



DOWNTOWN **BETTENDORF** ORGANIZATION

The Downtown Bettendorf Organization (DBO) is nearing the end of our second year of operating the Downtown Bettendorf SSMID.

The following presentation will review our work in FY22 in promoting business and economic growth, infrastructure and livability, and advocacy and promotion in Downtown Bettendorf.



DOWNTOWN
BETTENDORF
ORGANIZATION

FY22 DBO BOARD OF DIRECTORS

- Michelle Blunk/Chair- Within and Conceptual Design Inc.
- Don Keller/Vice-Chair- K&K Hardware
- Simon Bowe- Bowe Machine
- Barron Sexson- Total Maintenance Inc.
- Kevin Koellner- Focus Real Estate Development
- Decker Ploehn- City of Bettendorf
- Seth Rowland- American Family Insurance
- Pat Eikenberry- IMEG
- Nancy Ballenger- Isle of Capri
- Brad Knutson- Ascentra
- Leann Themas- Tango Salon
- Valerie Search- Money Matters
- Jerry Sechser- 1st Ward Alderman



WHO WE ARE & WHAT WE DO

WHAT IS PLACE MANAGEMENT?

BUSINESS & ECONOMIC GROWTH

Strategic Planning & Partnerships

Financial Assistance

Business Retention & Recruitment

Leverage Right Blend of Development

Networking

INFRASTRUCTURE & LIVABILITY

Clean, Safe & Welcoming

Complete Streets

Public Space Maintenance

Riverfront

Public Art

ADVOCACY & PROMOTION

Government & Policy Advocacy

Marketing

Events & Festivals

Business Promotion

Leverage Arts & Culture Assets

A photograph of a modern, single-story building with a light-colored facade and large windows. A black metal ramp leads up to the entrance. The building is set against a clear blue sky.

BUSINESS AND ECONOMIC GROWTH:

- DBO Façade and Interior Grants:
- FY22 total grant dollars equaled \$50,000 leveraging \$277,627.80 of façade and building improvements for five downtown Bettendorf properties.

Grants Awarded

- Adventurous Brewing/Interior
- Platinum Salon and Spa/Façade
- Tango Salon/Façade
- The Bulldog Arms/Interior
- Verde/Façade
- ADSQ LLC @ 321 17th St./Facade

DOWNTOWN BETTENDORF 2022

HOUSING ASSESSMENT

- The Bettendorf apartment market occupancy level increased 3.5 percentage points since 2020 to 98.7%.
- Bettendorf continues to experience the highest occupancy rate in the Quad Cities Region.
- Despite Bettendorf's tremendous growth, the community lags the region in attracting Millennials.
 - A walkable mixed-use downtown creates the opportunity to fill this generational gap as well as accommodate the area's higher share of baby boomers, many of whom, are attracted to an environment that offers a vibrant and unique lifestyle.
- A market exists to support up to 425 market-rate units and 100 affordable housing units within the downtown area in the next five years.



BUSINESS AND ECONOMIC GROWTH

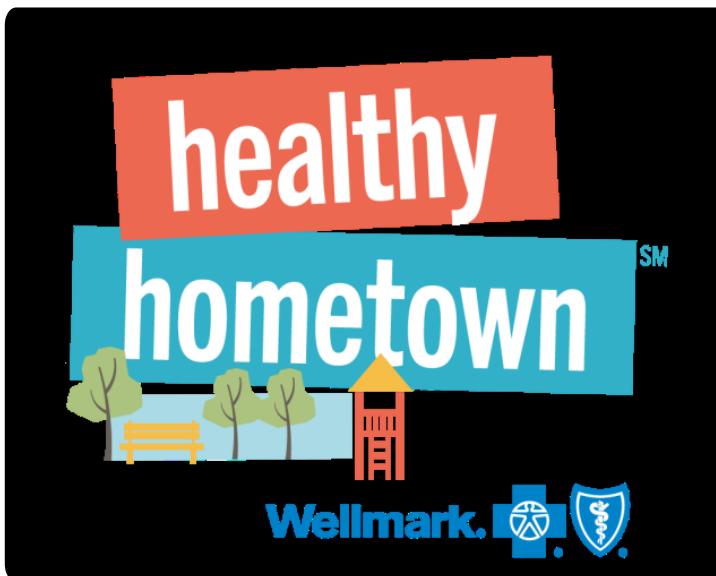
- Food Truck Fights 6-18-2022
- Hand-in-Hand Concert 9-4-2022
- Activating private space in DT attracting thousands into Downtown Bettendorf.





DOWNTOWN BETTENDORF MASTERPLAN

- The City of Bettendorf and the Downtown Bettendorf Organization are currently working to update and improve the Downtown Masterplan.
- Healthy Hometown Walkability Study.



#BETTONDOWNTOWN

Completion of the TBK Bank Building & addition of REPAY = More people working in DT Bettendorf.

New Businesses:

- Yoso (August 2022)
- Riverside Grille (Retain)
- Linen and Light
- Once Again Furniture
- Precious Paws Veterinary Hospital
- Platinum Salon (Retain)
- Prosper Salon and Spa
- Bettendorf Disc Center
- C & W Trucking and Son's Inc.
- Quad Cities Regional Business Journal



Downtown Bettendorf is the gateway into Iowa.

Regular maintenance includes:

- Litter collection
- Weed control in bump-outs, sidewalks, and city owned parking lots.
- Maintaining “Be the Light” pocket park.
- Routine inspections and cleaning of the new I-74 bike path and oculus.
- Graffiti Removal
- IDOT Fencing



INFRASTRUCTURE & LIVABILITY



BUMP-OUTS

- Bump-outs are an asset in Downtown Bettendorf. They provide an opportunity for beautification and work as a traffic calming element.
- The DBO cleaned out old soil from the bump-outs, added new compost and soil, and has contracted with a local vendor for plantings and regular watering.

HANGING BASKETS

- In FY22, the DBO began a pilot program to explore the addition of hanging baskets in Downtown Bettendorf.
- The hanging baskets are a self-watering basket that allows for watering twice a week. These baskets will drastically reduce labor costs and the pilot program is proving successful. Our FY23 budget will include the addition of 40 more flower baskets on 20 light poles in Downtown Bettendorf.



ADVOCACY AND PROMOTION

Bett on
Downtown
Commercial

Holiday
Promotions

Be DT and
52722

BETTendorf ON DOWNTOWN!





BETTendorf
ON DOWNTOWN!



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ON DOWNTOWN!





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HOLIDAY LIGHTS AND WINDOW DISPLAYS. DECK THE DOWNTOWNS.

- This project helped to drive Holiday traffic to DT Bettendorf with the help of a curated Social Media Campaign

BE DOWNTOWN 2022

- Be Downtown Social Promotions drove 4x the usual traffic to the DBO Website
- “It was a beautiful day! Thanks for a great event!” -Be DT Attendee
- “We had a great time! Thank you for another great event!” –Verde
- Over 24,000 people were reached leading to over 6700 post engagements.
- More and more people are discovering and Betting on DT Bettendorf.



PROMOTING DOWNTOWN BETTENDORF LOCALLY AND THROUGHOUT THE MIDWEST

You can always
BETTendorf
ON DOWNTOWN!



Shop. Eat. Play. Explore. | DowntownBettendorf.org

THE DBO AND THE CITY OF BETTENDORF

The relationship between the City of Bettendorf and the DBO is very strong. Over the last year, the DBO has worked with the City regarding:

Code enforcement

Graffiti

Parks/ROW Maintenance

DT Masterplan

Signage Regulations

Communication and Collaboration are creating a stronger Downtown Bettendorf.



LOOKING FORWARD FY23 WORKPLAN

- 40 additional hanging baskets summer '23.
- DBO Cleaning Ambassador on Staff.
- \$75,000 in Façade and Interior Grant money available.
- Construction of the Urban Park begins.
- An updated Downtown Masterplan.
- More holiday promotions and window displays.
- Continued collaboration and communication creating a thriving Downtown Bettendorf where people want to live, work, and play.

Thank you, Michelle Blunk

- Michelle Blunk was elected Chair of the DBO for FY22. Michelle is a life-long Quad Citian and has called Bettendorf her home for the past 20 years. She is the owner of Conceptual Designs, Inc., Interiors by The Sewing Room and Within, all located in Downtown Bettendorf. In addition to her involvement with the DBO, she is a board member with the Bettendorf Business Network (BBN) and chairs the Downtown Bettendorf Business Women's task force.



Don Keller DBO

Chair FY23

- Don is the second generation of a family business at K&K Hardware and is currently mentoring the third generation. Don has worked at the store for over 50 years and worked in management for over 40 years. Don is a past Board member of the Bettendorf Chamber, Bettendorf/Pleasant Valley Youth Baseball and has served on the On Members Insurance Board for 15 years. Don also serves on the Bettendorf Business Network Board. Don has lived here graduating from Pleasant Valley High School and attending some classes at St. Ambrose. Don has 3 adult children that work with him and his wife at the store which makes it a true family business. "I'm old enough to remember a thriving downtown with many business and have seen the area fade. Very happy to be apart of the rebirth." - Don



BARRON SEXSON DBO VICE CHAIR FY23

- Barron Sexson is the President and owner of TMI – Total Maintenance, Inc., and will become the vice-chair in FY23. Barron started his career at TMI full time in 1993 beginning in sales and working through the ranks to the position he holds today. His strong communication skills, problem solving, leadership and the commitment to his employees, customers and community has resulted in personal and business success.
- New additions to the DBO Board include:
 - Scott Gibson-President and owner of Adel Wholesalers.
 - Gary Quinby- Owner of multiple properties within the SSMID



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THANK YOU INVESTED
STAKEHOLDERS!!!

com·mu·ni·ty | \kə-'myü-nə-tē\

Definition of *community*

- **1:** a unified body of individuals: such as
- **a:** the people with common interests living in a particular area

The DBO works for you. With continued communication and collaboration from invested stakeholders, the DBO will continue to work towards a Downtown Bettendorf where all can thrive.

