visits to enhance relationships and identify growth opportunities
- Identify businesses in Rock Island looking to expand and grow
- Provide technical assistance and coordination of resources and referral for expansions
- Collaborate with Quad Cities Chamber on Prospect Lead Generation in Targeted Industries
- Manage Projects by responding to RFI, site selection, incentive packaging, incentive applications, site visits, follow-up
- Close the deal – final deal structure, financial assistance agreements, council/loan board approvals

# WORKPLAN PROGRAM AREA

## **Business Corridors- Engage Corridors of Commerce for Development**

- Facilitate Conversations with Local Business Organizations and Determine Opportunities in key corridors: College Hill, Hill Top, Downtown, 11<sup>th</sup> Street Corridor (*Council Goal; Service Agreement*)
- Develop Recommendations and Implementation Strategy for Each Corridor
- Investigate and Report on Illinois Main Street (*Council Goal*)
- Research Business Improvement District Process in Illinois (*Council Goal; Service Agreement*)
- Create a Business Sustainability Plan for Businesses At Risk

# WORKPLAN PROGRAM AREA

## **Product Development –Enhance and Promote Availability of Quality Buildings and Sites**

- Site Inventory
- Core Properties/Certification
- Vacant Properties Recommendation (*Service Agreement*)
- Real Estate Management & Development Opportunities (*Council Goal*)
- Communicate with Partners on Infrastructure Needs

# WORKPLAN PROGRAM AREA

## **Housing –Help to Grow Residential Base and Market Opportunities**

- Develop a Residential Programs Guide (*Council Goal*)
- New Residential Housing Development (*Council Goal*)
- Share information regarding Homebuyer/Homeowner Assistance Programs (*Service Agreement*)
- Partner and Promote Live Work Rock Island program
- Referral to Financial Education Programs

# WORKPLAN PROGRAM AREA

## **Financial Assistance- Facilitate Business Assistance Programs to help Expand and Grow in Rock Island**

- Develop a Comprehensive Business Guide that outlines all programs available to Rock Island Businesses (*Council Goal*)
- Develop a resource guide on how to Start a Business in Rock Island
- Serve as an initial point of contact sharing information on business assistance programs available in Rock Island (*Service Agreement*)
- Provide Business Planning assistance, identification of resources, and referrals to economic development partners (i.e. SBDC, SCORE, Bridges, Central States, Growth)
- Identify and recommend new financial assistance programs and policies (i.e. forgivable loan program, incentive policies)
- Provide educational programming and hold resources events & training (i.e. Pitch, Connect, Fund Development, Succession Planning, etc.)

# WORKPLAN PROGRAM AREA

## **Marketing and Communication – Increase Awareness & Promotion of Rock Island Assets**

- Develop & Execute a comprehensive marketing plan to position Rock Island as a great place to live and do business (*Council Goal; Service Agreement*)
- Implement Rock Island Forward social media series, videos, community marketing and promotion
- Create Content for Website, newsletters, press releases, marketing collaterals
- Participate and promote Celebrations for Rock Island Businesses – ribbon cuttings, ground breakings, coordinated communication

# WORKPLAN PROGRAM AREA

## **Partnerships – Develop & Maintain Partnerships with Key Stakeholders**

- DARI Members
- City Council – regular presentations, Goal Setting, Educational opportunities
- Economic Development Partners – QC Chamber, Bi-State Regional Commission, Growth, Bridges, Central State
- Business Development Resources – SBDC, SCORE, Chamber, Bi-State Regional Data Center, Chamber Business Information Growth Services, State of Illinois
- Real Estate- Brokers, Developers, Construction Companies, Site Consultants
- Workforce – Higher Education (Black Hawk, Augustana, Western Illinois); K-12 Rock Island School District
- Quality of Life Amenities (Visit Quad Cities, Park Board, Arts Council, Art as an Economic Development tool)

# Workplan Implementation Document – EXAMPLE

## Program Area – Business Resources

TASK NAME	STATUS	PRIORITY	Q1	Q2	Q3	Q4	ASSIGNEE	DESCRIPTION	DELIVERABLE
<b>Business Directory/ Forward (Goal #2)</b>					<b>Three Year Goal</b>				
Data Collection, Assembly, & Verification	On-Going	High					Stacey/ Tarah	Assemble data from all available sources (reference USA, department lists, Google, etc.) into a spreadsheet or other useable format.	<b>Spreadsheet</b>
Utilize Forward as a Communication Tool between E.D. Team/City/DARI and Businesses	In-Progress	Medium					Stacey	Work with Forward team to customize functions of the program to meet the needs of the ED team/ DARI/ City for communicating with businesses.	<b>Communication Records/ Metrics from mailings</b>
Business Visits	Not Yet Started	Medium					ED Team	Visit each business to confirm that the data we have on file is accurate.	<b>Updated Information Sheet</b>
Website Directory	Not Yet Started	Medium					Marketing	Create Business Directory on Civic Plus and add all information collected from business visits -OR- work with Forward team to see if a directory of some sort can be exported and updated real-time on City/DARI sites	<b>Business Directory on Website</b>
Share Data	Not Yet Started	Medium					Stacey	Work with IT/ Forward to create a format for information that can be shared organization-wide and that can be updated as each department has contact with local businesses.	<b>CRM &amp; Project Management Data System</b>
Niche Tracking	Not Yet Started	Medium					ED Team	Identify existing niches that appear through the creation of the business directory.	<b>Potential Unique Marketing</b>



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WORKPLAN  
IMPLEMENTATION  
NEXT STEPS

- Finalize Implementation Document
- Timeframe – Year 1, Year 2, Year 3
- Finalize Metrics
- Develop Reporting Documents and Schedule
- Finalize Internal Processes