

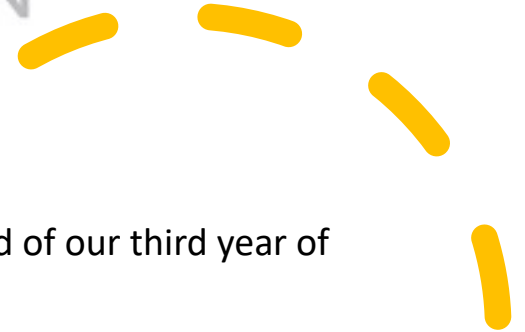


DOWNTOWN **BETTENDORF** ORGANIZATION



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

The following presentation will review our work in FY23 in promoting business and economic growth, infrastructure and livability, and advocacy and promotion in Downtown Bettendorf.





DOWNTOWN
BETTENDORF
ORGANIZATION

FY23 DBO BOARD OF DIRECTORS

- Don Keller, Chair - K&K Hardware
- Simon Bowe, Vice Chair - Bowe Machine
- Barron Sexson - Total Maintenance Inc.
- Kevin Koellner - Focus Real Estate Development
- Decker Ploehn - City of Bettendorf
- Michelle Blunk - Within and Conceptual Design Inc.
- Seth Rowland- American Family Insurance
- Pat Eikenberry - IMEG Corp.
- Nancy Ballenger - Isle of Capri
- Brad Knutson - Ascentra Credit Union
- Leann Themas - Tango Salon
- Dr. Gary Quinby - Downtown Property Owner
- Scott Gibson - Adel Wholesalers
- Jerry Sechser - 1st Ward Alderman



WHO WE ARE & WHAT WE DO

WHAT IS PLACE MANAGEMENT?

Place Management Organizations deliver key services and activities within the boundaries of Improvement Districts

**BUSINESS
&
ECONOMIC GROWTH**

- Strategic Planning & Partnerships
- Financial Assistance
- Business Retention & Recruitment
- Business Intelligence
- Leveraging Development
- Networking

**INFRASTRUCTURE
&
LIVABILITY**

- Clean, Safe & Welcoming
- Complete Streets
- Public Space Activations
- Riverfront
- Public Art Installations
- Residential Support

**ADVOCACY
&
PROMOTION**

- Government & Legislative Policy Advocacy
- Marketing & Communications
- Placemaking Activations, Events & Festivals
- Small Business Promotions
- Arts & Culture Activations

Business and Economic Growth:

- DBO Façade and Interior Grants:
- FY23 total grant dollars equaled **\$60,000 leveraging \$666,072** of façade and building improvements for four downtown Bettendorf properties.

- **Grants Awarded**

- Yoso/Patio
- Within/Interior
- Shameless Chocoholic/Façade
- TMI/Interior and Facade



DOWNTOWN BETTENDORF MASTERPLAN

- The City of Bettendorf and the Downtown Bettendorf Organization have completed an updated and improved the Downtown Masterplan.
- With participation from City staff and contributions from the DBO Board, the updated Masterplan will provide a clearer vision of our Downtown's vision and goals.
- Communication and collaboration is creating a Downtown Bettendorf where people want to live, work, visit and play.



#BETTONDOWNTOWN

9 New Businesses/Expansion

- Yoso Modern Japanese
- TMI Claims and Warranty
- My Crystal Portal
- Within Expansion
- Adventurous Brewing Expansion
- The Shameless Chocoholic
- Bettendorf Financial Group Expansion
- Bettendorf Kitchen and Bath
- Country Financial-Mitch Dietrich



Downtown Bettendorf is the gateway to Iowa.

Regular maintenance includes:

- Litter collection
- Weed control in bump-outs, sidewalks, gateways 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



INFRASTRUCTURE & LIVABILITY



TIFICATION EFFORTS

way Landscaping and Signage

lf-Watering Ground Pots

lf-Watering Hanging Baskets

e St. Bump-Outs

ese efforts help define our
l and calm traffic downtown

CREATING A SENSE OF PLACE

DBO purchased and assisted installation of over 80 US flags

Flags will be displayed on State St. for the 4th of July, Veterans Day, Memorial Day and Flag Day

Holiday lights, US flags, ground pots and hanging baskets encourage commuters to slow down and enjoy Downtown Bettendorf



ADVOCACY AND PROMOTION

**Downtown Bettendorf
Business Spotlight**

Holiday Promotions

**Be Downtown and
City's Bday**

SHARING THE STORIES OF DOWNTOWN BUSINESSES



Downtown Bettendorf, Iowa
December 7, 2022

Hunt for the I-74 Bridge Ornament Location #15.
Looking to pamper your self or a loved one this holiday season. Stop in and see our friends [Prosper Salon + Spa](#) and make an appointment for some self care. Prosper Salon has moved to the east side of DT Bettendorf and is now located at 1725 State St. in the former Hairazors Salon.
Remember, if you find the ornament, please take a picture and share in the comments of this post and the ornament is yours. Thanks for visiting in DT... [See more](#)



Downtown Bettendorf, Iowa
December 9, 2022

This year the Downtown Bettendorf Organization (DBO) has partnered with Atlanta Dawn for the 12 Days of Christmas in DT Bettendorf. There are 12 businesses in DT Bettendorf with a window display painted by Atlanta. We are encouraging participants to find one or all the window displays, take a picture of you and/or your group in front of the display, and add it to the comment section of this post. All that add comments to the post will be entered into a drawing for 5 separate ... [See more](#)



MESSANGER
12 Days of Christmas in Downtown Bettendorf [Send message](#)

Downtown Bettendorf, Iowa
December 9, 2022

Thanks for the shoutout [City of Bettendorf, Iowa Government](#).



City of Bettendorf, Iowa Government
December 9, 2022
Lots going on in [Downtown Bettendorf, Iowa](#) this holiday season!
Today Mayor Gallagher chats with Ryan Jantzi, Executive Director of the Downtown Bettendorf Org... [See more](#)

HOLIDAY LIGHTS AND WINDOW DISPLAYS AND A BRIDGE ORNAMENT HUNT. DECK THE DOWNTOWNS.

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



DECK THE

Downtowns



DOWNTOWN
BETTENDORF
ORGANIZATION



BE DOWNTOWN 2023

- Be Downtown Social Promotions drove 4x the usual traffic to the DBO Website.
- 1,736 sessions / 1,463 users – entered the site via the Landing Page for Be Downtown.
- More and more people are discovering and Betting on Downtown Bettendorf
- “It was a beautiful day! Thanks for a great event!” - Be Downtown Attendee
- “Our family had the best time at this event. It was fantastic! The kids loved the inflatables, science bins and definitely the bubbles. The food trucks were so good too. Thank you so much!” - Facebook Comment



BE DOWNTOWN
Saturday, June 3
11 AM – 10 PM
15th St. Landing
Downtown Bettendorf

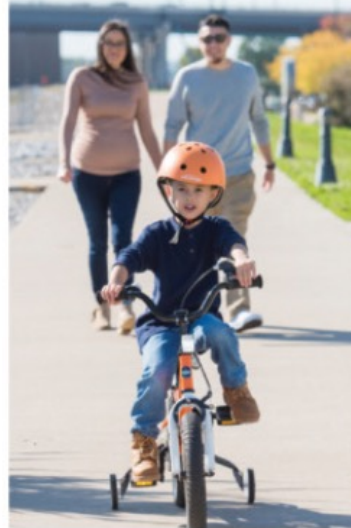
FREE EVENT! BRING YOUR LAWN CHAIR!

**BANDS · BAGS
BITES · BEVERAGES**

PRESENTED BY: Ascentra credit union BBN BETTENDORF THE CITY OF BETTENDORF
SPONSORED BY: THE CITY OF BETTENDORF

PROMOTING DOWNTOWN BETTENDORF LOCALLY AND THROUGHOUT THE MIDWEST

You can always
BETTendorf
ON DOWNTOWN!



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



- ✓ Basketball
- ✓ Cold Beverages
- ✓ Good Friends

BETT ON DOWNTOWN

JOIN US HERE



- ✓ Football
- ✓ Cold Beverages
- ✓ Good Friends

JOIN US HERE



BETTendorf
ON DOWNTOWN!

DBO AND THE CITY OF BETTENDORF

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

Code enforcement

Graffiti

 Parks/ROW Maintenance


Downtown Masterplan

Signage Regulations/Loading Zones

Communication and Collaboration are creating a stronger Downtown Bettendorf



LOOKING FORWARD FY24 WORKPLAN

- Additional hanging baskets Summer '24
 - \$75,000 in Façade and Interior Grant funds
 - A clearer vision of what is to come on the west side of the bridge in and around Leach Park
 - More retail promotions and window displays
 - Continued collaboration and communication creating a thriving Downtown Bettendorf
- 

Thank You 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 a part of the rebirth.” -Don



SETH ROWLAND

VICE CHAIR FY24

- Seth Rowland will be the Vice Chair for FY24. Seth is an Agent for American Family Insurance and has an office located at 1823 Grant St. Seth has been active in the DBO from our infancy and we look forward to working with him to continue our upward momentum.
- New additions to the DBO Board include:
 - Brad Knutson is retiring after 35 years with Ascentra. We thank him for his contributions to Downtown Bettendorf.
 - Shelly Ridgeway – Ascentra Credit Union will be joining the Board in FY24.



BARRON SEXSON 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.



**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.