

TENTATIVE AGENDA
SCOTT COUNTY BOARD OF SUPERVISORS
July 3 - 7, 2023

Please note, due to the July 4th holiday the COW meeting will be on Thursday, July 6th at 4PM.

Thursday, July 6, 2023

Committee of the Whole - 4:00 pm
Board Room, 1st Floor, Administrative Center **In-Person and Virtual**

The public may join this meeting in person OR by phone/computer/app by using the information below. Contact 563-326-8702 with any questions.

TO JOIN BY PHONE 1-408-418-9388

ACCESS CODE: 2492 673 9595 PASS CODE: 1234

OR you may join via Webex. Go to www.webex.com and JOIN meeting using the same Access Code and Pass Code above.

See the Webex Instructions in packet for a direct link to the meeting.

- ___ 1. Roll Call: Paustian, Rawson, Beck, Dickson, Maxwell
- ___ 2. Public Comment.

By Phone: *3 to raise/lower hand, *6 to unmute (host must unmute you first)

By Computer: Bottom right of screen, you will find Participants and Chat, in this area you will find the hand icon, use the hand icon to raise/lower your hand.

Facilities & Economic Development

- ___ 3. Annexation of Land/Territory in Maysville. (Item 03) Consent Agenda Consideration
- ___ 4. Final plat approval for the Olathea Overlook. (Item 04) Consent Agenda Consideration
- ___ 5. Public Hearing for First Reading to Amend portions of Chapter 6 of the Scott County Code of Ordinances. Amend Sections 6-4 Farm Exceptions and Section 6-5 Definitions, and add new Section 6-6 "W" - Hazardous Liquid Pipelines. Public Hearing to be held Thursday, July 6, 2023 at 5:00PM during the Board Meeting. (Item 05)

Human Resources

- ___ 6. Staff Appointments. (Item 06) Consent Agenda Consideration

Finance & Intergovernmental

- ___ 7. Contracting of services with QC Convention and Visitors Bureau (D.B.A. Visit Quad Cities) to provide aid to an impacted industry within Scott County using the ARPA and the Coronavirus State and Local Fiscal Recovery Funds. (Item 07)

Other Items of Interest

____ 8. Adjourned. Moved by _____ Second by _____

Thursday, July 6, 2023

Regular Board Meeting - 5:00 pm

Board Room, 1st Floor, Administrative Center **In-Person and Virtual**

****Board Meeting will begin at 5:00 PM or Immediately following the Committee of the Whole****

*****Same Webex Information from the Committee of the Whole*****

The public may join this meeting in person OR by phone/computer/app by using the information below. Contact 563-326-8702 with any questions.

TO JOIN BY PHONE 1-408-418-9388

ACCESS CODE: 2492 673 9595 PASS CODE: 1234

OR you may join via Webex. Go to www.webex.com and JOIN meeting

using the same Access Code and Pass Code above.

See the Webex Instructions in packet for a direct link to the meeting.

Public Hearing

- ____ 1. Public Hearing for First Reading for the amendment to the Scott County Ordinance to Amend Chapter 6 - Zoning for Unincorporated Areas, Section 6-4 Farm Exceptions and Section 6-5 Definitions, and add new Section 6-6 "W" - Hazardous Liquid Pipelines.

Instructions for Unmuting Phone Line during Board Meeting teleconference

To gain the moderator’s attention, **press *3 from your phone OR the raise hand icon** on computer or mobile device (for location of raise hand icon, see below). Phone lines will be placed on mute during the meeting. Participants may unmute their line using the mute icon or *6 on their phone after being recognized by the Chair.

Meeting # 2492 673 9595

****Same Webex information for Board Meeting****

Password #1234

Connect via Computer or application:

Host: www.webex.com Meeting number: **above** Password: **1234**

Or use direct link to meeting:

<https://scottcountyiowa.webex.com/scottcountyiowa/j.php?MTID=m631609cb75111f6fec742d5b4d7e86c2>

Connect via telephone: 1-408-418-9388 Meeting number: **above** Password: **1234**


Telephone / Cell Phones Connections:

Telephones lines will be placed on mute during the meeting. Participants may “raise their hand” by using *3 to gain attention of the host.



When called upon for comments by the Board,


1. The host will then unmute the participant’s line at the appropriate time.
2. A user must have his or her own device unmuted.
3. The user may then unmute his or her conference line by keying * 6
4. After conversation, please lower your hand. (*3 again)


Computer / Application Connections:

If connected via web application or computer, the user should look for the **Raise Hand**  raise hand symbol and click to appear raised so the host may acknowledge you.

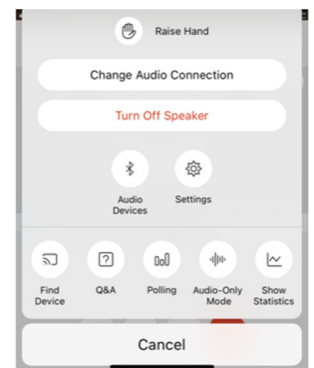
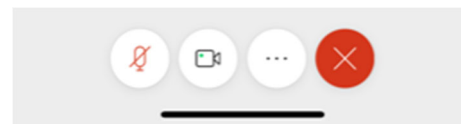
1. The host will then unmute the participant’s line at the appropriate time.
2. A user must have his or her own device unmuted.
3. The user may then unmute his or her conference line by clicking the microphone symbol.
4. After conversation, please lower your hand. (*3 again)

You can mute yourself so that everyone can concentrate on what's being discussed. While you're on a call or in a meeting, select  at the bottom of the meeting window. You'll know it's working when the button turns red .

If you want to unmute yourself, select . Others can hear you when the button turns gray.

When you're muted and move away from the call controls, the mute button moves to the center of your screen and fades in color  to indicate that you're still muted.

To find the **raise hand icon**, you may need to click on ...





**Planning & Development
Scott County, Iowa**

Email: planning@scottcountyiowa.gov
Office: (563) 326-8643
Fax: (563) 326-8257

Item 03
07/06/2023
Chris Mathias, Director

Administrative Center
600 West Fourth Street
Davenport, Iowa 52801-1106

June 23, 2023

To: Mahesh Sharma, County Administrator
From: Chris Mathias, Planning Director
Re: Annexation of Territory to Maysville, Iowa

The Marvin E. Reimers and Marjorie A. Reimers Trust has applied for Voluntary Annexation to annex property to the City of Maysville, Iowa. The property is described as parcel 921521010, part of the SW $\frac{1}{4}$ of the NE $\frac{1}{4}$ of Sec 15 of Hickory Grove Township, Scott County, Iowa.

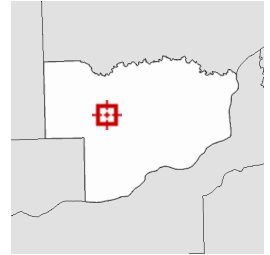
Per Iowa Code Chapter 368.7(b)(1) the City of Maysville must provide written notice to the County and it also requires a consultation meeting between the City, County and Township. After that consultation meeting, the County should state by resolution whether it supports the annexation. Staff are recommending that the Board of Supervisors waive the requirement for a consultation meeting and support the annexation.

The Reimers are seeking to subdivide a lot off of their property for a family member to build a single family home. The City of Maysville is supportive of this proposal. Moreover, this proposal would be more heavily scrutinized if the property stayed under County jurisdiction due to our agricultural preservation policies. In Staff's opinion the annexation will allow the property owners and the City to do what they want and will meet the County's land use policies of pushing development to the cities.

I have attached a resolution that supports the annexation and also waives the requirement for a consultation meeting. I will attend the July 6th Committee of the Whole to answer any questions you may have on this annexation proposal.



Overview



Legend

- Parcels
- Parcel Point
- Political Township
- All Roads**
- Interstate
- US Highway
- State Highway
- County Route
- Major road
- Local roads
- Ramp
- Alleyway/Access Road
- Bike/Pedestrian Trail
- Driveway
- Rights of Way
- Railroad
- County Boundary

- Major Rivers and Streams**
- River Centerline
- River Boundary
- Major Stream
- Minor Streams, Other**
- Minor Stream
- Small Lake/Pond
- Drainageways, etc
- Island
- Major Rivers and Lakes**
- Lake
- Major Stream
- River
- Minor Lakes and Ponds
- Zoning**
- Ag-Preservation
- Ag-Floating
- Ag-General

- Residential Single-Family
- Residential Multi-Family
- Neighborhood Commercial
- Commercial Light Industrial
- Heavy Manufacturing
- Community Area Development
- Parks

Parcel ID 9215210 **Alternate ID** 1G-B-23
Sec/Twp/Rng 10 **Class** A
Property Address 15-79-02 **Acreage** 5.5
District Brief **Graphic Acres** 5.750
Tax Description HGNT

Owner Address MARVIN E REIMERS & MARJORIE A REIMERS TR
 9540 NEW LIBERTY RD MAYSVILLE WALCOTT IA 52773

Date created: 6/28/2023 **Sec:15 Twp:79 Rng:02PT SW NE COM 6.6 CHSS & 100' E NW COR SWNE: E 9.815 CHS S10.99 CHS TO RD-NWLY TO CORP-N TO NE COR CORP W TO A PT S OF BEG-TH N TO BEGINNING**
 Last Data Uploaded: 6/28/2023
 7:04:08 AM **(Note: Not to be used on legal documents)**

BROOKS LAW FIRM

A Professional Corporation

**3725 Blackhawk Road
Suite 200**

Rock Island, IL 61201

Tel (309) 786-4900

Fax (309) 786-4940

Website: www.brookslawfirmnpc.com
Attorneys Admitted in Illinois and Iowa
*Admitted in Iowa Only

Davenport Office:

3425 E. Locust Street
Davenport, IA 52803

Eldridge Office:

202 N. 2nd Street
Eldridge, IA 52748

Jeffrey C. McDaniel
Bernard J. Hofmann
Milissa K. Hofmann
Brian T. Fairfield
Allison E. Walsh
Jason P. Butt
Tricia S. Fairfield
Tionn Fambro Carter
Matthew C. Holmer
Peter J. Wenker
Aaron M. Miers
Kelli M. Golinghorst

Thomas R. Schirman, Jr.*
Thomas A. Skorepa, P.C.
Of Counsel

Jack L. Brooks
Retired

Our File No.

June 16, 2023

CERTIFIED MAIL – RETURN RECEIPT REQUESTED

Scott County Board of Supervisors
Scott County Administrative Center
600 West 4th Street
Davenport, IA 52801

Dear Board of Supervisors:

Our office represents Marvin E. Reimers, Marjorie A. Reimers, and Cindy L. Siefers, as Trustees of the Marvin E. Reimers and Marjorie A. Reimers Trust dated January 13, 2023, and also Kent Reimers as proposed landowner, as it concerns an Application for Voluntary Annexation. Enclosed is a copy of the Annexation Application, including a legal description and map of the subject property. In addition, I enclose a copy of the survey performed on behalf of the Reimers as to the subject property.

The Marvin E. Reimers and Marjorie A. Reimers Trust dated January 13, 2023, is the owner of the parcel in question. It is identified as Assessor's parcel 92152010 and as shown in Exhibit B to the Petition for Voluntary Annexation. The 5.72-acre parcel is east of and adjacent to the city limits of Maysville, and north of Highway 130. The Marvin E. Reimers and Marjorie A. Reimers Trust dated January 13, 2023, is the owner of the parcel of land immediately west of the proposed annexed land.

This is an Application for Voluntary Annexation pursuant to Iowa Code Chapter 368.7. The Marvin E. Reimers and Marjorie A. Reimers Trust dated January 13, 2023, and the City, agree with the annexation.

The ultimate use for a portion of the 5.72 acres is a single family home adjacent to Marvin E. Reimers and Marjorie A. Reimers personal residence, which is within the city limits. The Reimers intend to transfer within the 5.72 acres, a 1-acre parcel to their grandson, Kent Reimers. However, presently the 1-acre parcel is part of the city of Maysville and part of Scott County. I understand Kent Reimers has discussed this with Scott County Planning & Zoning, approximately

BROOKS LAW FIRM
A Professional Corporation

Scott County Board of Supervisors
June 16, 2023
Page -2-

Iowa Code Chapter 368.7(b)(1) requires the City of Maysville, and the applicants provide written notice of voluntary annexation by the City to the County Board of Trustees and the Township Trustees with said notice to include the Application for Voluntary Annexation. Iowa Code Chapter 368.7(b)(1) also requires that a date and time be set between the City, County and Township for a consultation meeting as to the proposed annexation. This may be waived by the local government entities. Therefore, the City of Maysville and the Applicants are asking the County Board and the Township Trustee to coordinate a time for this consultation. Within seven (7) days after the consultation, the County and Township are to make written recommendation to the City as to the proposed annexation. No later than thirty (30) days after the consultation, the Board of Supervisors shall, by resolution, state whether it supports the Application for Voluntary Annexation, and as part of that resolution refer to the annexation considering the County Development Plan for that area (Iowa Code 368.7(10(b))). This County Board Resolution as to the proposed annexation shall be filed with the City of Maysville and considered by the City as part of the annexation application.

Accordingly, the Applicants are asking for the following of the Board of Supervisors:

1. To set a place, date, and time for the mandatory consultation meeting with the City and the Township Trustee;
2. Within seven (7) days following that consultation meeting to state in writing its opinion as to the proposed annexation; and
3. Within thirty (30) days of the meeting to make a resolution of position as to the proposed voluntary annexation, or
4. Waive the consultation meeting, states it support in writing and issue a resolution in support.

This is an exciting time for the Applicants and City of Maysville and both of whom look forward to consulting with the County and the Township to receive questions and final recommendation as to the proposed annexation.

BROOKS LAW FIRM

A Professional Corporation

Scott County Board of Supervisors

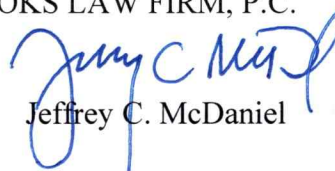
June 16, 2023

Page -3-

Very truly yours,

BROOKS LAW FIRM, P.C.

By:



Jeffrey C. McDaniel

JCM/ems

Encl.

cc: Mayor David Sindt, City of Donahue
Kelly Cunningham, Scott County Attorney
Rob Cusak, Scott County Attorney
Terry Ralfs Hickory Grove Township Trustee

City of Maysville Application for Voluntary Annexation

Applicants: Marvin E. Reimers, Marjorie A. Reimers and Cindy L. Siefers, as trustees of the Marvin E. Reimers, and Marjorie A. Reimers Trust dated January 13, 2023

To: City Council
City of Maysville, Iowa
9100 New Liberty Road
Maysville, Iowa 52773

Re: Voluntary annexation of the following lots and tracts in Hickory Grove

Township, Scott County, hereinafter collectively referred to as the "Territory":

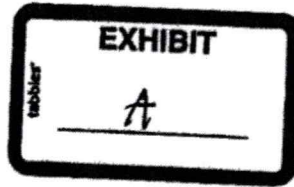
Tract No. 1.	See legal description attached as Exhibit A
Property Address (if applicable):	None
District/Parcel No.:	None
Property Identification No.	921521010
Full Legal Description (if lengthy then mark description and attach as Exhibit "A"):	

See attached Exhibit A

If there are multiple tracts of land/territory then for each tract attach separate property address, parcel, No. and the full legal description .

Marvin E. Reimers, Marjorie A. Reimers and Cindy L. Siefers, as Trustees of the Marvin E. Reimers and Marjorie A. Reimers Trust date January 13, 2023 (hereinafter collectively referred to as the "Applicants"), hereby make application to the City of Maysville, Iowa, to annex the Territory described above which is generally shown on the map attached hereto as Exhibit "B". In support of this application, the Applicants represent and state as follows:

1. The Applicants are the sole owners of the Territory described above, exclusive of road right-of-way, and seek to have the Territory annexed into the City of Maysville to permit the Territory to be developed for family farm with personal residence with city services.
2. The Applicants desire that the above-described unincorporated Territory become part of the incorporated Territory of the City of Maysville
3. The Applicants desire and request that the city council of the City of Maysville voluntarily annex into the City the Territory legally described above and as shown on the attached Exhibit "A." (The full legal description of the territory to be annexed is required as and may be attached as Exhibit "B.")



Legal Description:

For the purpose of annexing a tract of land into Maysville Corporate Limits, said land is held fee title by The Marvin E. Reimers and Marjorie A. Reimers Trust by Warranty Deed filed Doc. No. 2023-00000897 in the Office of Scott County Recorder, Iowa;

Part of the Southwest Quarter of the Northeast Quarter of Section 15, Township 79 North, Range 2 East of the 5th Principal Meridian, Scott County, Iowa, more particularly described as follows:

COMMENCING at the intersection of west line of the Southwest Quarter of said Northeast Quarter of said Section 15 and the North right-of-way line for 237th Street;

thence N 88°40'26" E a distance of 100.00' to the Northeast corner of a parcel with PID 921521005AD, which is the BEGINNING of this annexation;

thence N 01°21'01" W a distance of 57.30';

thence N 88°41'41" E a distance of 647.98';

thence S 01°02'21" E a distance of 731.55' to a point on the centerline of State Highway 130;

thence N 71°41'55" W a distance of 365.08' along said right-of-way centerline to the intersection with the existing Maysville Corporate Limit;

thence N 01°21'01" W a distance of 551.83' along said corporate limit;

thence S 88°40'26" W a distance of 300.19' along said corporate limits;

which is the POINT OF BEGINNING.

The above described area contains 249096 square feet, 5.72 acres, more or less.

4. A copy of the Plat Map of the territory to be annexed must be attached as Exhibit "B" and of sufficient detail to show the location of the territory, boundaries of the Territory drawn to scale relative to the city and the boundaries of the territory to be annexed. The Plat map must show the relationship of the subject property(ies) to the existing corporate limits for the City. The Plat Map must be prepared by a licensed professional surveyor. A previously prepared Plat Map is acceptable so long as it contains the required information. The Plat Map shall indicate which parcels are owned by consenting and which are owned by non-consenting owners.

5. This application is subject to the City of Maysville agreeing that the City shall not forward the application to the City Development Board or otherwise cause the annexation to become final and effective, until after the third business day after the application has been approved by the Maysville City Council, and that the Applicant may withdraw this application at any time within the three business days after the application has been approved by the City Council, if the Applicant is not satisfied with the conditions upon which the City proposes to annex the Territory. See Iowa Code 368.7 (1) (e)

6. Solid waste collection service (garbage pickup) is currently provided to the Territory by

Republic Services	4002 Kimmel Drive, Davenport, IA 52802
(insert name of garbage pickup service).	Address of Provider

 Public water service is currently provided to the Territory by

City of Maysville	9100 New Liberty Rd, Maysville, IA 52773
(insert name of water service provider)	Address of provider

7. The Applicants acknowledge that a portion of the Territory may need to be removed from the territory proposed to be annexed to avoid the creation of an island of land surrounded by the City of Maysville N.A. [Use only if applicable.]

8. The Applicants state the proposed annexation does not create an island as that term is defined by Iowa Chapter §368.1 (10).

9. The Applicants state that the Territory to be annexed adjoins the city for at least 50 feet.

10. The Applicants state the Territory to be annexed is not within two miles of a city other than the city of Maysville. Iowa Chapter §368.7 (2).

11. The Applicants acknowledge and understand that annexation of Territory pursuant to a Petition for Voluntary Annexation runs with the land, not just the applicant. Annexation of Territory into the city is binding upon all current and future/subsequent owners, occupiers, and subsequent holders of a legal interest in the Territory. The fact of annexation shall be recorded with the Office of the Recorder of Scott County, Iowa

18. This Application for Voluntary Annexation is Date: May 6, 2023.

19. **Name of Property Owner(s):**

Business: Marvin E. and Marjorie A. Reimers Trust dated January 13, 2023

Address: 9540 New Liberty Road,	IA	52773
Street	City	State
		Zip Code

Telephone Number: 563.391.5459

Email Address: None.

The Application of Voluntary Annexation must include the signature for every individual titleholder and contract purchaser for the Territory/subject land as identified in the county tax records. IAC 263-7.2 (1)(a)(1).

If the Application of Voluntary Annexation is signed by an officer of a corporation, partnership, or limited liability company ("legal entity) then the signature for each such legal entity must also include evidence that the officer, partner, member/manager was authorized to sign for the legal entity. IAC 263-7.2 (1)(a)(2).

If the application is signed by a trustee of a trust, then the trustee must sign an affidavit showing the trustee was authorized to sign for the trust. See Iowa Code 614.14 for an example affidavit.

Marvin E Reimers
Printed Name of Applicant #1
Marvin E. Reimers, Trustee

Marvin E Reimers
Signature of Applicant #1

MARJORIE A REIMERS
Printed Name of Applicant #2
Marjorie A. Reimers, Trustee

Marjorie A Reimers
Signature of Applicant #2

Cindy Siefers
Printed Name of Applicant #3
Cindy L. Siefers, Trustee

Cindy Siefers
Signature of Applicant #3

12. The Applicants acknowledge and understand that annexation of Territory pursuant to a Petition for Voluntary Annexation is pursuant to Scott County zoning ordinances. Applicants request zoning as Class A-G (Agricultural - general. The rezoning of the property to a different allowed zoning classification can be started by filing an application with the City Planning & Zoning Commission. See City of Maysville City Code Chapters 21 and 165.

13. **The City is NOT obligated to annex the subject property/Territory.**

14. I/we understand and acknowledge that Notice will be given to the public of the Application for Voluntary Annexation. As a condition for processing the Application, I/we have signed the attached Zoning Action Pending Sign on Private Property as authorization for the placement of such signs on the subject Territory.

14. There is a non-refundable \$_____.00 processing fee for an Application for Voluntary Annexation payable to the City of Maysville

15. The actual cost of the engineering and attorney's fees related to the Application for Voluntary Annexation shall be charged to the Applicants and payable before final submission of the Application to the Iowa Secretary of State.

16. Do all owners of the Territory (real estate) consent to the annexation into the city?

Yes: X

No: _____

Name of non-consenting owner(s): _____

Address of non-consenting owner(s): _____

Estimated percentage of owners of land not consenting to annexation:

17. The name and address of each owner adjoining to the property to be annexed:

Name(s)	Address:	Parcel number for land of the adjoining owner
a. James D. Korberg Trust	1631 Pineacre Drive, Davenport	921521009
b. Zackery Altenhofen	9510 N. Liberty Road, New Liberty	921521011, and -007
c. Marvin E. Reimers, and Marjorie A. Reimers Trust	9540 New Liberty Road, Maysville	921521005AD

20. Applicant for Voluntary Annexation (if Applicant is different than the owner(s))

Name of Applicant/Business:

Address: 5920 New Liberty Road, Walcott, IA 52773
Street City State Zip Code

Telephone Number:

Email Address:

Kent Reimers
Printed Name of Owner #1

[Signature]
Signature of Owner #1

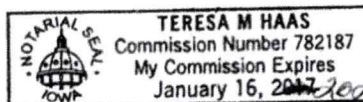
Printed Name of Owner #2

Signature of Owner #2

[Add signature block and appropriate acknowledgment, personal or corporate.]

STATE OF IOWA, COUNTY OF SCOTT, SS:

On this 6th date of May, 2023, before me, the undersigned Notary Public in and for the said county and state, personally appeared Marvin E. Reimers, Marjorie M. Reimers and Cindy L. Siefers, to me known to be the identical persons named in and who executed the forgoing instrument, and who acknowledged that each executed the same as their voluntary act and deed.



[Signature]
5/6/2023

[Attached a full legal description of the territory labeled Exhibit "A". Per Iowa Code 368.7 1 (c)]

[Attached a map of the territory labeled Exhibit "B". Per Iowa Code 368.7 1 (c)]

ANNEXATION PLAT

PART OF THE SOUTHWEST QUARTER OF THE NORTHEAST QUARTER OF SECTION 15, TOWNSHIP 79 NORTH, RANGE 2 EAST OF THE 5TH PRINCIPAL MERIDIAN, SCOTT COUNTY, IOWA

INDEX LEGEND
 LOCATION: NE 1/4 S15-T79N-R2E
 REQUESTOR: KENT REIMERS
 PROPRIETOR: MARVIN REIMERS
 SURVEYOR: JAMES W. ABBITT, JR.
 COMPANY: ABBITT SURVEY & DEVELOPMENT, PLLC
 4900 38TH AVENUE, SUITE 1
 MOLINE, IL 61265
 309-524-3124
 RETURN TO: JAMES ABBITT, PER ABOVE ADDRESS

COUNTY AUDITOR

PO 921521009

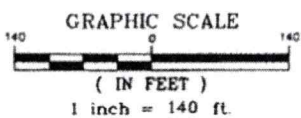
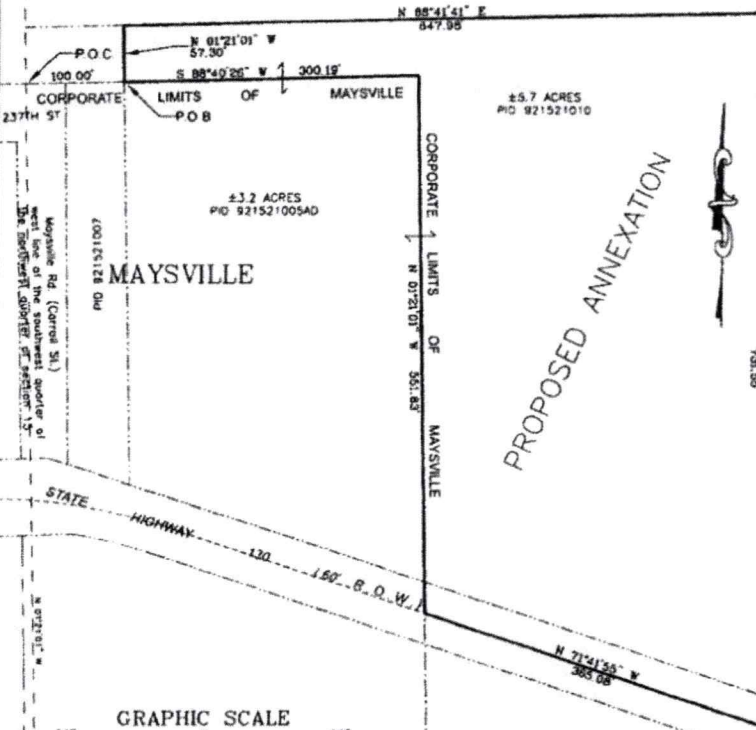
Legal Description:

For the purpose of annexing a tract of land into Maysville Corporate Limits, said land is held fee title by The Marvin E. Reimers and Marjorie A. Reimers Trust by Warranty Deed filed Doc. No. 2023-00000897 in the Office of Scott County Recorder, Iowa.

Part of the Southwest Quarter of the Northeast Quarter of Section 15, Township 79 North, Range 2 East of the 5th Principal Meridian, Scott County, Iowa, more particularly described as follows:

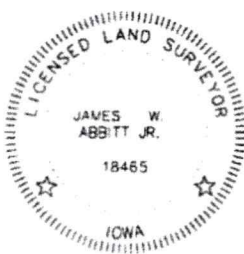
COMMENCING at the intersection of the west line of said Northeast Quarter and the North right-of-way line of 237th Street;
 thence N 88°40'26" E a distance of 100.00' to the Northeast corner of a parcel with PID 921521005AD,
 and the POINT OF BEGINNING;
 thence N 01°21'01" W a distance of 57.30';
 thence N 88°41'41" E a distance of 647.98';
 thence S 01°02'21" E a distance of 731.55' to the centerline of State Highway 130;
 thence N 71°41'55" W a distance of 365.08' along said centerline to the easterly Corporate Limits of Maysville;
 thence N 01°21'01" W a distance of 551.83' along said corporate limit;
 thence S 88°40'26" W a distance of 300.19' along said corporate limits;
 to the POINT OF BEGINNING

The above described area contains 249,096 square feet, 5.72 acres, more or less.



I HEREBY VERIFY THAT THIS PROFESSIONAL SERVICE CONFORMS TO THE CURRENT ILLINOIS MINIMUM STANDARDS FOR A BOUNDARY SURVEY AND IT WAS PREPARED AND THE RELATED SURVEY WORK WAS PERFORMED BY ME OR UNDER MY PERSONAL SUPERVISION AND THAT I AM A PROFESSIONAL LAND SURVEYOR UNDER THE LAWS OF THE STATE OF ILLINOIS.

JAMES W. ABBITT, JR.
 IPLS NO. 35-2890
 MY LICENSE EXPIRES NOVEMBER 30, 2024
 PROFESSIONAL DESIGN FIRM NO. 184.008195-008



LEGEND			
	FOUND REBAR		ANNEXED BOUNDARY LINE
	ROW LINE OR LOT LINE		MAYSVILLE CORPORATE LIMITS
	SECTION LINE		SECTION LINE
	DEED OR PLATTED		MEASURED

REVISIONS			
No	DATE	DESCRIPTION	BY

Abbutt
Survey & Development, PLLC

ABBITT SURVEY & DEVELOPMENT, PLLC
 4900 38TH AVE, SUITE 1
 MOLINE, ILLINOIS 61265
 PH. 309-524-3124

DATE: 04-24-2023	SCALE: 1" = 140'	DRAWN BY: JADB	CHECKED BY: JWA
PREPARED FOR: KENT REIMERS 5926 NEW LIBERTY ROAD WALCOTT, IA 52773		PAGE: 1 OF 1	
DRAWING TITLE: ANNEXATION PLAT		DRAWING No.: 23-098-IAWA-B-REIMERS-ANNEX	

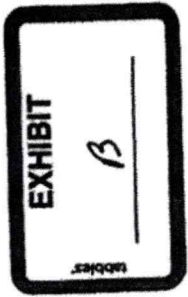


Exhibit C
List of included and adjoining parcels

Parcel ID 921521010 (Included Parcel)

Marvin E. Reimers and Marjorie A. Reimers Trust dated January 13, 2023
9540 New Liberty Road, Maysville, IA 52773

Parcel ID 921521005 AD (Adjoining Parcel)

Marvin E. Reimers and Marjorie A. Reimers Trust dated January 13, 2023
9540 New Liberty Road, Maysville

Parcel ID 921521009 (Adjoining parcel)

James D. Korberg Trust
1631 Pineacre Drive, Davenport 52803

Parcel ID 921521011, and -007 (Adjoining parcels)

Zackery Altenhofen
9510 N. Liberty Road, New Liberty

Affidavit in re a 5.72 acre parcel owned by Marvin E. Reimers and Marjorie A Reimers Trust legally described as set forth in Exhibit "A"

We, Marvin E. Reimers, Marjorie A. Reimers, and Cindy L. Siefersbeing first duly sworn and under oath state of my personal knowledge that:

[1] I am the trustee under the trust dated January 13, 2023 to which the above-described real estate was conveyed to the trustee by Marvin E. and Marjorie A. Reimers, pursuant to an instrument recorded the 17th day of January,2023, recorded in the office of the Scott County Recorder in document 2023-00000897.

[2] I am the presently one of the existing trustee under the trust and am authorized to attest to the truthfulness of the statements contain in the application for Voluntary Annexation herein dated May 6, 2023, without any limitation or qualification whatsoever.

[3] The trust is in existence and I as trustee am authorized to execute the Application for Voluntary Annexation.

Marvin E. Reimers

Marvin E. Reimers

Marjorie A. Reimers

Marjorie A. Reimers

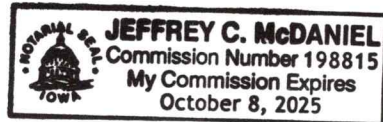
Cindy L. Siefers

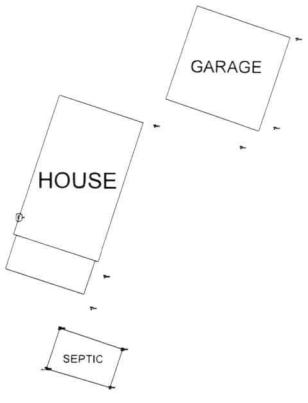
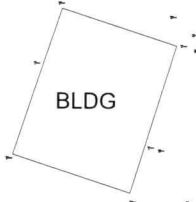
Cindy L. Siefers

Sworn to and subscribed before me by Marvin E. Reimers, Marjorie A. Reimers, and Cindy L. Siefers on this 16 day of May, 2023

Jeffrey C. McDaniel

Notary Public in and for the State of Iowa





PROPANE

LIMITS OF MAYSVILLE

N 01°21'01" W 551.83'

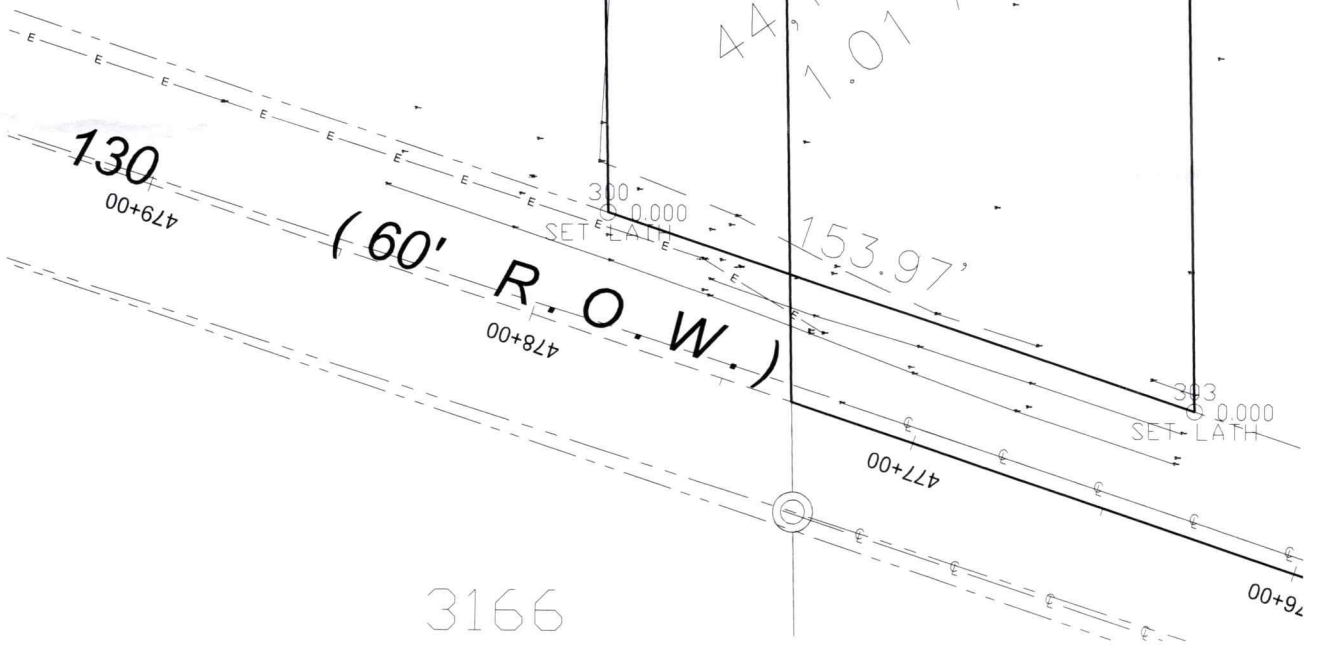
145.00'

278.31'

330.03'

44,105 SQ FT
1.01 ACRE

PROPCS



3166

THE COUNTY AUDITOR'S SIGNATURE CERTIFIES THAT
THIS RESOLUTION HAS BEEN FORMALLY APPROVED BY
THE BOARD OF SUPERVISORS ON _____
DATE _____

SCOTT COUNTY AUDITOR

R E S O L U T I O N
SCOTT COUNTY BOARD OF SUPERVISORS
July 6, 2023
SUPPORTING THE ANNEXATION OF TERRITORY TO THE CITY OF MAYSVILLE,
IOWA

BE IT RESOLVED by the Scott County Board of Supervisors as follows:

Section 1. As the local governing body responsible for the approval of annexations within the County, the Scott County Board of Supervisors has on this 6th day of July, 2023, considered the annexation of parcel number 921521010 to the City of Maysville, Iowa, part of the SW $\frac{1}{4}$ of the NE $\frac{1}{4}$ of Section 15 in Hickory Grove Township of Scott County, Iowa.

Section 2. The Board of Supervisors waives the requirement for a consultation meeting between the City, County and Township to discuss the annexation.

Section 3. The Board of Supervisors does hereby support the annexation of said parcel to the City of Maysville, Iowa.

Section 4. This Resolution shall take effect immediately.



**Planning & Development
Scott County, Iowa**

Email: planning@scottcountyiowa.gov
Office: (563) 326-8643
Fax: (563) 326-8257

Item 04
07/06/2023

Chris Mathias, Director

Administrative Center
600 West Fourth Street
Davenport, Iowa 52801-1106

June 21, 2023

To: Mahesh Sharma, County Administrator
From: Alan Silas, Planning and Development Specialist
Re: Olathea Overlook, Final Plat

Application from Steve and Lisa Zelle (DBA Legacy Development) for a major subdivision known as Olathea Overlook. The proposed plat would subdivide 39-acre tract, more or less, (Scott County Parcel #951555002) into six (6) lots. The property is legally described as Lot 4 of Great River Hills in Section 15 of LeClaire Township.

At its February 2, 2021 meeting, the Planning and Zoning Commission voted (6-0) to approve a sketch plan proposal with six (6) conditions in accordance with staff's recommendation. At its April 18, 2023 meeting, the Planning and Zoning Commission voted (6-0) to recommend approval of the Preliminary Plat with five (5) conditions in accordance with staff's recommendation. The Board of Supervisors approved the Preliminary Plat with conditions at its May 11, 2023 meeting.

At its June 6, 2023 meeting, the Planning and Zoning Commission voted (4-0) to recommend approval of the Final Plat with one (1) condition in accordance with staff's recommendation. No members of the public spoke for or against the request.

- **Vote (recommend approval of Final Plat with condition): 4-0, All Ayes**
 - Condition:
 1. The City of Princeton approve the Final Plat

Staff received confirmation of approval from the City of Princeton, and the Final Plat is ready for review by the Board of Supervisors. Staff will ensure all remaining accompanying legal and platting documents are reviewed and submitted into the record prior to the recording of the plat.



PRINCETON

HWY 67

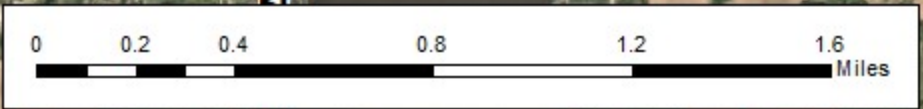
235TH ST

Subject Property

67

270TH AVE

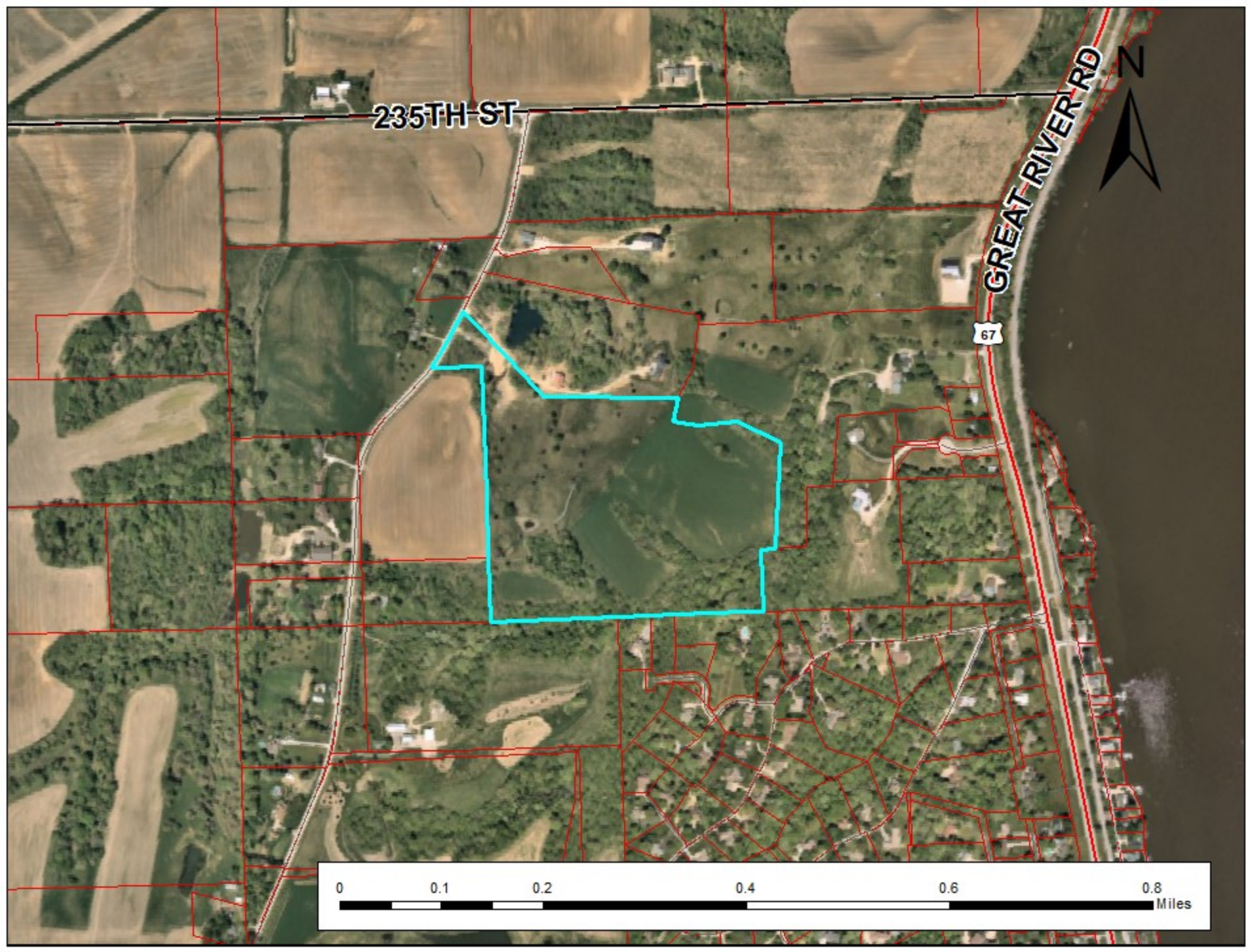
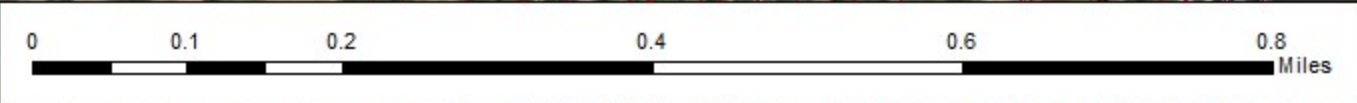
AT RIVER RD

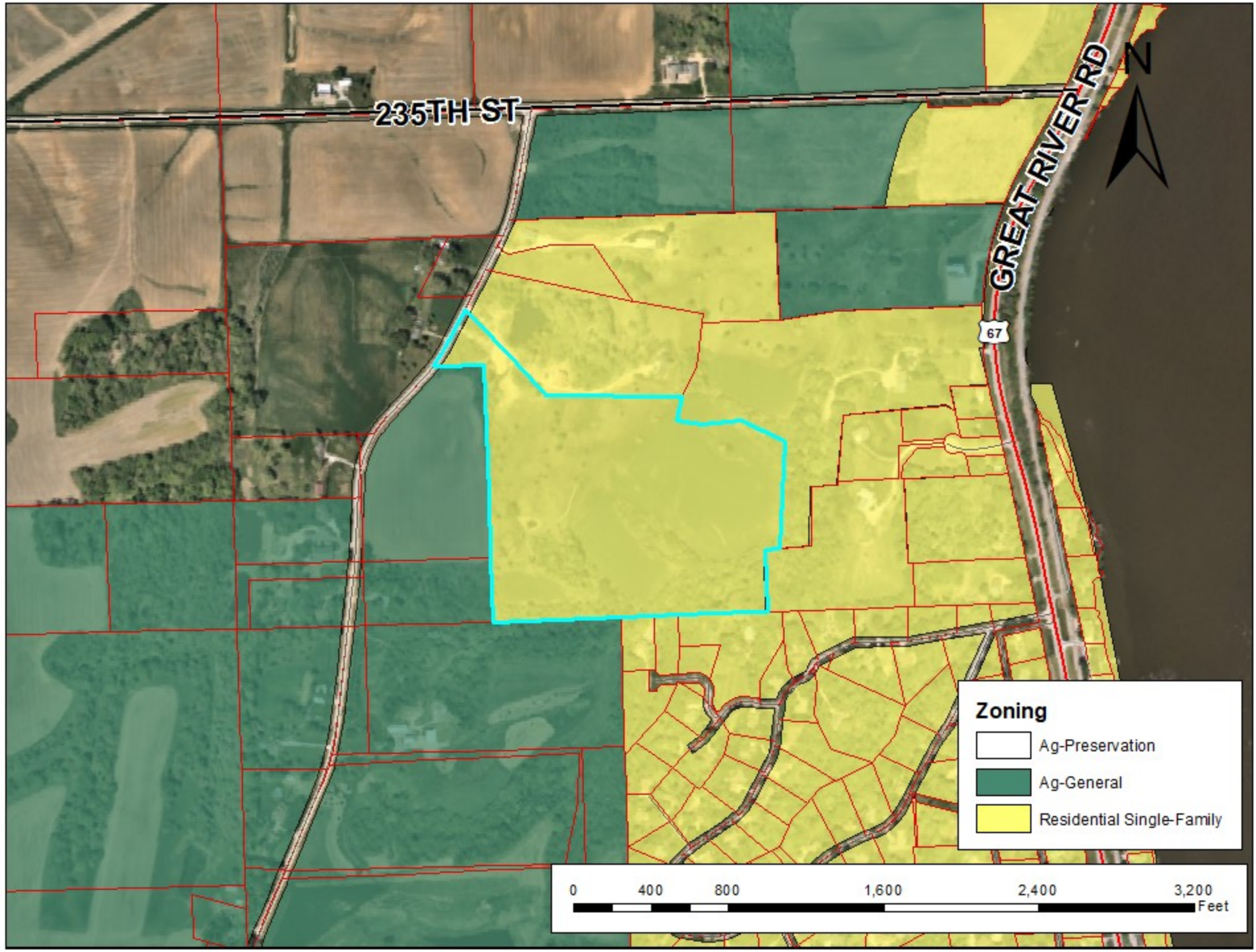


235TH ST

67

GREAT RIVER RD





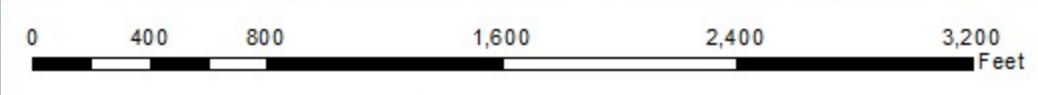
235TH ST

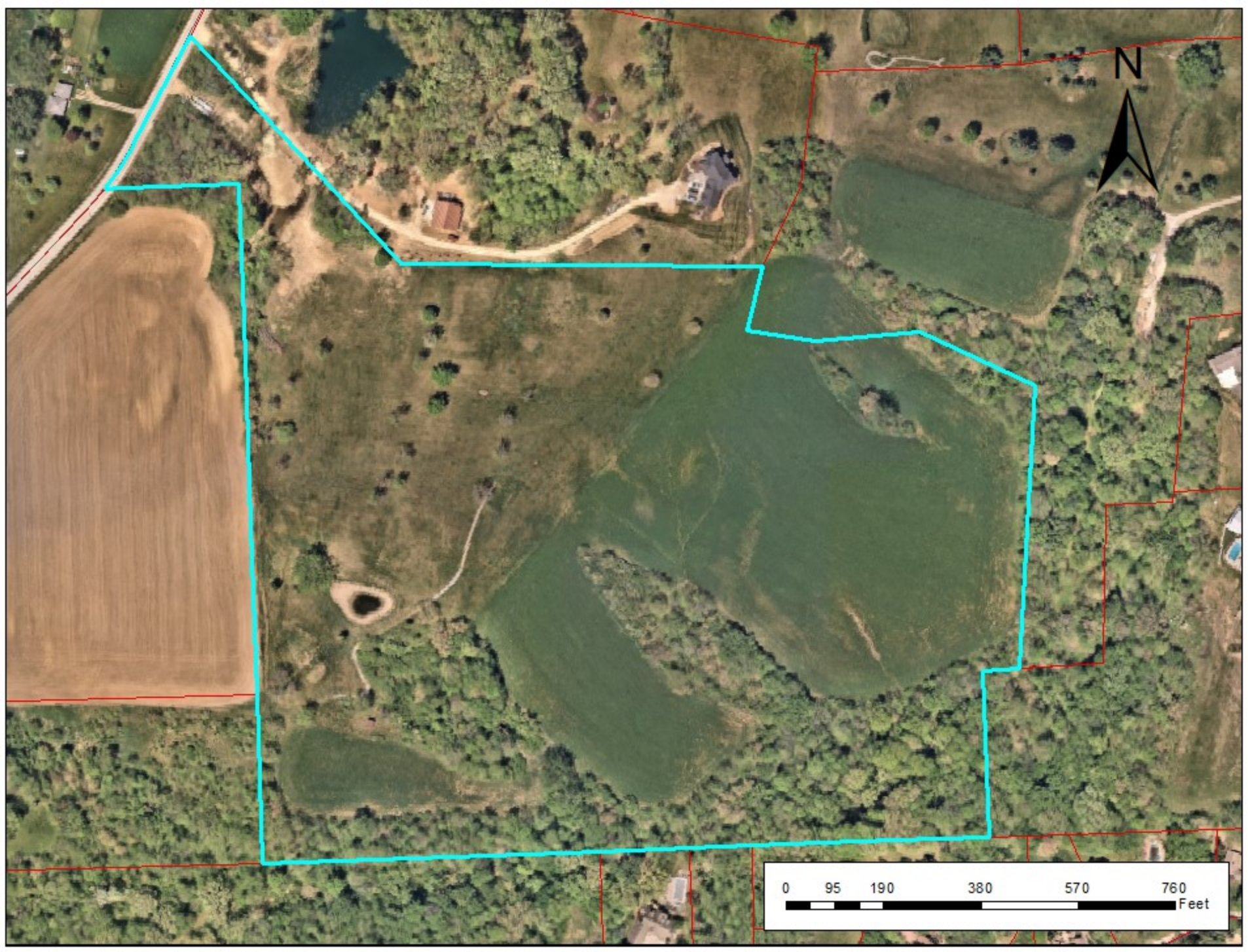
GREAT RIVER RD

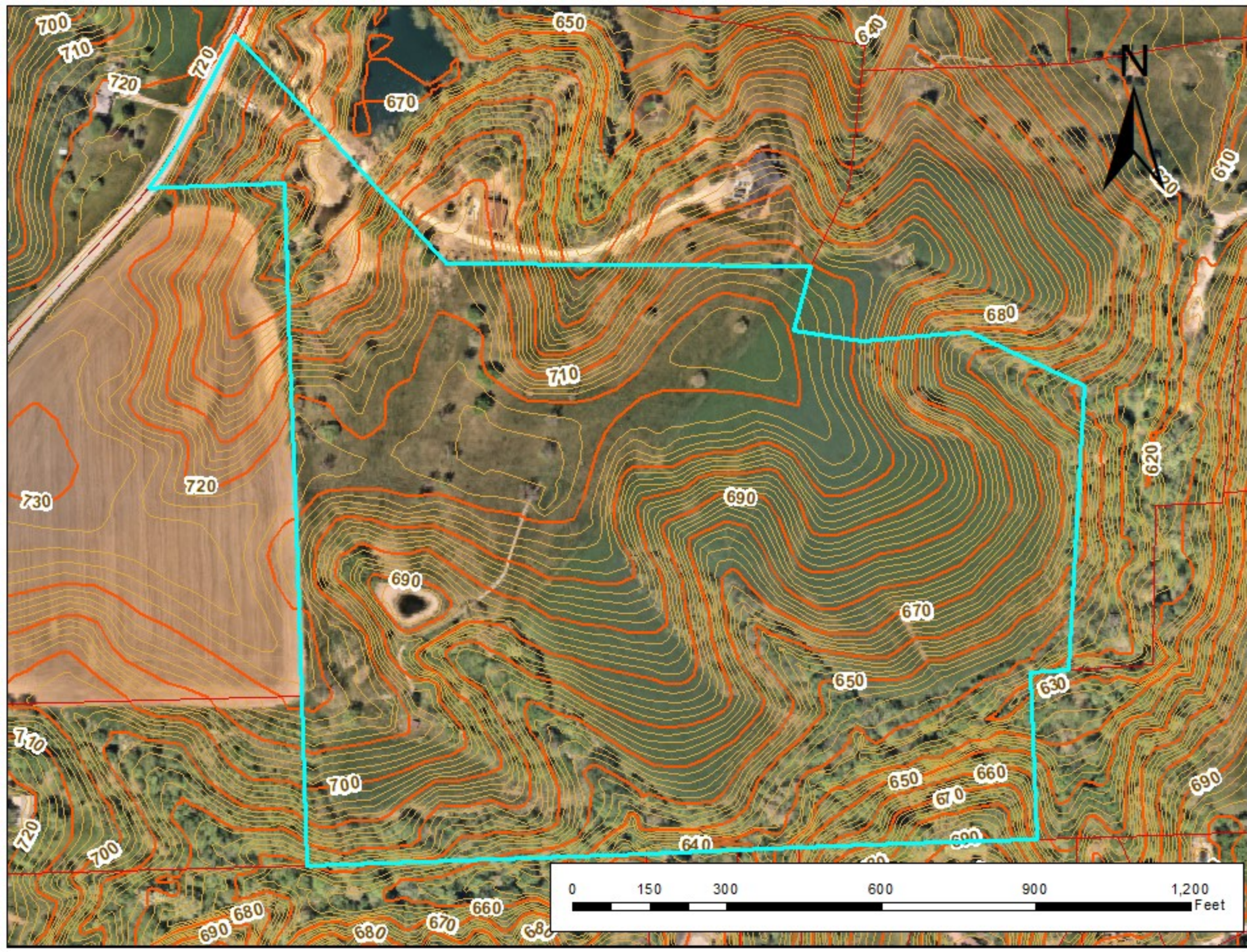
67

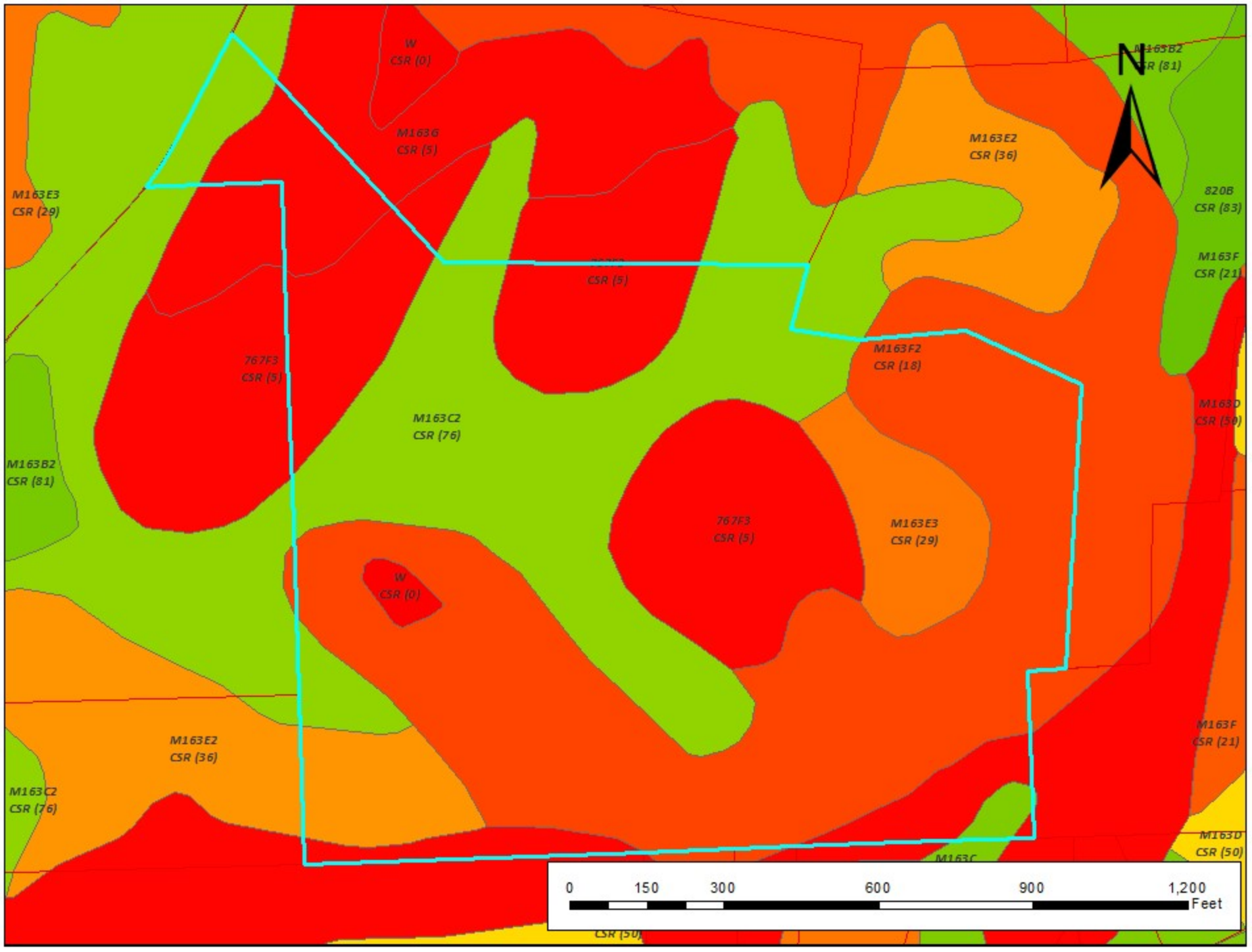
Zoning

- Ag-Preservation
- Ag-General
- Residential Single-Family









OLATHEA OVERLOOK

FINAL PLAT

PART OF THE SOUTHWEST QUARTER OF FRACTIONAL SECTION 14 AND PART OF THE SOUTHEAST QUARTER OF SECTION 15, ALL IN TOWNSHIP 79 NORTH, RANGE 5 EAST OF THE FIFTH PRINCIPAL MERIDIAN, BEING A REPLAT OF LOT 4 OF THE GREAT RIVER HILLS AMENDED FINAL PLAT, AN ADDITION TO SCOTT COUNTY, IOWA

PLAT INFORMATION

- | | |
|---|---|
| 1. Owner:
Steve & Lisa Zelle
3285 Fields Drive
Bettendorf, Iowa 52722
Ph: (563) 332 - 3200 | 3. Surveyor-Of-Record:
Michael D. Richmond, PLS
Tommsend Engineering
2224 East 12th Street
Davenport, Iowa 52803
Ph: (563) 388 - 4236 |
| 2. Engineer-Of-Record:
Christopher R. Tommsend, P.E.
Tommsend Engineering
2224 East 12th Street
Davenport, Iowa 52803
Ph: (563) 388 - 4236 | 4. Attorney-Of-Record:
Curt A. Oepel
Stanley Lande & Hunter
201 West 2nd Street, Suite 1000
Davenport, Iowa 52801
Ph: (563) 324 - 1000 |

GENERAL NOTES:

- LEGAL DESCRIPTION OF EXISTING PROPERTY:
- PART OF THE SOUTHWEST QUARTER OF FRACTIONAL SECTION 14 AND PART OF THE SOUTHEAST QUARTER OF SECTION 15, ALL IN TOWNSHIP 79 NORTH, RANGE 5 EAST OF THE FIFTH PRINCIPAL MERIDIAN, BEING A REPLAT OF LOT 4 OF THE GREAT RIVER HILLS AMENDED FINAL PLAT, AN ADDITION TO SCOTT COUNTY, IOWA.
- SUBDIVISION CONTAINS 39.946 ACRES (1,720,361 S.F.) TOTAL WITH 0.248 ACRES (10,798 S.F.) OF ROADWAY EASEMENT AND A NET AREA OF 39.246 ACRES (1,709,559 S.F.).
- MEASUREMENTS ARE SHOWN IN FEET AND DECIMAL PARTS THEREOF.
- THE PRIVATE LANE SHALL BE NAMED IN ACCORDANCE WITH THE RURAL ADDRESSING SYSTEM FOR UNINCORPORATED SCOTT COUNTY.
- ALL PUBLIC UTILITIES SHALL BE LOCATED WITHIN EASEMENTS OR PUBLIC RIGHT-OF-WAY.
- COMPARE THE DESCRIPTION OF THIS PLAT WITH THE DEED, ABSTRACT, OR CERTIFICATE OF TITLE; ALSO COMPARE ALL POINTS BEFORE BUILDING BY SMC, AND REPORT ANY DIFFERENCES AT ONCE.
- THIS SURVEY IS NOT VALID WITHOUT THE SURVEYOR-OF-RECORD'S SIGNATURE AND SEAL.
- ALL IMPROVEMENTS SHALL BE INSTALLED IN ACCORDANCE WITH THE CITY OF PRINCETON, IOWA STANDARD SPECIFICATIONS FOR PUBLIC IMPROVEMENTS, LATEST EDITION, AND THE SCOTT COUNTY, IOWA STANDARD SPECIFICATIONS FOR PUBLIC IMPROVEMENTS, LATEST EDITION, AND THE STANDARD SPECIFICATIONS FOR PUBLIC IMPROVEMENTS, LATEST EDITION, IN THE EVENT OF CONFLICTING CODES, THE STRICTER SHALL PREvail.
- OVERLAY UNDERGROUND EASEMENTS GRANTED FOR SEWER, WATER, GAS, ELECTRIC (PRIMARY/SECONDARY/PAD-MOUNTED EQUIPMENT & STREET LIGHTS), TELEPHONE, AND CABLE TELEVISION SERVICES TO INDIVIDUAL STRUCTURES WITHIN THE LOT WHERE THE STRUCTURE IS LOCATED.
- THE SUBJECT PROPERTY IS ZONED R-4 - SINGLE FAMILY RESIDENCE. ZONING SETBACK LINES ARE BASED ON ZONING REQUIREMENTS AS OF THE DATE OF COUNTY BOARD APPROVAL. IN CASE OF CONFLICT BETWEEN THE LINES SHOWN AND FUTURE CODE REQUIREMENTS, THE CODE REQUIREMENTS SHALL GOVERN.
- STANDARD SPECIFICATIONS, LATEST EDITION.
- STORM WATER DETENTION SHALL BE PROVIDED BY EXISTING REGIONAL RETENTION POND, LOCATED ON LOT 2 OF THE FAULHABER'S FIRST ADDITION AMENDED, VIA AGREEMENT, TO BE RECORDED PRIOR TO FINAL PLAT APPROVAL.
- POTABLE WATER TO BE PROVIDED BY PRIVATE WELL SYSTEMS, CONFORMING WITH THE SCOTT COUNTY, IOWA PRIVATE WATER SUPPLY WELL STANDARD SPECIFICATIONS, LATEST EDITION.
- STORM WATER DETENTION SHALL BE PROVIDED BY EXISTING REGIONAL RETENTION POND, LOCATED ON LOT 2 OF THE FAULHABER'S FIRST ADDITION AMENDED, VIA AGREEMENT, TO BE RECORDED PRIOR TO FINAL PLAT APPROVAL.
- OUTLOT 2 IS RESERVED FOR STORMWATER CONVEYANCE/DRAINAGE, PUBLIC INGRESS/EGRESS, AND PUBLIC SERVICES/UTILITIES TO THE SUBDIVISION.
- PLAT NOTES ESTABLISH REQUIREMENTS FOR HOW A SUBDIVISION WILL DEVELOP. HOWEVER, THE COUNTY RESERVES THE RIGHT IN ITS SOLE DISCRETION TO ALTER OR AMEND ANY PLAT NOTE, OR TO SELL OR WAIVE ANY RIGHT-OF-WAY OR UTILITY EASEMENT DEDICATED WITHIN THE PLAT. FURTHER, THE COUNTY RESERVES THE RIGHT UPON REQUEST OF THE OWNER TO RELOCATE ANY EASEMENT, ALTER LOT BOUNDARIES, OR ALLOW GROUND TO BE RE-PLATED.
- FURTHER SUBDIVISION OF PLATED LOTS SHOWN HEREIN IS NOT PERMITTED.

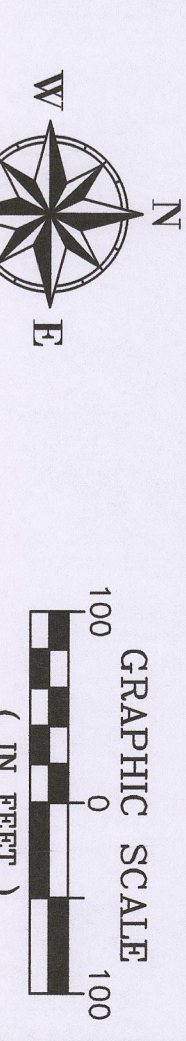
Curve Table

Curve #	Length (FT)	Radius (FT)	Delta	Chord Direction	Chord Length (FT)
C1	152.26	573.00	15.22	N34° 49' 41"E	151.81
C2	129.59	666.00	12.25	N35° 20' 30"E	129.34
C3	459.40	600.00	43.87	S39° 25' 30"E	448.26
C4	260.15	200.00	74.53	S54° 45' 13"E	242.19
C5	214.07	175.00	70.09	N55° 32' 00"W	200.97
C6	33.39	40.00	4.783	S68° 30' 35"W	32.43
C7	42.44	50.00	48.63	S68° 54' 38"W	41.17
C8	52.15	50.00	59.76	N56° 53' 47"W	49.82
C9	20.14	50.00	23.08	S15° 28' 45"E	20.00
C10	118.59	50.00	135.99	N64° 00' 35"E	92.69
C11	29.02	40.00	41.57	S68° 49' 34"E	28.39
C12	141.61	225.00	36.06	S71° 34' 52"E	139.28
C13	141.61	225.00	36.06	N35° 31' 14"W	139.28
C14	8.16	575.00	0.81	N17° 53' 49"W	8.16

Line Table

Line #	Length (FT)	Direction
L1	13.62	S61° 21' 33.27"E
L2	191.27	S17° 29' 24.94"E
L3	51.57	N87° 58' 59.79"E

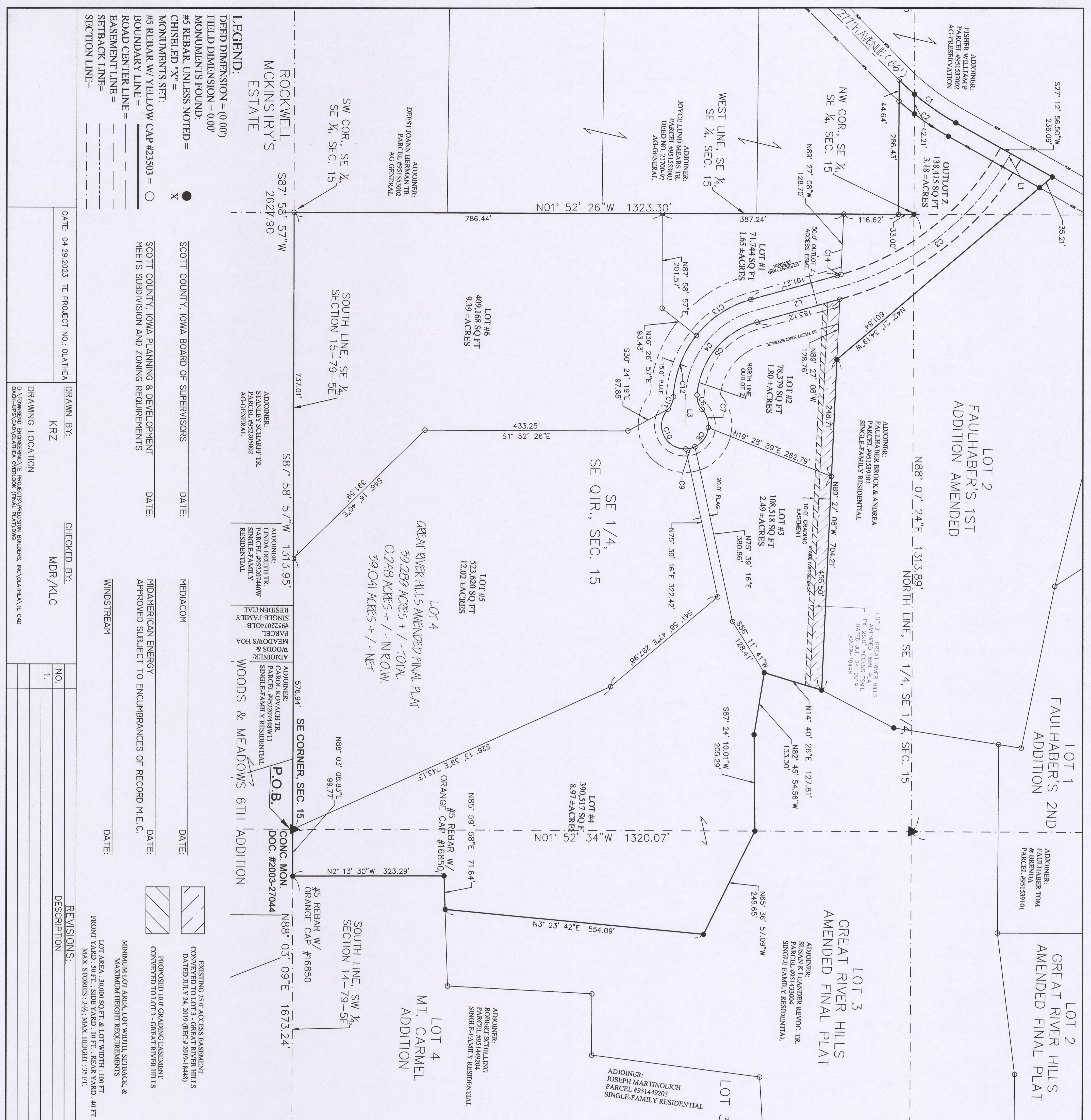
THE MEASURED BEARINGS SHOWN HEREON ARE BASED ON THE IOWA STATE PLANE COORDINATE SYSTEM, SOUTH ZONE (1402), NAD 83 (2011) EPOCH 2010.00.



1 inch = 100 feet

GRAPHIC SCALE
(IN FEET)
1" = 100' (ARCH D)

I hereby certify that this plat, including all supporting documents, has been prepared and submitted to the State of Iowa for recording in accordance with the provisions of the Iowa Code, Chapter 555, Section 555.02. I am a duly licensed and bonded Land Surveyor in the State of Iowa. My license number is 25803. My license expires on 09/19/2028. Pages or sheets covered by this seal: ONE



LEGEND:
DEED DIMENSION = (0.00')
FIELD DIMENSION = 0.00'
MONUMENTS FOUND:
#5 REBAR, UNLESS NOTED = ●
CHISELED "X" = X
MONUMENTS SET:
#5 REBAR W/ YELLOW CAP #23503 = ○
BOUNDARY LINE = ————
ROAD CENTER LINE = ————
EASEMENT LINE = ————
SETBACK LINE = ————
SECTION LINE = ————

SCOTT COUNTY, IOWA BOARD OF SUPERVISORS
DATE: _____
MEDIACOM
DATE: _____
MIDAMERICAN ENERGY
APPROVED SUBJECT TO ENCUMBRANCES OF RECORD M.E.C.
DATE: _____
WINDSTREAM
DATE: _____

MINIMUM LOT AREA, LOT WIDTH, SETBACK & MAXIMUM HEIGHT REQUIREMENTS
FRONT YARD: 30,000 SQ. FT. & LOT WIDTH: 100 FT.
SIDE YARD: 10,000 SQ. FT. & LOT WIDTH: 100 FT.
MAX. STORIES: 2-4; MAX. HEIGHT: 35 FT.

PROPOSED 10' GRADING EASEMENT CONVEYED TO LOT 3 - GREAT RIVER HILLS DATED JULY 24, 2019 (REC. # 2019-18449)

EXISTING 25' ACCESS EASEMENT CONVEYED TO LOT 3 - GREAT RIVER HILLS DATED JULY 24, 2019 (REC. # 2019-18449)

DATE: 04-29-2023 PROJECT NO.: OLATHEA

DRAWN BY: KRZ
CHECKED BY: MDR/KLC

DRAWING LOCATION: [Blank]

NO. 1.

REVISIONS:

NO.	DESCRIPTION	DATE
1.	FINAL PLAT	

PROJECT: OLATHEA OVERLOOK
SCOTT COUNTY, IOWA

DEVELOPER: STEVE & LISA ZELLE
3285 FIELDS DRIVE
BETTENDORF, IOWA

SHEET NO. 1 OF 1



PLANNING & ZONING COMMISSION

STAFF REPORT

JUNE 6, 2023



- Applicant:** Steve and Lisa Zelle (DBA Legacy Development)
- Request:** Final plat approval of Olathea Overlook, a major subdivision
- Legal Description:** Lot 4 of the Amended Final Plat of Great River Hills, an addition to Scott County, Iowa, being part of the SW ¼ of the fractional Section 14 and part of the SE ¼ of Section 15, all in LeClaire Township.
PIN: 951555002
- General Location:** Approximately ¼ mile West of Great River Road, South-adjacent to Faulhaber's First Addition along 277th Avenue, part of the former Olathea Golf Course
- Existing Zoning:** Single-Family Residential (R-1)
- Surrounding Zoning:**
- North:** Single-Family Residential (R-1)
 - South:** Single-Family Residential (R-1), Agricultural-General (A-G)
 - East:** Single-Family Residential (R-1)
 - West:** Agricultural-General (A-G), Agricultural-Preservation (A-P)

GENERAL COMMENTS: This request is for approval of a Final Plat for the subdivision known as Olathea Overlook, which would subdivide an existing 39-acre parcel, more or less, into six (6) new lots. The Planning & Zoning Commission reviewed and approved a Sketch Plan for the development in February 2021, which was known as The Overlook at the time. The Commission held a public hearing and reviewed and approved the Preliminary Plat in April 2023. The conditions of Preliminary Plat approval are detailed the Staff Review section.

STAFF REVIEW: Staff has reviewed this request for compliance with the requirements of the Subdivision Regulations and Zoning Ordinance, and with the conditions of approval of the Preliminary Plat.

Zoning, Land Use, and Lot Layout

The proposed configuration of the 39-acre tract creates six (6) development lots and one (1) outlot, each with the development right for one (1) single-family dwelling. Half of the lots would be less than 3.0 acres in size (1.65, 1.80, 2.49) and the other half would be significantly larger at 8.97, 9.39, and 12.02 acres.

Common Open Space

A major subdivision of this proposed density does not require common open space, but a 2.97-acre lot (Outlot Z) at the entrance would feature a portion of the roadway, components of the proposed storm water management system, and green space.



Access and Roadway Improvements

The right-of-way widths prescribed in the Subdivision Regulations for local residential streets require that a typical section include a minimum of 50 feet of right-of-way. Olathea Overlook would provide 22 feet for the roadway itself, 2 feet on either side of the roadway for granular shoulders, and 12 feet on either side of the granular shoulders for drainage ditches, resulting in a 50-foot right-of-way. The County Engineer has reviewed the roadway construction plans for compliance.

The plat also includes a platted access easement to Lot 3 of Great River Hills Amended Final Plat to the east of the development (deed holder Susan K. Leander Revocable Trust) with room for an 11-foot driveway, which fulfills a perpetual access agreement to provide access to that property.

Protection of Natural Vegetation Cover

Whenever a wooded site is to be developed, no more than fifteen percent (15%) of the naturally occurring canopy-tree cover shall be removed due to surface earth grading, roadway construction, building site clearance, or any other construction activity associated with subdivision site improvement. While the site contains some wooded areas in the lower elevations along the southern and eastern boundaries, as well as near the subdivision entrance, less than 15% will be impacted since the majority of the site is fallow former agricultural land or part of the former golf course.

Storm Water Management

The proposed Final Plat would manage storm water by utilizing a drainage easement with the owners of an adjacent subdivision, Faulhaber's First Addition, to divert storm and surface water to an existing detention basin. A copy of the drainage easement (labeled Permanent Ingress-Egress Easement and Maintenance Agreement) has been reviewed and entered into the record.

Erosion and Sediment Control Plan

A Storm Water Pollution Prevention Plan (SWPPP) and Erosion and Sediment Control Plan have been submitted to the County Engineer for review. Adherence to the plans through the duration of construction is required.

Water and Wastewater Disposal Systems

Each lot will be served by a private well. Subdivisions containing less than forty (40) lots may install individual on-site wastewater disposal systems that meet County Health Department regulations, which is the intention for this development. The Health Department did not submit any comments or concerns with this Final Plat.

City of Princeton Review

This property is within two miles of the Princeton city limits. Therefore, review and approval of the Final Plat by the City of Princeton is required.



PLANNING & ZONING COMMISSION

STAFF REPORT

JUNE 6, 2023



Approval Conditions of the Preliminary Plat

The Planning & Zoning Commission reviewed and approved a Preliminary Plat for the development in April 2023 with five (5) conditions:

1. The private covenants include provisions for the ownership and maintenance of the proposed outlot;
Final private covenants have been submitted and this condition has been met.
2. The private covenants include provision for road maintenance of the shared private road;
Final private covenants have been submitted and this condition has been met.
3. The private covenants include provisions that no additional subdivision of these lots be permitted;
Final private covenants have been submitted and this condition has been met.
4. The County Engineer review and approve all street construction plans, drainage plans, and erosion control plans prior to construction; and
Construction, drainage, and erosion control plans have been reviewed and approved by the County Engineer, and this condition has been met.
5. The subdivision infrastructure improvements be completed or a surety bond posted prior to Final Plat approval by the Board of Supervisors.
This will remain a condition of approval.

Others Notified

The Subdivision Ordinance requires additional notification of the following County Departments and local entities upon Preliminary Plat review: Assessor, Auditor, Bi-State Regional Planning Commission, and District Soil Conservationist Staff. None of those entities submitted comments or concerns on the proposal at the Preliminary Plat stage, and staff has not received feedback on the Final Plat.

A public hearing is not required for Final Plats unless the Commission makes a public hearing on the Final Plat a condition of Preliminary Plat approval.

RECOMMENDATION: Staff recommends that the Final Plat of Olathea Overlook be approved with the following conditions:

1. The City of Princeton review and approve the Final Plat;
2. The subdivision infrastructure improvements be completed or a surety bond posted prior to Final Plat approval by the Board of Supervisors.

Submitted by:

Alan Silas, Planning & Development Specialist

June 1, 2023

CERTIFICATE OF APPROVAL BY SCOTT COUNTY

I, Ken Beck, Chairman of the Scott County Board of Supervisors, do hereby certify that said Board adopted a Resolution on July 6, 2023 in which it approved the Final Plat of **Olathea Overlook** as follows:

BE IT RESOLVED by the Scott County Board of Supervisors as follows:

Section 1. As the local governing body responsible for the approval of subdivision plats within its rural jurisdiction, the Scott County Board of Supervisors has on this 6th day of July, 2023, considered the final plat of **Olathea Overlook**. Said plat is a subdivision in Lot 4 of the Amended Final Plat of Great River Hills, an addition to Scott County, Iowa, being part of the SW ¼ of the fractional Section 14 and part of the SE ¼ of Section 15, all in LeClaire Township of Scott County, Iowa, and having found the same made in substantial accordance with the provisions of Chapter 354, Code of Iowa, and the Scott County Subdivision Ordinance, does hereby approve the final plat of **Olathea Overlook**.

Section 2. The Board of Supervisors does not approve the dedication of the roads within this subdivision to Scott County nor accept such roads on Scott County's Secondary Road System

Section 3. The Homeowners Association shall be responsible for maintenance of the subdivision private road and the Restrictive Covenants filed with this Final Plat shall include legal provisions for the Homeowners Association to be responsible for the private road, storm water drainage system and all common areas.

Section 4. The Board Chairman is authorized to sign the Certificate of Approval on behalf of the Board of Supervisors and the County Auditor to attest to his signature.

Section 5. This Resolution shall take effect immediately.

Signed this 6th day of July, 2023

SCOTT COUNTY, IOWA

BY: _____
Ken Beck, Chair

ATTESTED BY: _____
Kerri Tompkins, Auditor

THE COUNTY AUDITOR'S SIGNATURE CERTIFIES THAT THIS RESOLUTION HAS BEEN FORMALLY APPROVED BY THE BOARD OF SUPERVISORS ON _____ DATE _____ _____ SCOTT COUNTY AUDITOR
--

RESOLUTION
SCOTT COUNTY BOARD OF SUPERVISORS
July 6, 2023
APPROVING THE FINAL PLAT OF OLATHEA OVERLOOK

BE IT RESOLVED by the Scott County Board of Supervisors as follows:

Section 1. As the local governing body responsible for the approval of subdivision plats within its rural jurisdiction, the Scott County Board of Supervisors has on this 6th day of July, 2023, considered the final plat of **Olathea Overlook**. Said plat is a subdivision in Lot 4 of the Amended Final Plat of Great River Hills, an addition to Scott County, Iowa, being part of the SW ¼ of the fractional Section 14 and part of the SE ¼ of Section 15, all in LeClaire Township of Scott County, Iowa, and having found the same made in substantial accordance with the provisions of Chapter 354, Code of Iowa, and the Scott County Subdivision Ordinance, does hereby approve the final plat of said subdivision.

Section 2. The Board of Supervisors does not approve the dedication of the roads within this subdivision to Scott County nor accept such roads on Scott County's Secondary Road System

Section 3. The Homeowners Association shall be responsible for maintenance of the subdivision private road and the Restrictive Covenants filed with this Final Plat shall include legal provisions for the Homeowners Association to be responsible for the private road, storm water drainage system and all common areas.

Section 4. The Board Chairman is authorized to sign the Certificate of Approval on behalf of the Board of Supervisors and the County Auditor to attest to his signature.

Section 5. This Resolution shall take effect immediately.



**Planning & Development
Scott County, Iowa**

Email: planning@scottcountyiowa.com
Office: (563) 326-8643
Fax: (563) 326-8257

Item 05
07/06/2023
Chris Mathias, Director

Administrative Center
600 West Fourth Street
Davenport, Iowa 52801-1106

June 22nd, 2023

To: Mahesh Sharma, County Administrator
From: Chris Mathias, Planning Director
Re: Public Hearing and First Reading of Proposed Hazardous Liquid Pipeline Ordinance

The Planning & Zoning Commission (P & Z) voted 4-0 to recommend approval of the attached hazardous liquid pipeline text amendment. This ordinance change will amend certain parts of Chapter 6 of the Code of Ordinances to remove the exemption for hazardous liquid pipelines. I've attached the proposed text amendment language and also included the memo that went to the P & Z before the meeting. That way you can see the draft language before and after the P & Z meeting.

The proposed change will require hazardous liquid pipelines to be setback 1600' from all dwellings, certain zoning districts, sensitive land uses where there is a safety concern and areas shown as "to be annexed" on the future land use map (future growth areas of municipalities). It requires the pipeline applicant to submit a copy of their emergency plan, even if its in preliminary or draft form. It also includes provisions where the pipeline applicant could apply for a special use at the Zoning Board of Adjustment to reduce the 1600' setback if they can provide a study from a third party qualified professional engineer showing that the pipeline location is safe and the 1600' is not needed. This application for a special use would include the appropriate plume modeling and information that would show the pipeline will be safe at the reduced setback.

The P & Z made three changes to what Staff had proposed before the meeting. They added a clarification that the 1600' setback applies to all dwellings. They clarified that the application for a special use should be provided by a professional engineer (engineer with a PE) and also added that the 1600' setback should also be from structures with confined animal feeding operations that are large enough to be subject to the master matrix process.

Staff would like to bring the Commission's recommendations to the Board of Supervisors Committee of the Whole and regular Board meeting on July 6th and present these ordinance changes in full detail. We are also asking to hold a public hearing to discuss the text amendment at the Board meeting on July 6th.

June 20th, 2023 Planning & Zoning Commission Public Hearing Meeting:

- **Vote (recommend adoption of proposal to create zoning regulations for hazardous liquid pipelines): 4-0, All Ayes**

Members Present: Scheibe, Piatak, Rochau, Maxwell

Members Absent: Armstrong, Steward, Schnekloth



**Planning & Development
Scott County, Iowa**

Chris Mathias, Director

Email: planning@scottcountyiowa.com
Office: (563) 326-8643
Fax: (563) 326-8257

Administrative Center
600 West Fourth Street
Davenport, Iowa 52801-1106

June 15th, 2023

To: Planning & Zoning Commission
From: Chris Mathias, Planning Director
Re: Hazardous Liquid Pipelines

As decided upon at our last meeting, Staff have prepared for a public hearing on June 20th to discuss a proposed ordinance amendment for hazardous liquid pipelines. The language is essentially the same as what you saw at the last meeting. It removes the exemption for pipelines and applies a 1600' setback from hazardous liquid pipelines to dwellings, certain zoning districts, land uses where large amounts of people gather and areas "to be annexed" by municipalities within the County. This is the version that Alan sent you last week.

We have not talked much about depth of the pipeline, referred to as "cover" in the Federal guidelines. We did receive a question on it so some explanation is needed. Staff are not proposing to change the cover standard for hazardous liquid pipelines. We do not believe it's in the County's interest to add another regulation to this ordinance change, especially if the pipeline could be moved to a safer distance from sensitive uses.

Finally, we will also discuss the addition of some kind of relief language to this ordinance. Staff have proposed a second version of the ordinance with some language that would allow the applicant to apply for a special use permit from the Zoning Board of Adjustment for a pipeline within the 1600' setback. The applicant would be required to provide a third party report from a qualified engineer including plume modeling and other relevant information that would show that the reduced setback is safe at that location. This version of the ordinance is attached to this memo. As you can see, the only change from what Alan sent last week is the addition of paragraph 6-6 W(4). We will talk about both ordinance options and get your thoughts on how to proceed.

We will see you on Tuesday and as always thanks for your volunteer service to Scott County.

Prepared by: Scott County Planning & Development, 600 West Fourth Street, Davenport Iowa

SCOTT COUNTY ORDINANCE NO. 23 - _____

AN ORDINANCE TO AMEND PORTIONS OF THE ZONING ORDINANCE FOR UNINCORPORATED SCOTT COUNTY TO CREATE REGULATIONS FOR HAZARDOUS LIQUID PIPELINES.

BE IT ENACTED BY THE BOARD OF SUPERVISORS OF SCOTT COUNTY IOWA:

Section 1. Amend Section 6-4(B) FARM EXEMPTIONS of the Zoning Ordinance for Unincorporated Scott County by editing:

A special exemption applies to certain matters regulated by the Iowa Utility Board. The exemption from complying with the ordinance applies to public utilities and associated structures and equipment. Exempted public utilities are urged to comply voluntarily with the zoning requirements and Scott County Land Use Policies. This exemption does not include communications towers for telephone, cellular, and cable television companies, and other public and private towers as referenced in Section 6-9 D.(1) herein below.

Section 2. Amend Section 6-5 DEFINITIONS of the Zoning Ordinance for Unincorporated Scott County by editing:

Section 6-5(98) PIPELINE All parts of those physical facilities through which a gas or liquid moves in transportation, including pipe, valves, and other appurtenance attached to pipe, compressor units, metering stations, regulator stations, delivery stations, holders, and fabricated assemblies.

Section 6-5(101) PUBLIC UTILITY A public utility as defined in the Iowa Code Chapter 476.1 and municipally owned waterworks or wastewater facilities, waterworks having less than two thousand customers, joint water utilities established pursuant to Iowa Code Chapter 389, rural water districts incorporated and organized pursuant to Iowa Code Chapters 357A and 504, cooperative water associations incorporated and organized pursuant to Iowa Code Chapter 499, districts organized pursuant to Iowa Code Chapter 468, or a person furnishing electricity to five or fewer customers either by secondary line or from an alternate energy production facility or small hydro facility, from electricity that is produced primarily for the person's own use.

Section 3. Amend the Zoning Ordinance for Unincorporated Scott County by adding a new Section 6-6 W as follows:

6-6. GENERAL REGULATIONS PROVISIONS

W. Hazardous Liquid Pipelines: Hazardous liquid pipelines are allowed in A-P and A-G districts, subject to the requirements of this section. These standards do not apply to existing pipelines.

1. Setbacks Required.
 - A. A setback of 1,600 feet shall be required from dwellings, areas zoned R-1 (Single Family Residential), R-2 (Multi-Family Residential), CAD-R (Community Area Development Residential), CAD-PVC (Community Area Development Parkview Commercial), C-1 (Neighborhood Commercial), C-2 (Commercial and Light Industrial), I (Industrial), and I-F (Industrial Floating), retirement and nursing homes, family homes, schools, childcare homes and centers, group homes, hospitals, detention facilities, human service facilities, campgrounds, day camps, cemeteries, stables, amphitheatres, shooting ranges, golf courses, stadiums, parks, houses of worship, and auditoriums.
 - B. A setback of 1,600 feet shall also be required from city boundaries and areas identified as “To Be Annexed “on the Future Land Use Map.
 - C. The setback shall be measured from the pipeline to the closest point of the building or property line, depending on the identified use type.
2. Emergency Plan. A copy of an emergency response or preparedness plan shall be submitted to assist with the County’s emergency response planning. The plan may be a preliminary or draft version of an emergency response plan that would meet the requirements of the federal Pipeline and Hazardous Materials Safety Administration. The County will determine whether the information in the plan is sufficient for the County to plan its own emergency response and may request additional information.
3. Authorizations Required. Any person proposing to construct a hazardous liquid pipeline shall obtain all required federal, state, and local permits and any private easements or other land use permissions prior to commencing construction and submit documentation of such authorizations with the permit application.
4. Petition for Reduced Setback. Any person proposing to construct a hazardous liquid pipeline can apply to the Scott County Zoning Board of Adjustment for a special use to allow a hazardous liquid pipeline with a reduced setback from that required in Section 6-6 W(1)A. The application should include a detailed third party report prepared by a qualified engineer that includes plume modeling and other relevant information on why the required setback is excessive and how the proposed reduced setback will be safe.

Section 4. Amend the Zoning Ordinance for Unincorporated Scott County by editing Section 6-9 B(5) as follows:

Public utilities and gas/commodity pipe lines and associated structures and equipment, including substations and hazardous liquid pipelines which shall meet the standards of Sec 6.6 W, which includes required setbacks and other requirements. All structures of the utilities which exceed 35 feet shall be located

where disruption of agricultural, residential or commercial activity is minimized. The base of towers shall be located at least the distance of the height of the tower from any existing, and adjacent neighboring structure(s).

Section 5. The County Auditor is directed to record this ordinance in the County Recorder's Office.

Section 6. Severability Clause. If any of the provisions of this Ordinance are for any reason illegal or void, then the lawful provisions of the Ordinance, which are separate from said unlawful provisions shall be and remain in full force and effect, the same as if the Ordinance contained no illegal or void provisions.

Section 7. Repealer. All ordinances or part of ordinances in conflict with the provisions of the Ordinance are hereby repealed.

Section 8. Effective Date. This Ordinance shall be in full force and effect after its final passage and publication as by law provided.

Public Hearing / First Consideration _____,

Second Consideration _____,

Third Consideration _____,

Ken Beck, Chair
Scott County Board of Supervisors

Attested by: _____

Kerri Tompkins, County Auditor

Published on _____

PLANNING & DEVELOPMENT

600 West Fourth Street

Davenport, Iowa 52801-1106

Office: (563) 326-8643 Fax: (563) 326-8257

Email: planning@scottcountyiowa.gov



Chris Mathias,
Director

**NOTICE OF BOARD OF SUPERVISORS
PUBLIC HEARING FOR AMENDMENTS TO THE ZONING ORDINANCE**

Public Notice is hereby given as required by Section 6-31 of the County Code (Zoning Ordinance), that the Scott County Board of Supervisors will hold a public hearing for proposed amendments to said ordinance at a public meeting on **Thursday, July 6, 2023 at 5:00 PM**. The meeting will be held in the **1st Floor Board Room of the Scott County Administrative Center, 600 West 4th Street, Davenport, Iowa 52801**.

The Board of Supervisors will consider amendments to the ordinance text that create new regulations for hazardous liquid pipelines. The Scott County Planning and Zoning Commission held a public hearing and took public comments on the proposal on June 20, 2023 and, with a 4-0 vote, recommended to approve the draft ordinance text. A copy of the draft ordinance text is available for public viewing by contacting the Planning and Development Department, visiting during normal office hours, or visiting the Department webpage at www.scottcountyiowa.gov/planning.

If you have any questions or comments regarding this meeting or proposal, please call or write the Planning and Development Department, Scott County Administrative Center, 600 West Fourth Street, Davenport, Iowa 52801, (563) 326-8643, planning@scottcountyiowa.gov, or attend the meeting.

Prepared by: Scott County Planning & Development, 600 West Fourth Street, Davenport Iowa

SCOTT COUNTY ORDINANCE NO. 23 - _____

AN ORDINANCE TO AMEND PORTIONS OF THE ZONING ORDINANCE FOR UNINCORPORATED SCOTT COUNTY TO CREATE REGULATIONS FOR HAZARDOUS LIQUID PIPELINES.

BE IT ENACTED BY THE BOARD OF SUPERVISORS OF SCOTT COUNTY IOWA:

Section 1. Amend Section 6-4(B) FARM EXEMPTIONS of the Zoning Ordinance for Unincorporated Scott County by editing:

A special exemption applies to certain matters regulated by the Iowa Utility Board. The exemption from complying with the ordinance applies to public utilities and associated structures and equipment. Exempted public utilities are urged to comply voluntarily with the zoning requirements and Scott County Land Use Policies. This exemption does not include communications towers for telephone, cellular, and cable television companies, and other public and private towers as referenced in Section 6-9 D.(1) herein below.

Section 2. Amend Section 6-5 DEFINITIONS of the Zoning Ordinance for Unincorporated Scott County by editing:

Section 6-5(98) PIPELINE All parts of those physical facilities through which a gas or liquid moves in transportation, including pipe, valves, and other appurtenance attached to pipe, compressor units, metering stations, regulator stations, delivery stations, holders, and fabricated assemblies.

Section 6-5(101) PUBLIC UTILITY A public utility as defined in the Iowa Code Chapter 476.1 and municipally owned waterworks or wastewater facilities, waterworks having less than two thousand customers, joint water utilities established pursuant to Iowa Code Chapter 389, rural water districts incorporated and organized pursuant to Iowa Code Chapters 357A and 504, cooperative water associations incorporated and organized pursuant to Iowa Code Chapter 499, districts organized pursuant to Iowa Code Chapter 468, or a person furnishing electricity to five or fewer customers either by secondary line or from an alternate energy production facility or small hydro facility, from electricity that is produced primarily for the person's own use.

Section 3. Amend the Zoning Ordinance for Unincorporated Scott County by adding a new Section 6-6 W as follows:

6-6. GENERAL REGULATIONS PROVISIONS

W. Hazardous Liquid Pipelines: Hazardous liquid pipelines are allowed in A-P and A-G districts, subject to the requirements of this section. These standards do not apply to existing pipelines.

1. Setbacks Required.
 - A. A setback of 1,600 feet shall be required from all dwellings, areas zoned R-1 (Single Family Residential), R-2 (Multi-Family Residential), CAD-R (Community Area Development Residential), CAD-PVC (Community Area Development Parkview Commercial), C-1 (Neighborhood Commercial), C-2 (Commercial and Light Industrial), I (Industrial), and I-F (Industrial Floating), retirement and nursing homes, family homes, schools, childcare homes and centers, group homes, hospitals, detention facilities, human service facilities, campgrounds, day camps, cemeteries, stables, amphitheatres, shooting ranges, golf courses, stadiums, parks, houses of worship, auditoriums and structures containing a confined animal feeding operation large enough to be subject to the master matrix process.
 - B. A setback of 1,600 feet shall also be required from city boundaries and areas identified as “To Be Annexed “on the Future Land Use Map.
 - C. The setback shall be measured from the pipeline to the closest point of the building or property line, depending on the identified use type.
2. Emergency Plan. A copy of an emergency response or preparedness plan shall be submitted to assist with the County’s emergency response planning. The plan may be a preliminary or draft version of an emergency response plan that would meet the requirements of the federal Pipeline and Hazardous Materials Safety Administration. The County will determine whether the information in the plan is sufficient for the County to plan its own emergency response and may request additional information.
3. Authorizations Required. Any person proposing to construct a hazardous liquid pipeline shall obtain all required federal, state, and local permits and any private easements or other land use permissions prior to commencing construction and submit documentation of such authorizations with the permit application.
4. Petition for Reduced Setback. Any person proposing to construct a hazardous liquid pipeline can apply to the Scott County Zoning Board of Adjustment for a special use to allow a hazardous liquid pipeline with a reduced setback from that required in Section 6-6 W(1)A. The application should include a detailed third party report prepared by a qualified professional engineer that includes plume modeling and other relevant information on why the required setback is excessive and how the proposed reduced setback will be safe.

Section 4. Amend the Zoning Ordinance for Unincorporated Scott County by editing Section 6-9 B(5) as follows:

Public utilities and gas/commodity pipe lines and associated structures and equipment, including substations and hazardous liquid pipelines which shall meet

the standards of Sec 6.6 W, which includes required setbacks and other requirements. All structures of the utilities which exceed 35 feet shall be located where disruption of agricultural, residential or commercial activity is minimized. The base of towers shall be located at least the distance of the height of the tower from any existing, and adjacent neighboring structure(s).

Section 5. The County Auditor is directed to record this ordinance in the County Recorder's Office.

Section 6. Severability Clause. If any of the provisions of this Ordinance are for any reason illegal or void, then the lawful provisions of the Ordinance, which are separate from said unlawful provisions shall be and remain in full force and effect, the same as if the Ordinance contained no illegal or void provisions.

Section 7. Repealer. All ordinances or part of ordinances in conflict with the provisions of the Ordinance are hereby repealed.

Section 8. Effective Date. This Ordinance shall be in full force and effect after its final passage and publication as by law provided.

Public Hearing / First Consideration _____,

Second Consideration _____,

Third Consideration _____,

Ken Beck, Chair
Scott County Board of Supervisors

Attested by: _____

Kerri Tompkins, County Auditor

Published on _____

THE COUNTY AUDITOR'S SIGNATURE CERTIFIES
THAT THIS RESOLUTION HAS BEEN FORMALLY
APPROVED BY THE BOARD OF SUPERVISORS ON

DATE

SCOTT COUNTY AUDITOR

RESOLUTION

SCOTT COUNTY BOARD OF SUPERVISORS

July 6, 2023

APPROVAL OF STAFF APPOINTMENTS

BE IT RESOLVED BY the Scott County Board of Supervisors as follows:

Section 1. The hiring of Kristen McCutcheon for the position of GIS Parcel Technician with the Auditor's Office at entry level rate.

Section 2. The hiring of Graham Vanderpool for the position of Grounds Maintenance Worker with the FSS Department at entry level rate.

OFFICE OF THE COUNTY ADMINISTRATOR

600 West Fourth Street
Davenport, Iowa 52801-1003

Office: (563) 326-8702
Fax: (563) 328-3285
www.scottcountyiowa.gov



Item 07
07/06/2023

June 28, 2023

TO: Mahesh Sharma, County Administrator

FROM: David Farmer, CPA, MPA Director of Budget and Administrative Services


RE: Contracting of services with QC Convention and Visitors Bureau (D.B.A. Visit Quad Cities) to provide aid to an impacted industry within Scott County using the American Rescue Plan act and the Coronavirus State and Local Fiscal Recovery Funds

On June 20th, 2023, the Board meet with representatives with Visit Quad Cities and determined additional information is needed before a grant contract may be finalized. Following is information from Visit Quad Cities to address questions raised at the June 22, 2023 Board of Supervisors meeting.

Dave Herrell of Visit Quad Cities will attend the July 6, 2023 Committee of the Whole to address the additional questions of the Board.



Memorandum

To: Mr. David Farmer, Director of Budget and Administrative Services
From: Dave Herrell, President and CEO 
cc: Scott County Board of Supervisors, Visit Quad Cities Board of Directors
Date: June 28, 2023
Re: Responses to Questions; Scott County ARPA Agreement w/Visit Quad Cities

David,

Thank you for your time and continued collaboration on this project. On behalf of our Board of Directors, we greatly appreciate it. The following pages will summarize the questions from the Scott County Board of Supervisors in response to the Subaward Agreement between Scott County and Visit Quad Cities.

In addition, attached is our FY22 Destination Impact Report which highlights the value Visit Quad Cities brings to the community through our efforts to sustain and grow the visitor economy. During our last fiscal year, \$30 million in direct economic impact was achieved through group business, 18 million advertising impressions were produced, and \$15 million in earned media value was generated by our organization. This benefits quality of life, quality of place but also directly impacts the necessary tax revenue creation needed for economy because of the non-resident revenues we are injecting into our region.

These revenues include hotel/motel taxes, sales tax, food & beverage, gas, gaming, and directly supports small business. In 2021 our visitor economy was \$1.14 billion per U. S. Travel, Tourism Economics, the Iowa Economic Development Authority (IEDA), and the Illinois Department of Commerce & Economic Opportunity (DCEO).

Per IEDA Scott County in 2021:

Direct Spending:	\$455.5 million
Total Spending:	\$698.18 million
Local Taxes Direct:	\$40,84 million
Local Taxes Total	\$62.39 million

*2022 numbers will be released in Fall '23 by U.S. Travel, IEDA, and DCEO.

As we have shared, Visit Quad Cities is currently deficit spending and has depleted a healthy portion of our cash reserves of nearly \$700,000 due to impacts from the pandemic. However, this was a strategic decision our organization made to continually drive needed tax revenues into the market as part of the region’s overall economic recovery. Moreover, Visit Quad Cities and the destination marketing industry worked closely with the U.S. Travel Association to successfully advocate at the federal level with the U.S. Congress for tourism and other impacted industries, as part of the American Rescue Plan Act (ARPA) to provide federal resources for municipalities, counties, and states including the State of Iowa and the State of Illinois.

Event Acquisition \$160,000

Business Opportunity	Date(s)	Host Obligations, Incentives, Bid Fees	Location, Venue(s), Hotels	Hotel Room Overnight Stays	Projected Economic Impact
Train Like a Norseman Luther College Wrestling Camp	July 2023	\$2,500	TBK Bank Sports Complex, Cambria Hotel, area hotels	320	\$189,633.34
USASA Amateur Men’s National Cup Finals (United States Adult Soccer Association) USASA Amateur	August 2023	\$5,000	TBK Bank Sports Complex, Cambria Hotel, area hotels	560	\$521,827.62
Police Collectors Show	September 2023	\$500	Mississippi Valley Fairgrounds, Davenport Hotels	180	\$45,482.17
American Cue Sports (ACS) Iowa State Tournament	October 2023	\$5,000	RiverCenter, Doubletree, Hotel Blackhawk	630	\$397,433.44

Keeper Wars Ink.	December 2023	\$2,500	TBK Bank Sports Complex, Cambria Hotel, area hotels	410	\$189,277.79
American Cue Sports (ACS) Midwest 8-Ball	January 2024	\$14,000	RiverCenter, Doubletree, Hotel Blackhawk, area hotels	830	\$420,555.78
Iowa Soccer Association Girls and Boys Indoor Championships	January 2024	\$10,000	TBK Bank Sports Complex, Cambria Hotel, area hotels	1,054	\$900,852.20
United States Bowling Congress	February – April 2024	\$15,000	Isle Casino Hotel Bettendorf, area bowling centers	3,500	\$2,460,140.23
Missouri Valley Conference Coach of the Year Event	March 2024	\$8,000	Rhythm City Casino, area hotels	1,700	\$1,407,726.04
NAIA Women's Golf National Championship	May 2024	\$10,000	TBK Bank Entertainment Center	610	\$334,560.04
National Coca-Cola Collectors Club Convention	June 2024	\$5,000	Isle Casino Hotel Bettendorf, Quad-Cities Waterfront Convention Center	1,370	\$936,668.02
National Police Collectors Show	July 2024	\$1,500	RiverCenter, Hotel Blackhawk, Doubletree	250	\$94,246.88

National Association of FSA County Office Employees (NASCOE) National Convention	August 2024	\$5,000	RiverCenter, The Current, Doubletree, Hotel Blackhawk	1,655	\$638,724
National Street Rod Association	August 2024	\$3,000	Isle Casino Hotel Bettendorf	634	\$350,828.83
Lou Fusz Athletic Group Labor Day Tournament	September 2024	\$5,000	TBK Bank Sports Complex, Cambria Hotel, area hotels	2,228	\$1,179,763.11
USYS Midwest Conference Play Date (United States Soccer)	September 2024	\$3,000	TBK Bank Sports Complex. Cambria Hotel, area hotels	435	\$229,548.85
Major League Fishing Midwest Regional Championship	October 2024	\$25,000	Mississippi River, area hotels	1,374	\$574,324.14
*Intuitive Surgical Connect Conference	March 2025	\$20,000	Area hotels	2,770	\$871,463
*Central States Shrine Association	August 2026	\$20,000	City-wide, all hotels in region	5,000	\$3,240,000
*upfront investments could occur during term		Total Investment		Total Hotel Room Overnight Stays	Total Projected Economic Impact
		\$160,000		27,456	\$16,542,343.58

*As measured through the Destinations International Event Impact Calculator. Attached examples.



Marketing \$310,000

Every business produces content and advertising to engage their target audience and convert them to customers. With competition in the market from places like Des Moines, Rockford, Cedar Rapids, Iowa City, and Peoria to name a few, that is why Visit Quad Cities uses Datafy visitor profiling to identify our potential visitors, their ages, income, education, ethnicity, if they are traveling with or without family, and what cities they are coming from to the Quad Cities regional destination. We use data driven decisions to determine our marketing spend.

We also target whether potential customers are day trips or overnight stays, and we can show the economic impact of these visitors whether they are coming for the day or spending one or more nights. An example of a Datafy report is attached.

Datafy is tracking visitors ages 16+ through geofencing we have placed on every single community in our region and on attractions and other tourism-related businesses and events. They are tracked every time they are using their mobile device. No one else in our market has this capability. We geofence most all assets in the market including examples such as: Figge Art Museum, TBK Bank Sports Complex, the RiverCenter, Putnam Museum & Science Center, I-80 World's Largest Truckstop, Buffalo Bill Museum, hotels like Hotel Blackhawk, our downtowns, communities such as Davenport, Bettendorf, LeClaire, Eldridge, and Walcott to name a few.

The Quad Cities must advertise to potential visitors outside our region, or we are out-of-sight-out-of-mind when people are determining if they are going to make a travel decision to the Quad Cities. This is a hyper-competitive space. This is leisure travel focused to complement our group travel business. This advertising and promotion are critical to driving visitation but also produces needed visibility which supports also 8,360 jobs in the market connected to tourism, the hospitality industry, and our visitor economy.

We have a high propensity for day trips and weekend getaways with most of our visitation coming from the following markets listed below. These are also markets we advertise the Quad Cities regional destination. Moreover, we promote, advertise, and leverage social media in promotion to market attractions and assets such as the TBK Bank Sports Complex, Putnam Museum & Science Center, Figge Art Museum, Buffalo Bill Museum, along with events, festivals, the Farmers Market, professional sports (River Bandits), Adler Theatre, the RiverCenter, Quad-Cities Waterfront Convention Center, Rhythm City Casino and Resort, the Isle Casino Hotel Bettendorf, Scott County Parks, Nahant Marsh, and new opportunities such as The Last Picture House, The Capitol Theatre, the new Destination Iowa riverfront redevelopment project and more. We push out a significant amount of content hourly in promotion of the region.



Key source markets (DMAs) for visitation include but are not limited to:

- Chicago/Chicago Suburbs
- Iowa City, Waterloo, Dubuque, Cedar Rapids
- Des Moines
- Bloomington, Peoria
- Milwaukee
- Madison
- Minneapolis
- Omaha

We also use Datafy to determine the best direction for advertising based on the visitors that are coming to the Quad Cities and what they are interested in and what they do while they are here. This gives us the ability to re-target them again, and target other people just like them, with advertising based on their travel interests. A sample report is attached from a previous campaign to demonstrate the value and analytics we use to measure our media placement through this resource.

Tourism Numbers

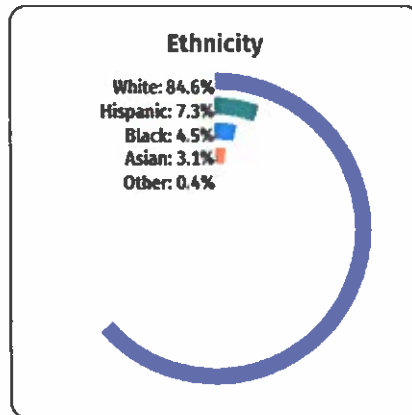
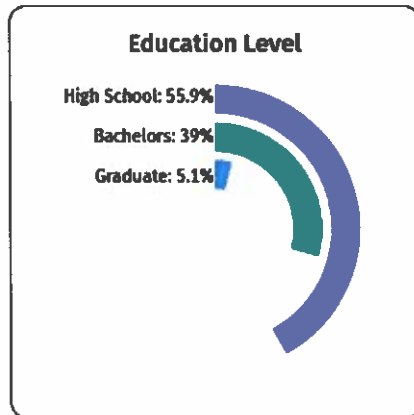
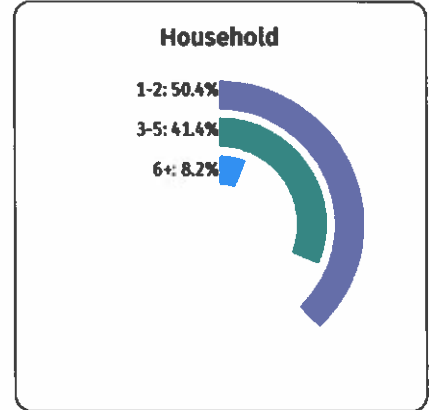
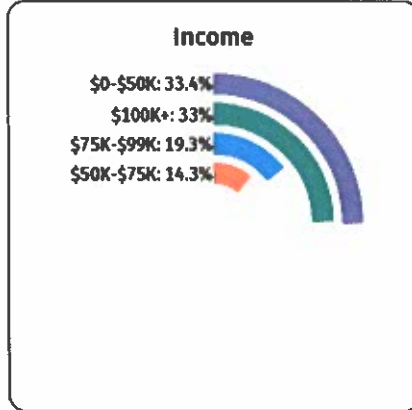
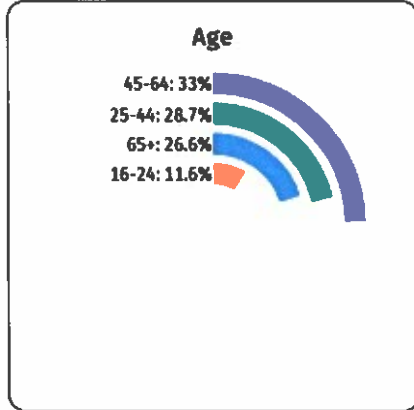
2019 Travel to the Quad Cities (Pre-Pandemic) – calendar year

- A total of 6,625,933 trips were made to the Quad Cities.
- A total of 13,021,415 days were spent by these visitors in the Quad Cities.
- The average length of stay was 2 days.
- 2,947,034 of these people were new visitors to the Quad Cities, many that were reached through our destination marketing efforts and campaigns.

2022 Travel to the Quad Cities – calendar year

- A total of 2,380,946 trips were made to the Quad Cities – down 4,244,987 from 2019.
- A total of 5,669,857 days spent by these visitors in the Quad Cities – down 7,351,558 from 2019.
- The average length of stay is 2.4 days – up slightly from 2019.
- 1,545,557 of these people were new visitors to the Quad Cities – down 1,401,477 from 2019.

2023 Top Demographics for the Quad Cities, visitor profile



Digital Display Advertising \$50,000

- Reaching new audiences and retargeting those that have visited our website. 5 million impressions (people seeing the ads).
- Estimated return on investment to the Quad Cities spending \$145 per day for a 7M+ economic impact for just a one-day visit.

Mobile Advertising \$30,000

- Retargeting visitors that have already been tracked as visiting the Quad Cities and people like them as prospective visitors. 3 million impressions (people seeing the ads).
- Estimated return on investment to the Quad Cities spending \$145 per day for a 4M+ economic impact for just a one-day visit.



State of Iowa Travel Guide Advertising \$10,000

- Premium full-page ad that runs both in the Spring/Summer and Fall/Winter issues of their guide.
- Brand awareness for the Quad Cities to be a part of this travel guide. 100,000 impressions (people seeing the ads).
- Estimated to the Quad Cities spending \$145 per day for a \$72,000+ economic impact for just a one-day visit.

State of Illinois Travel Guide Advertising \$10,000

- Half-page ad that runs in both the Spring/Summer and Fall/Winter issues of their guide.
- Brand awareness for the Quad Cities to be part of this travel guide. 100,000 impressions (People seeing the ads)
- Estimated return on investment equals 500 visitors to the Quad Cities spending \$145 per day for a \$72,000+ economic for just a one-day visit.

Television Advertising Chicago Market \$100,000

- Brand awareness for the Quad Cities as a destination to visit. 1 million impressions (people seeing the ads).
- Estimated return on investment equals 5,000 visitors to the Quad Cities spending \$145 per day for a \$725,000 economic impact for just a one-day visit.
- The media buy is pending and will include a reach and frequency summary from our television partners we secure.

Outdoor Advertising \$50,000

- Major interstates as the arteries into the Quad Cities – 10 million impressions (people seeing the ads)
- Estimated return on investment equals 5,000 visitors to the Quad Cities spending \$145 per day for a \$725,000 economic impact for just a one-day visit.
- The media buy is pending and will include a reach and frequency summary from the outdoor partner(s) we secure.

Chicago Bus/CTA Advertising \$60,000 *Attached summary

- Brand awareness for Quad Cities in the Chicago market with a Bus wrap and signage on Red Line leading to Wrigley Field – 19 million impressions (people seeing the ads).
- Estimated return on investment equals 57,000 visitors to the Quad Cities spending \$145 per day for a \$8,265,000 economic impact for just a one-day-visit.



ROI of advertising will be tracked through Datafy visitor profiling to show growth in tourism numbers, overnight stays, where people are coming from and how that correlates with where our advertising is running. Additionally, we will be tracking unique visitors to our website while campaigns are running in each city to show ROI through Google Analytics.

In-Destination Marketing \$30,000

This marketing effort will support a variety of in-destination experiential items. Including but not limited to river cruise activation with Viking, American Cruise Line, and American Queen Voyages. These activations will support group tours (i.e., Putnam Museum & Science Center, Figge Art Museum, and Isabel Bloom as examples. Moreover, this will support destination asset tours, displays at events for meeting and event planners along with leisure travelers via our Certified Tourism Ambassador (CTA) program. In addition, these funds will create enhancements at the Union Station Destination Center in downtown Davenport and the I-80 Truckstop in Walcott for visitors.

If you have any questions concerning the packet of material we have provided, please let us know. You can reach me at 309.736.6820 (direct) or by email at DHerrell@visitquadcities.com.

Thank you again for your time and for your continued commitment to Visit Quad Cities and tourism.

Subaward Agreement

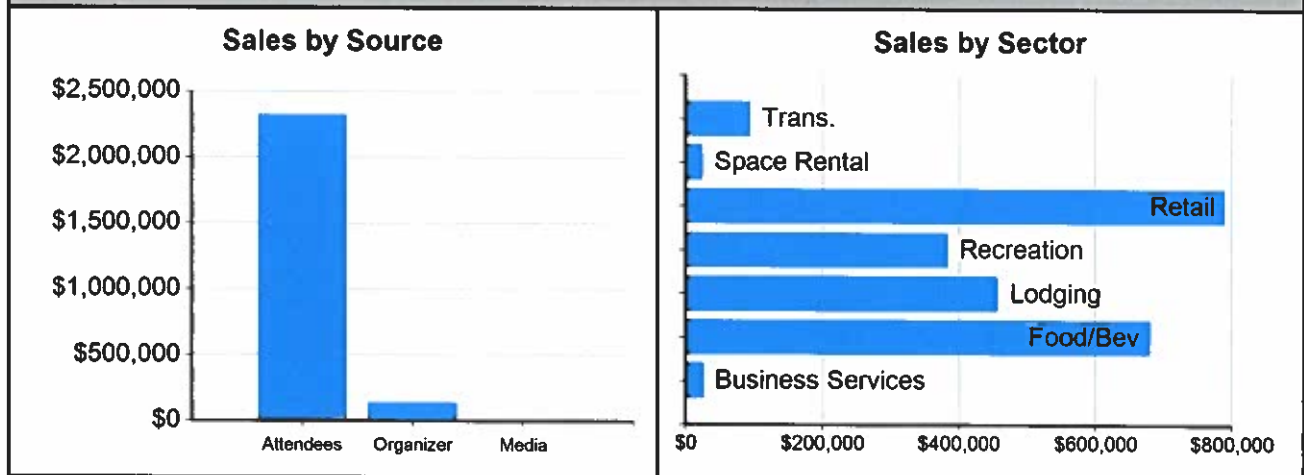
Annual Budget for Impacted Industries	
Marketing:	
Digital display advertising	\$50,000
Mobile advertising	\$30,000
State of Iowa Travel Guide advertising	\$10,000
State of Illinois Travel Guide advertising	\$10,000
Television advertising	\$100,000
Outdoor advertising	\$50,000
Chicago CTA advertising	\$60,000
Event Acquisition:	
Support recruited events	\$60,000
Event recruitment by securing new business	\$100,000
In-Destination Marketing:	
River cruise activation	\$7,000
Visitor service enhancements	\$23,000
Total Scott County ARPA Request	\$500,000

Event Impact Summary

Destination: Visit Quad Cities

Event Parameters		Key Results	
Event Name:	2024 Iowa State USBC Open Tournament	Business Sales (Direct):	\$2,460,140
Organization:	USBC Iowa State Bowling Association	Business Sales (Total):	\$3,580,237
Event Type:	Adult Amateur	Jobs Supported (Direct):	198
Start Date:	2/2/2024	Jobs Supported (Total):	219
End Date:	4/28/2024	Local Taxes (Total):	\$97,445
Overnight Attendees:	600	Net Direct Tax ROI:	\$89,532
Day Attendees:	650	Estimated Room Demand:	4,200

Direct Business Sales



Industry	Attendees	Organizer/Exhibitor	Total
Lodging	\$457,800	\$0	\$457,800
Transportation	\$85,899	\$8,972	\$94,871
Food & Beverage	\$606,335	\$75,012	\$681,347
Retail	\$790,817	\$0	\$790,817
Recreation	\$383,684	\$0	\$383,684
Space Rental	\$0	\$25,000	\$25,000
Business Services	\$0	\$26,621	\$26,621
TOTAL	\$2,324,534	\$135,606	\$2,460,140

Event Impact Details

Destination: Visit Quad Cities

Event Name: 2024 Iowa State USBC Open Tournament 2024
 Organization: USBC Iowa State Bowling Association

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$2,460,140	\$1,120,097	\$3,580,237
Personal Income	\$696,904	\$302,504	\$999,408
Jobs Supported			
Persons	198	21	219
Annual FTEs	26	3	29
Taxes and Assessments			
<u>Federal Total</u>	<u>\$208,112</u>	<u>\$93,067</u>	<u>\$301,179</u>
<u>State Total</u>	<u>\$163,043</u>	<u>\$22,296</u>	<u>\$185,339</u>
sales	\$122,475	\$15,401	\$137,877
income	\$5,256	\$2,281	\$7,537
bed	\$25,179	-	\$25,179
other	\$10,133	\$4,614	\$14,747
<u>Local Total (excl. property)</u>	<u>\$89,532</u>	<u>\$7,913</u>	<u>\$97,445</u>
sales	\$47,320	\$5,951	\$53,270
income	\$221	\$96	\$317
bed	\$32,046	-	\$32,046
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$8,322	\$1,127	\$9,449
other	\$1,623	\$739	\$2,362
property tax	\$32,904	\$9,661	\$42,564

Event Return on Investment (ROI)		
Direct local tax ROI (net property taxes)		
Direct Tax Receipts	\$89,532	
DMO Hosting Costs	\$0	
Direct ROI	\$89,532	
Net Present Value	\$86,005	
Direct ROI (%)	-	
Total local tax ROI (net property taxes)		
Total Local Tax Receipts	\$97,445	
Total ROI	\$97,445	
Net Present Value	\$93,606	
Total ROI (%)	-	

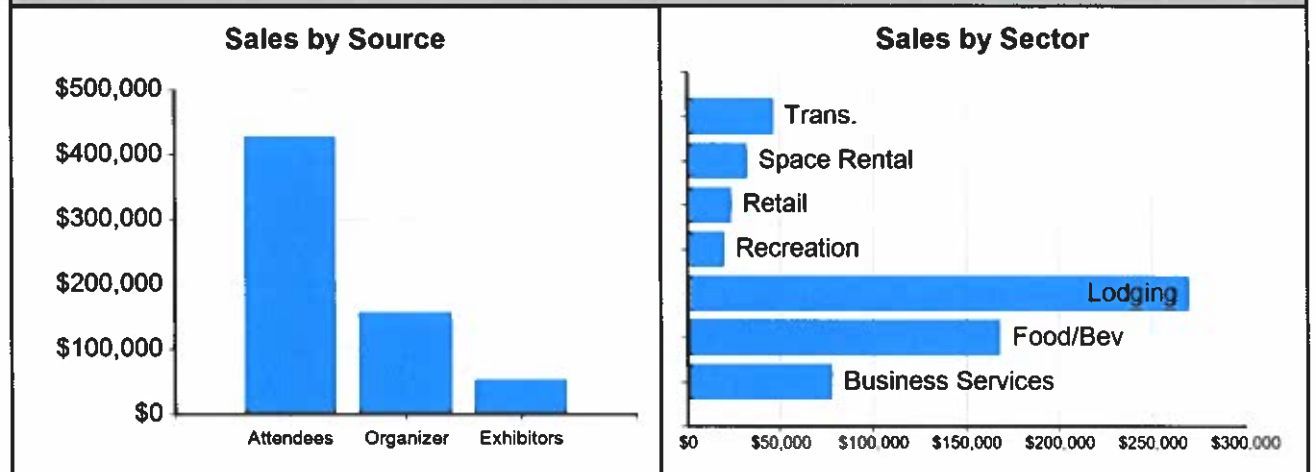
Estimated Room Demand Metrics	
Room Nights (total)	4,200
Room Pickup (block only)	400
Peak Rooms	150
Total Visitor Days	16,824

Event Impact Summary

Destination: Visit Quad Cities

Event Parameters		Key Results	
Event Name:	2024 National Convention	Business Sales (Direct):	\$638,724
Organization:	National Association of FSA County Office Employees	Business Sales (Total):	\$909,974
Event Type:	Convention	Jobs Supported (Direct):	119
Start Date:	8/4/2024	Jobs Supported (Total):	145
End Date:	8/12/2024	Local Taxes (Total):	\$31,248
Overnight Attendees:	290	Net Direct Tax ROI:	\$29,326
Day Attendees:	210	Estimated Room Demand:	1,655

Direct Business Sales



Industry	Attendees	Organizer	Exhibitor	Total
Lodging	\$263,145	\$6,645	\$0	\$269,790
Transportation	\$35,996	\$2,215	\$8,328	\$46,539
Food & Beverage	\$85,164	\$65,527	\$17,516	\$168,208
Retail	\$24,028	\$0	\$0	\$24,028
Recreation	\$19,894	\$0	\$0	\$19,894
Space Rental	\$0	\$27,375	\$4,830	\$32,205
Business Services	\$0	\$55,631	\$22,430	\$78,060
TOTAL	\$428,228	\$157,392	\$53,104	\$638,724

Event Impact Details

Destination: Visit Quad Cities

Event Name: 2024 National Convention 2024

Organization: National Association of FSA County Office Employees

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$638,724	\$271,250	\$909,974
Personal Income	\$189,879	\$91,818	\$281,697
Jobs Supported			
Persons	119	26	145
Annual FTEs	6	1	8
Taxes and Assessments			
<u>Federal Total</u>	<u>\$55,051</u>	<u>\$24,654</u>	<u>\$79,705</u>
<u>State Total</u>	<u>\$42,491</u>	<u>\$5,539</u>	<u>\$48,031</u>
sales	\$23,956	\$3,730	\$27,685
income	\$1,432	\$692	\$2,124
bed	\$14,473	-	\$14,473
other	\$2,631	\$1,117	\$3,748
<u>Local Total (excl. property)</u>	<u>\$29,326</u>	<u>\$1,922</u>	<u>\$31,248</u>
sales	\$9,256	\$1,441	\$10,697
income	\$60	\$29	\$89
bed	\$18,420	-	\$18,420
per room charge	\$0	-	\$0
tourism district	\$0	-	\$0
restaurant	\$1,169	\$273	\$1,442
other	\$421	\$179	\$600
property tax	\$8,543	\$2,276	\$10,818

Event Return on Investment (ROI)	
Direct local tax ROI (net property taxes)	
Direct Tax Receipts	\$29,326
DMO Hosting Costs	\$0
Direct ROI	\$29,326
Net Present Value	\$28,171
Direct ROI (%)	-
Total local tax ROI (net property taxes)	
Total Local Tax Receipts	\$31,248
Total ROI	\$31,248
Net Present Value	\$30,017
Total ROI (%)	-

Local Taxes

Costs

Estimated Room Demand Metrics	
Room Nights (total)	1,655
Room Pickup (block only)	1,655
Peak Rooms	264
Total Visitor Days	1,978

April - August FY22 Mobile Advertising Campaign

04/04/22 to 09/30/22

Advertising Performance Summary

Prepared by

DATAFY



Visit Quad Cities - April - August FY22 Mobile Advertising Campaign

Campaign Overview

Goals

- Visit the destination after receiving our ads
- Stay overnight at a hotel after receiving our ads

Report Period Spend

\$ 9700.95

© Datafy - All Rights Reserved
Advertising visitor attribution represents a raw device count of the campaign's ad-exposed visitors observed in market and is not extrapolated.



Visit Quad Cities - April - August FY22 Mobile Advertising Campaign

ADR

\$100

Spend per Visitor

\$145

Campaign Run Dates: 4.4.2022 - 8.31.2022

Report Period 04.04.22 - 09.30.22

Attribution Mileage 50 - 4000 mile radius

Attribution

Destination

Total Trips / Visits
54,240
Est. Campaign Impact
\$7,864,800.00

Hotels

Total Trips / Visits
8,327
Est. Campaign Impact
\$2,013,533.73

Attribution reflects visitation between
04.11.2022 - 09.30.2022



Est. Campaign Impact
\$7,864,800.00



Est. ROAS
\$ 809.72 : \$1



Est. Room Nights
26,135



Total Impressions
952,136



Total Clicks
2,023

© Datafy - All Rights Reserved
Advertising visitor attribution represents a raw device count of the campaign's ad-exposed visitors observed in market and is not extrapolated.



Visit Quad Cities - April - August FY22 Mobile Advertising Campaign

ADR
\$100

Spend per Visitor
\$145

Campaign Run Dates: 4.4.2022 - 8.31.2022
Report Period 04.04.22 - 09.30.22
Attribution Mileage 50 - 4000 mile radius

\$ Est. ROAS
\$ 809.72 : \$1

\$ Cost per Visitor Day
\$0.06

Based on Destination Attribution. Average Spend per Visitor and ADR inputs are customized for this report. Campaign Impact estimates ROAS and Average Cost metrics based on Datafy digital ad commitment.

Destination

🗳️ Total Trips/Visits
54,240

🌞 Total Visitor Days Observed
159,344

📅 Est. Average Length of Visit
2.9 Days

\$ Est. Campaign Impact
\$7,864,800

Hotels

🗳️ Total Trips/Visits
8,327

🌞 Total Visitor Days Observed
26,135

📅 Est. Average Length of Visit
3.1 Days

\$ Est. Campaign Impact
\$2,613,534

Attribution reflects visitation between Invalid Date - 09.30.22

© Datafy - All Rights Reserved
Advertising visitor attribution represents a raw device count of the campaign's ad-exposed visitors observed in market and is not extrapolated.



Visit Quad Cities - April - August FY22 Mobile Advertising Campaign

ADR

\$100

Spend per Visitor

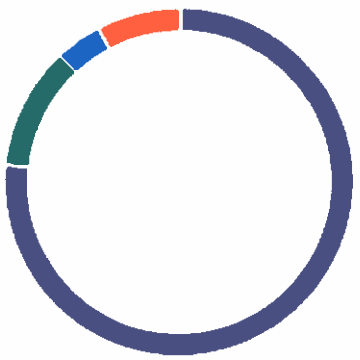
\$145

Campaign Run Dates: 4.4.2022 - 8.31.2022

Report Period 04.04.22 - 09.30.22

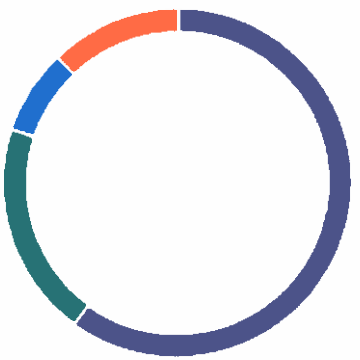
Attribution Mileage 50 - 4000 mile radius

Destination



- Day Trip 77 %
- 2 Days 11 %
- 3 Days 4 %
- 4+ Days 8 %

Hotels



- Day Trip 60 %
- 2 Days 20 %
- 3 Days 8 %
- 4+ Days 12 %

▷ Datafy - All Rights Reserved
Advertising visitor attribution represents a raw device count of the campaign's ad-exposed visitors observed in market and is not extrapolated.



Visit Quad Cities - April - August FY22 Mobile Advertising Campaign

ADR

\$100

Spend per Visitor

\$145

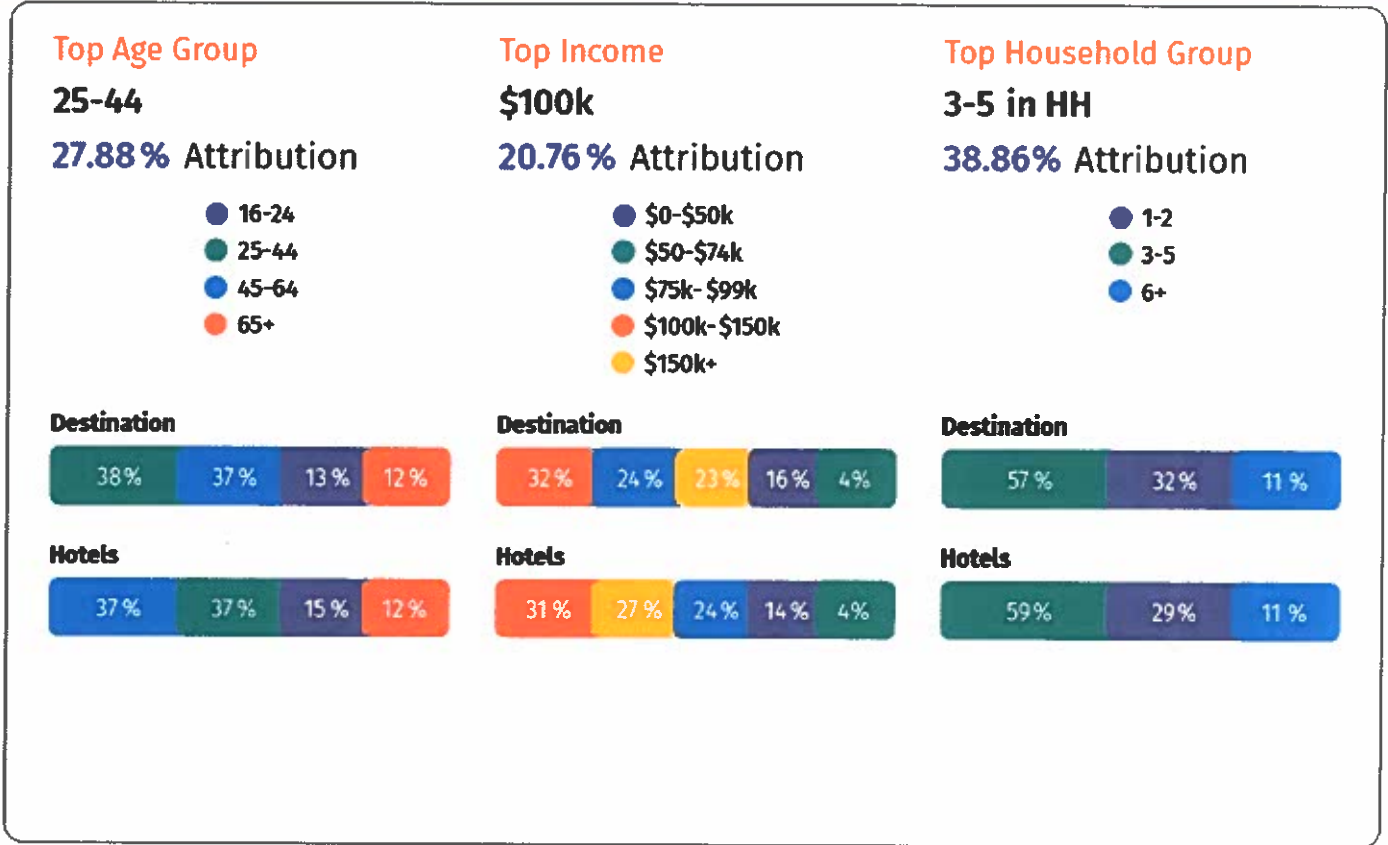
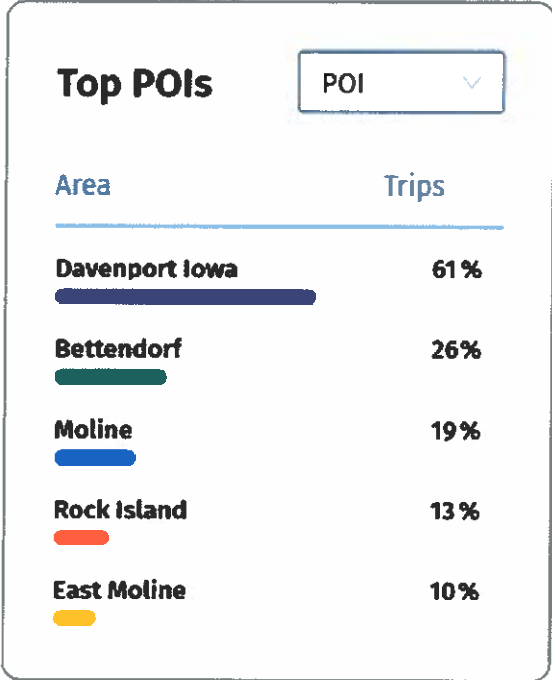
Campaign Run Dates: 4.4.2022 - 8.31.2022

Report Period 04.04.22 - 09.30.22

Attribution Mileage 50 - 4000 mile radius

Audience Analysis

Attributable visitors were also observed in the following areas:



Visit Quad Cities - April - August FY22 Mobile Advertising Campaign

ADR

\$100

Spend per Visitor

\$145

Campaign Run Dates: 4.4.2022 - 8.31.2022

Report Period 04.04.22 - 09.30.22

Attribution Mileage 50 - 4000 mile radius



Total Impressions
952,136



Total Clicks
2,023



Total Spend
\$ 9,701



Unique Reach
250,128



Avg Display CTR
0.21 %
Benchmark: 0.12-0.18 %
0.09% ↑ compared to benchmark



Avg Display CPM
\$ 10.19
Benchmark: \$ 6-9
\$1.19 ↑ compared to benchmark

Visit Quad Cities - April - August FY22 Mobile Advertising Campaign

ADR

\$100

Spend per Visitor

\$145

Campaign Run Dates: 4.4.2022 - 8.31.2022

Report Period 04.04.22 - 09.30.22

Attribution Mileage 50 - 4000 mile radius

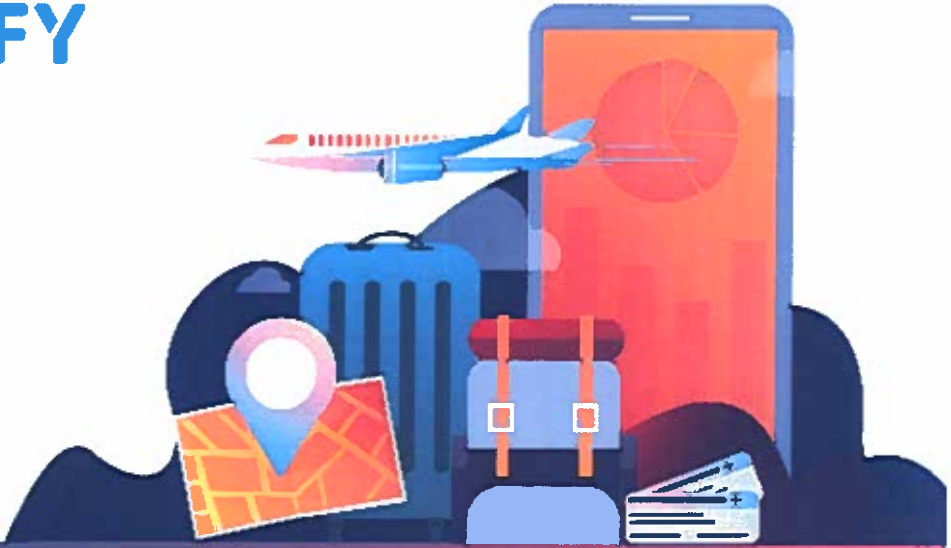
Line Item Performance- Display - page 1 / 1

Line Item	Impressions	Clicks	CTR	VCR/ACR	Average Frequency	Total Spend
Total	952,136	2,023	0.21%	-	3.02	\$9,700.95
FY22 QDC Liesure Market Outdoors	333,754	672	0.20%	-	3.38	\$3396.50
FY22 QDC Liesure Market Festivals	332,067	707	0.21%	-	2.55	\$3399.36
FY22 QDC Liesure Market Family	286,315	644	0.22%	-	3.12	\$2905.10

Visit Quad Cities - April - August FY22 Mobile Advertising Campaign

Thank You

DATAFY



Glossary

Attribution: A measurement of people who were served the Datafy advertising campaign (also referred to as ad-aware) who then visited the Destination and/or a tracked hotel in the destination. Attribution is always reported conservatively using raw, sample size reporting and no extrapolations.

Attribution Window: For initial wrap reports, we provide reporting for visitation from 2 weeks after a campaign started through the end of the campaign. For many campaigns and audiences, we don't expect that impacted visitation only occurs while the ads are live, so we provide follow up attribution window reporting at 2, 3, 6, 9, and/or 12 months after a campaign ends that will reflect additional impacted/attributable visitation.

Benchmark: The baseline/standard to which you can compare your advertisement's performance. Our benchmarks are listed for you to compare your performance to our typical target ranges for each tactic.

Campaign Impact: A calculation of financial impact using reliable sources of spend data along with your attribution reporting.

CTR: Click Through Rate. The total number of clicks divided by the total impressions. Industry benchmark is .08% for programmatic display.

CTV or OTT: Connected TV and Over the Top are video placements served to streaming video apps, gaming consoles, set top boxes, smart TVs, etc.

Digital Audio: Digital audio ads are like radio commercials. They are served to streaming music and podcast apps.

Display or Banner Ads: Digital image or animated image ads that are created as sets to serve in different sizes (rectangle, full screen, sidebar, header, etc). The most common digital ad.

Impressions: The total number of times your ad was shown to someone in your audience.

Glossary

Look-a-like Audiences: Look-a-like audiences are created in a geographical region using specific demographic, psychographic, and behavioral targeting to create audiences that look like your destination's high-value visitor (for example, people who stay in hotels from a specific market).

Native Advertising: A dynamic, content-driven ad type that displays as related content or an article link with a combination of the following elements: headline, description, call to action, photo, logo.

Online Video: Video advertisements served programmatically as pre-roll, interstitial, in-banner video, and more. These are served preferably to non-skippable placements and placements that do not turn sound off automatically for high viewability.

Past Visitor Re-Engagement: Past Visitor Re-Engagement audiences are developed using your Datafy data dashboard. To create these, we pull past visitors to your destination as a whole and/or to any specific point of interest or group of points of interest in your community (for example, an outdoor area, an event location, hotels, etc).

ROAS: Return on Ad Spend. Total campaign impact minus Datafy ad spend, divided by Datafy ad spend.

Social Amplification: An advertisement served like display, but that looks like a social post. These click to a landing page of your choosing OR to your social media account(s).

VCR: Video Completion Rate. Total number of 100% video completions divided by the total number of impressions. Industry averages typically hover around 80% for online video placements.

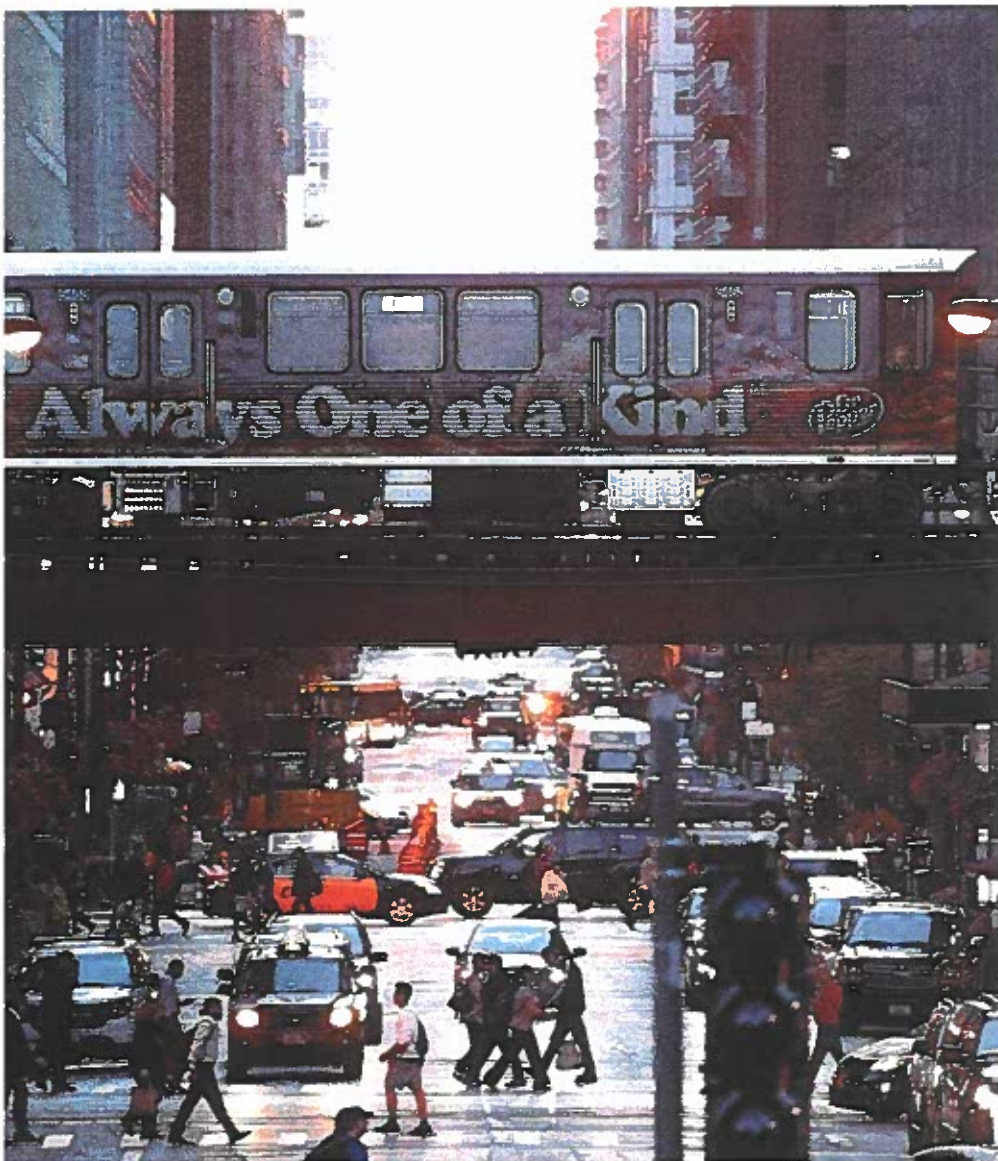
Visitor: A person connected to a single observable device. Also referenced as Unique Visitor.

Visitor Days: The total number of days a unique visitor was observed in market.

A photograph of a busy city street intersection. The scene is filled with pedestrians, cars, and tall buildings. The lighting is somewhat dim, suggesting an overcast day or early morning. The text 'Intersection' is overlaid in the top left corner, and the main title 'Visit Quad Cities + Intersection' is prominently displayed in the center-left.

■ ■ Intersection

Visit Quad Cities + Intersection



CTA

The nation's second largest transit authority

- The CTA received the highest honors in the industry: the 2020 Outstanding Public Transportation System Award and the Outstanding Public Transportation Manager Award, from the American Public Transportation Association (APTA).
- 1,864 busses operate on 129 routes, covering 1,500 route miles, and serving almost 11,000 bus stops.
- 1,492 rail cars operate eight routes and 224.1 miles of track, and serving 145 rail stations.

The Intersection Difference: Chicago

- **97% of Chicagoans** reached each week by Intersection media
- Media positioned to reach and target each one of **Chicago's 77 community neighborhoods**
- The city's largest digital out-of-home network with **over 400 screens** and growing¹





Bus Media

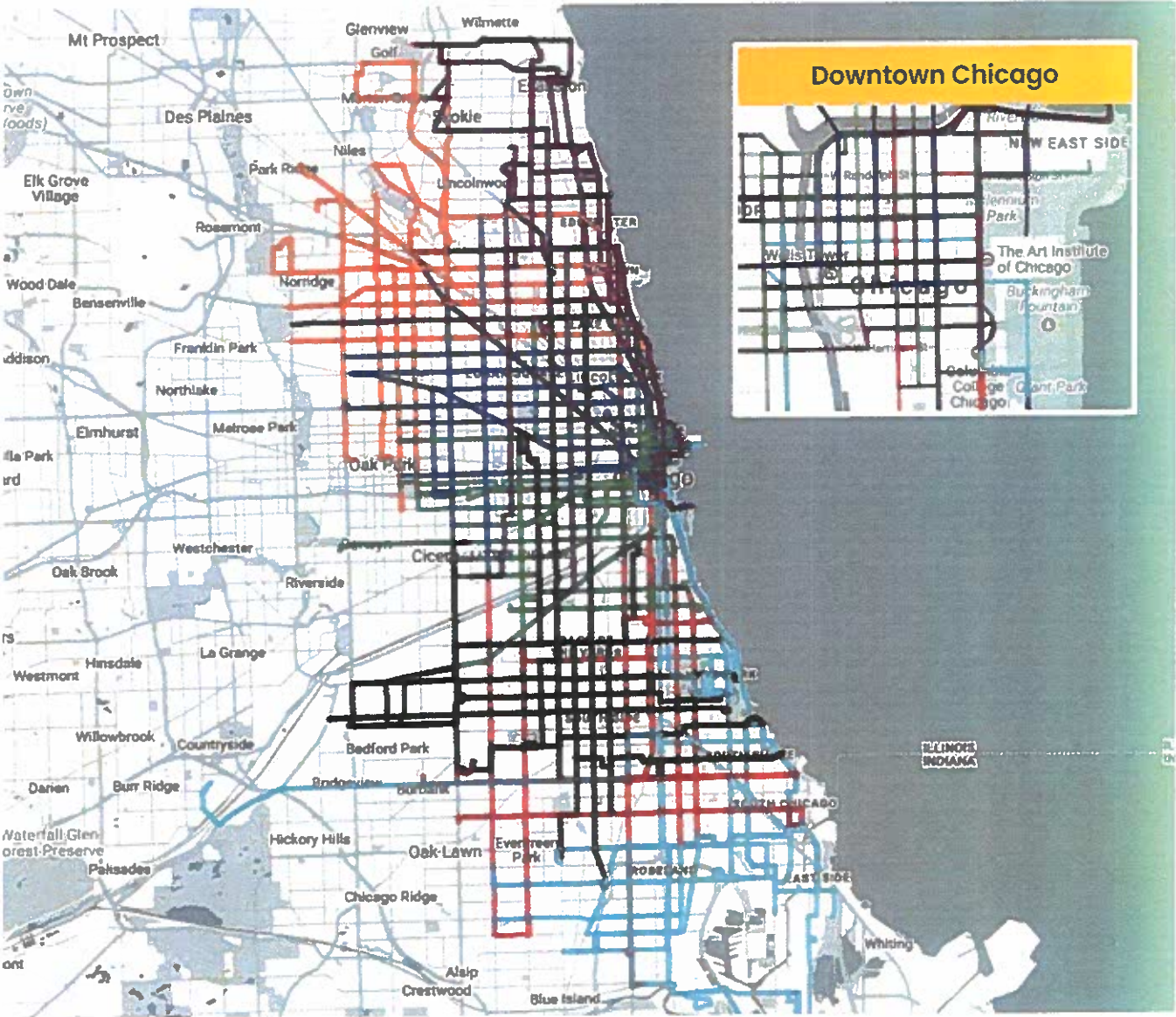
Intersection's bus network provides extensive coverage throughout the City of Chicago, reaching pedestrians, riders, and drivers along their daily journeys.

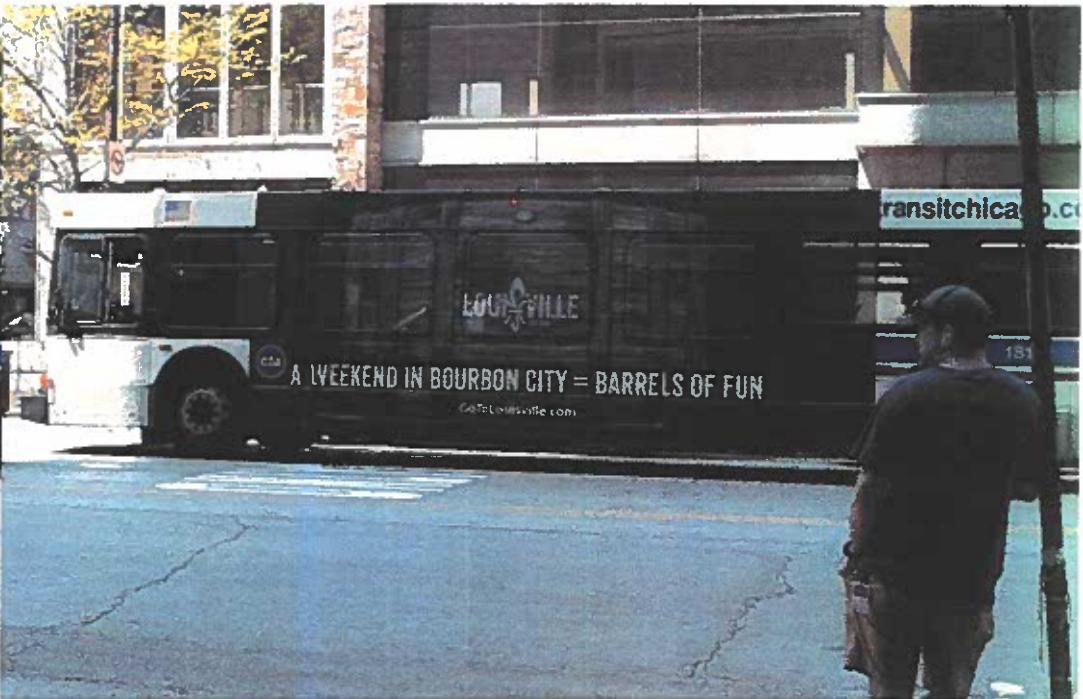


Chicago CTA Bus Coverage

Legend (CTA Bus Garages)

- 103rd 
- 74th 
- 77th 
- Chicago 
- Forest Glen 
- Kedzie 
- North Park 





Bus Ultra Super Kings

Bus Ultra Super Kings maximize exposure for your brand by combining the feel of a roadside billboard with eye-level impact, and the ability to move throughout the neighborhoods most important to your brand.

Specs

Ultra Super King

Custom Install

Bus Kings

Bus Kings successfully reach pedestrians throughout the city of Chicago. A high reach format, this media quickly builds awareness for your ad amongst key audiences.



Specs

King

30"H x 144"W



Bus Tails

Tail displays command the attention of drivers as they sit behind the bus in dense traffic. Tails are available throughout Chicago and can be purchased for general market or specific neighborhoods.



Specs

Tail

21"H x 72"W





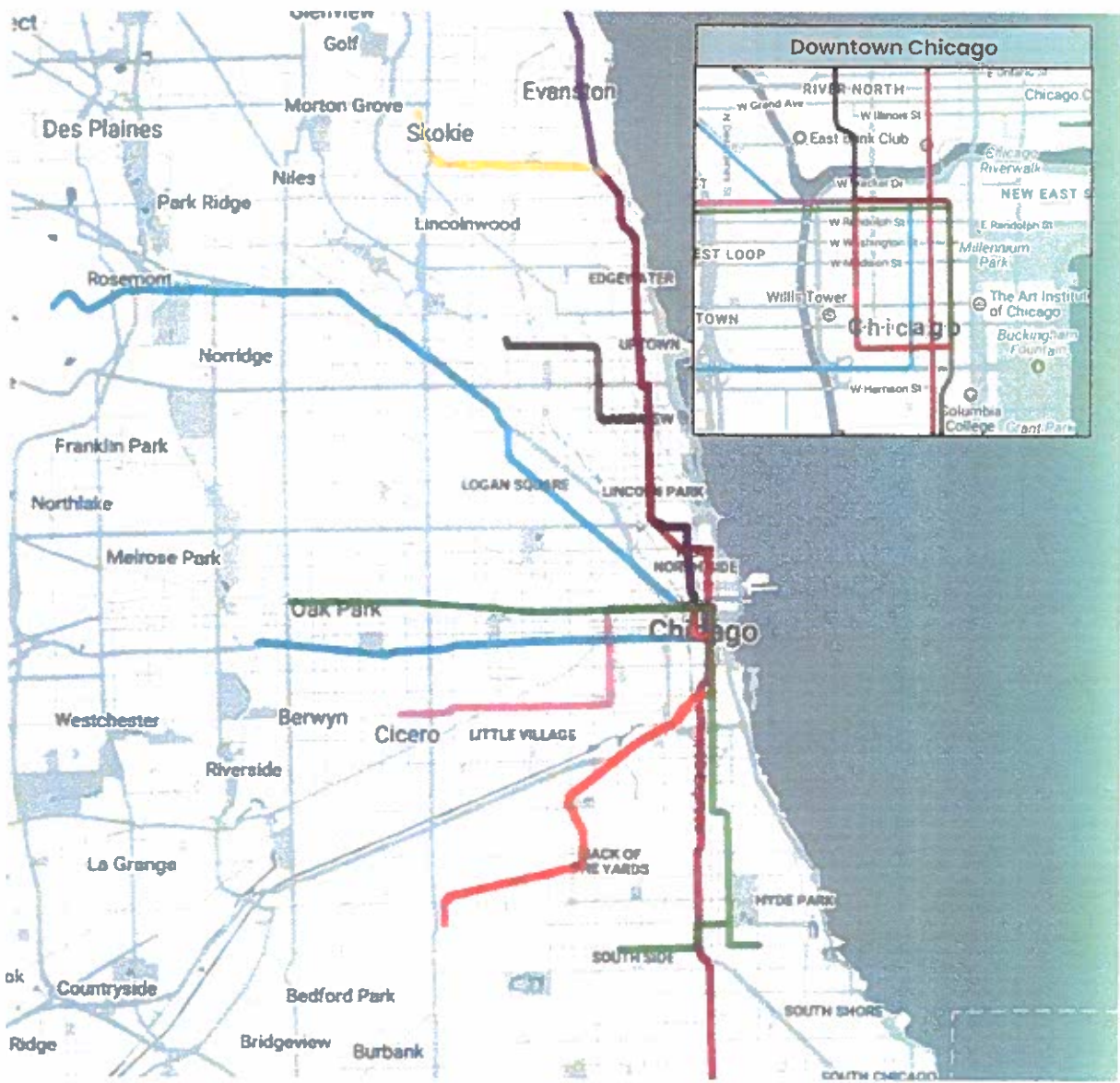
Rail Media

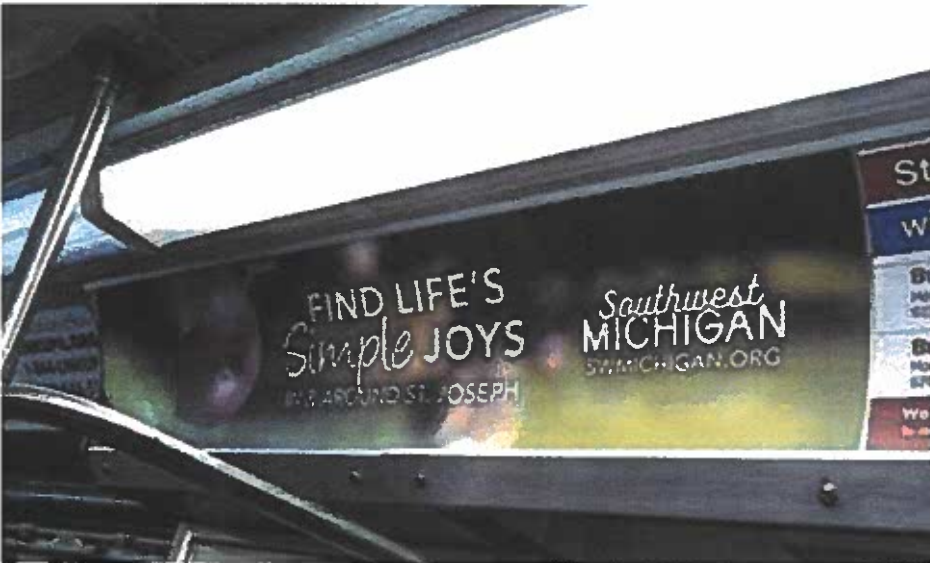
Rail media allows brands to target on-the-go riders and daily commuters with vibrant displays placed strategically throughout rail cars, major transit hubs, and on station platforms.

Chicago CTA Rail Coverage

Legend

- Pink Line
- Purple Line
- Green Line
- Red Line
- Brown Line
- Blue Line
- Orange Line
- Yellow Line





Interior Cards

Interior Rail Cards allow you to reach a captive audience of commuters every day during their multi-block rides.

Specs

Interior Car Cards

11"H x 46"W

22"H x 21"W



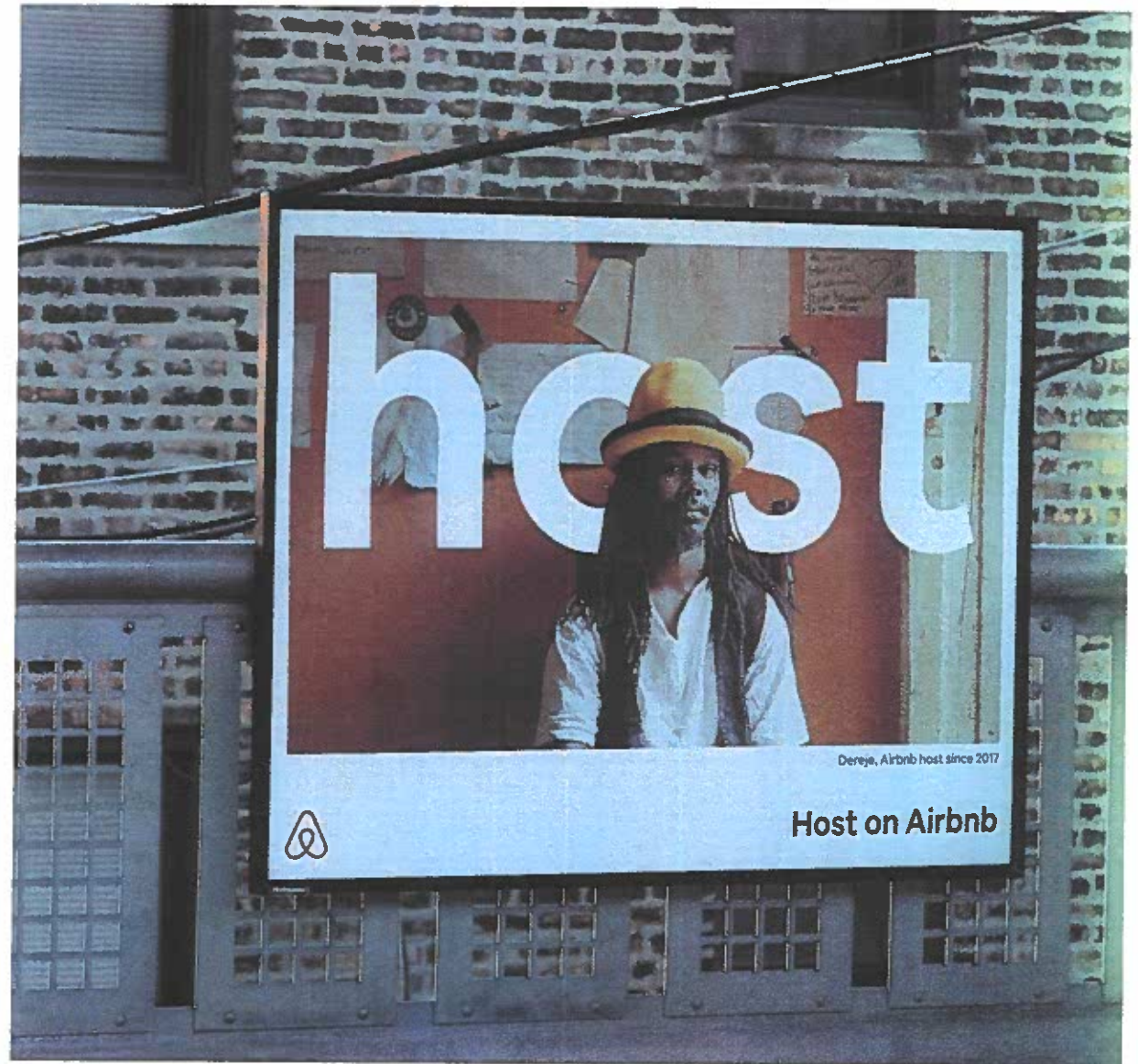
Two-Sheets

2 Sheets are available in the majority of the 135+ CTA stations, providing brand visibility in high-traffic areas of each station with long dwell times.

Specs

Two-Sheet

46"H X 60"W



Visit Quad Cities CTA Proposal 2

media	targeting/ location	# 4 Week Periods	paid units	Space Available bonus units
Bus Kings	Targeted Garages	3	20	10
Bus Tails	Targeted Garages	3	20	10
Rail Interior	Targeted Lines	3		100
Station Two Sheets	Targeted Stations	3	10	5

Campaign Overview:	Campaign Total Value	Campaign Total A18+ Impressions	Campaign Total Investment
	\$237,865	19,111,275	\$60,265

 Intersection

Intersection

30 North LaSalle Street, Suite 2600
Chicago, IL 60602

Thank You

VISIT QUAD CITIES

FY23 Business Plan

QC, THAT'S WHERE!

TOURISM EMPOWERS OUR REGIONAL DESTINATION

QUADCITIES
VISITQUADCITIES.COM

IOWA | ILLINOIS

TABLE OF

CONTENTS

VQC OVERVIEW

About Us & Destination Vision.....	3
Mission, Vision, Brand Promise & Values.....	4
SWOT Analysis.....	5
Board of Directors.....	6
Our Team.....	6

TOURISM MASTER PLAN

Goals & Strategic Plan.....	7-8
-----------------------------	-----

RIVER PILOT STRATEGIC OPERATING GUIDE

Six Cornerstones.....	10-13
-----------------------	-------

KEY PERFORMANCE INDICATORS

Long-Range Targets.....	14
FY23 Priorities & KPIs.....	15

TARGETS & STRATEGIES

Visit Quad Cities Departments.....	17
Administration & Operations.....	18
Destination Experience.....	18
Business Growth & Service.....	19
Brand Acceleration & Engagement.....	20

OUR SERVICES

What We Do.....	21
-----------------	----

FINANCIAL SUMMARY

FY23 Revenue and Expense.....	22-23
-------------------------------	-------

SOCIAL MEDIA

Our Followers.....	24
--------------------	----



“

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.”



ABOUT US

Founded in 1990, Visit Quad Cities is the official Destination Management and Marketing Organization (DMMO) for the region. We are a private, 501 (c)(6) non-profit engine charged with driving economic opportunity through tourism, building our authentic brand, telling & selling the Quad Cities story, and enhancing Quad Citizens' quality of life and place. The organization is led by a volunteer Board of Directors comprised of regional community leaders and operated by a professional staff. Our goal is to compete for our share of the world's attention.

In addition, we operate two divisions of the organization. Sports QC Powered By Visit Quad Cities which is a 501 (c)(3) organization operating as the official sports commission for the region and is responsible for attracting, hosting, creating, and facilitating sporting events, and tourism opportunities. And Friends of the Quad Cities, a 501 (c)(3) organization focused on destination and tourism initiatives that positively impact the community.

Visit Quad Cities is certified through the Destination Marketing Accreditation Program (DMAP). This globally recognized program holds Visit Quad Cities accountable to the highest industry standards and monitors VQC's policies, business practices, and operating principles. Securing the seal and this accreditation means that we are delivering on the promise we make to our stakeholders to operate transparently, effectively, and to standard.

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, and as deeply rooted as it is forever current.



OVER 90% of Quad Citizens believe that tourism is an economic growth engine.

FACT

VQC OVERVIEW

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.

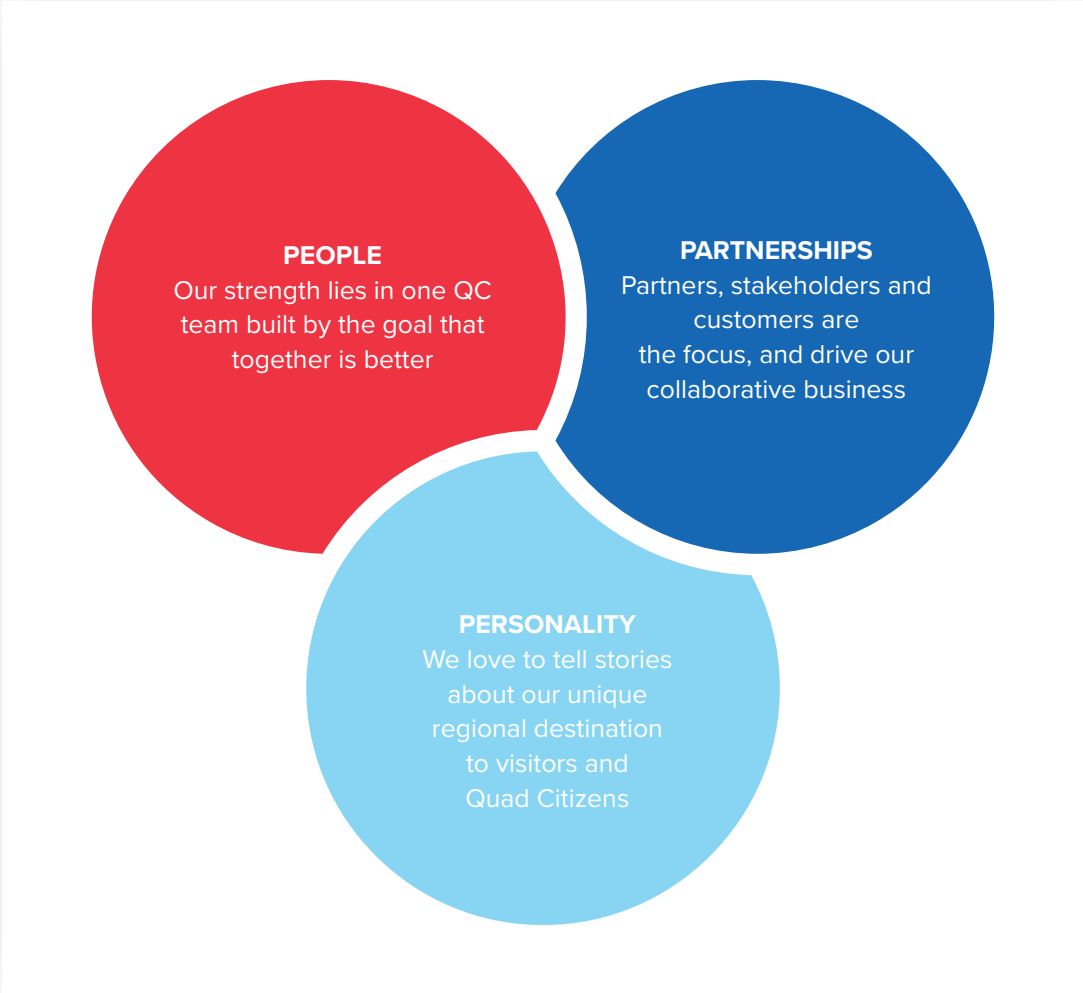
VISION

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.

VALUES





53%
of Quad Citizens underestimate
the number of jobs created by
the visitor economy.

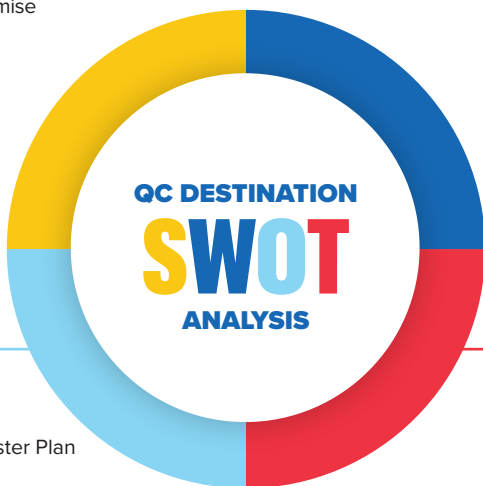
FACT

STRENGTHS

- VQC established in 1990
- DMAP certified
- No long-term debt for the DMMO
- Clear vision, mission and brand promise
- Geographic position
- Mississippi River
- Outdoor assets
- Diverse sports landscape
- Website presence
- Board leadership
- Experienced staff and industry leaders
- Collaborative culture

WEAKNESSES

- Civic pride “bragability”
- National brand identity
- Tourism product experience and demand generators
- Public/private funding versus competitive set
- Meeting/convention venues, facility and attraction assets
- Limited air service
- Passenger rail
- In-destination customer service
- Workforce for hospitality industry
- Accessible tourism
- Infrastructure



OPPORTUNITIES

- Destination Vision and Tourism Master Plan
- Q2030 alignment
- New regional brand, “QC, That’s Where”
- State of Iowa/Illinois increased investments
- Innovation and business intelligence in planning
- Diverse riverfront product and regional trail system
- Certified Tourism Ambassador (CTA) program
- Corporate engagement
- Arts and Culture expansion
- I-74 Bridge and related development
- Wayfinding and identity signage enhancement
- Bison Bridge project
- Diversity, equity and inclusion

THREATS

- Economic conditions
- Public safety
- Public health crises and pandemic disruption
- Political consistency
- Multi-community consensus
- Duplicative civic efforts
- Rail merger impact to visitor experience

* These are in no particular order of priority.

BOARD OF DIRECTORS

Neil Dahlstrom | *Deere & Company*

John DeDoncker | *TBK Bank*

Mayor Bob Gallagher | *City of Bettendorf*

Todd Hajduk | *TPC Deere Run*

Michelle Hargrave | *Figge Art Museum*

Dave Herrell | *Visit Quad Cities; Ex Officio*

Nick Holke | *Axis Hotel*

Mo Hyder | *Rhythm City Casino Resort*

Tony Knobbe | *Scott County, Iowa*

Ben Leischner | *Quad Cities International Airport*

Maria Ontiveros | *Mercado on Fifth*

Brandy Poston | *Eastern Iowa Community Colleges*

Mayor Sangeetha Rayapati | *City of Moline*

Jennifer Sautter | *MindFire Communications*

Corri Spiegel | *City of Davenport*

Kai Swanson | *Rock Island County,
Illinois & Augustana College*

Mayor Mike Thoms | *City of Rock Island*

EXECUTIVE COMMITTEE AND OFFICERS

Ben Leischner – Chairman

Kai Swanson – Immediate Past Chairman

Corri Spiegel – First Vice-Chair

Maria Ontiveros - Second Vice-Chair

Mo Hyder - Treasurer

Dave Herrell – Secretary

FINANCE, AUDIT & COMPLIANCE COMMITTEE

Committee Chair | Jennifer Sautter

BOARD DEVELOPMENT & GOVERNANCE COMMITTEE

Committee Chair | TBA

OUR TEAM

Dave Herrell | President and CEO

Mindy Chapman | Vice President, Finance
& Administration

Charlotte Doehler-Morrison | Vice President,
Marketing & Communications

Joan Kranovich | Director, Sports & Business Growth

Jessica Waytenick | Public Relations &
Marketing Manager

Katrina Keuning | Digital Marketing Storyteller

Nicki Brus | Business Growth & Service Manager

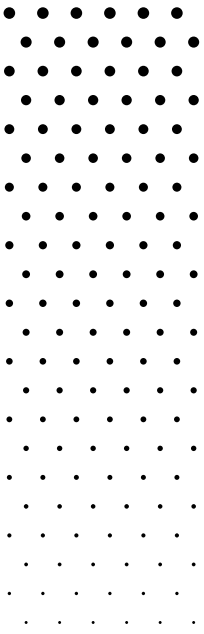
Paulette Day | Business Growth & Service Manager

Justina Crawford | Partnership & Event
Services Coordinator

Brittany Wells | Destination Experience Manager

Cassidy Darin | Destination Experience Coordinator





TOURISM MASTER PLAN

Visit Quad Cities Tourism Master Plan serves a range of purposes: it creates a consensus between the stakeholders who participate in decision-making on tourism-related development for the region; it helps investors and businesses understand where they could be putting their energies as the vision for tourism is realized; and it helps everyone understand and close the gap between what visitors and residents wish to experience (the “demand side” of the equation) and stakeholders who create and offer them activities and experiences (the “supply side”).

66% of residents feel the current visitor intake is not enough. **16%** feel the intake of visitors is just enough. **83%** of residents are likely to encourage friends and family to visit the region. However, only **49%** of residents believe the Quad Cities is a destination visitors want to visit.

FACT

As a starting point for the Destination Vision & Strategic Plan, we asked stakeholders to guide the process by prioritizing the goals that they felt were important for the Quad Cities regional destination.

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

CONTINUED

STRATEGIC PLAN: AREAS OF FOCUS

To realize the vision for Quad Cities tourism, we have distilled the Strategic Plan recommendations into six areas of focus:

DESTINATION PROMOTION

Articulate and emotionalize the QC identity; leverage meetings and events to drive economic development; engage the Quad Cities to build resident pride and activate destination advocates

DESTINATION DEVELOPMENT

Enhance the Quad Cities' meetings and events infrastructure; develop a shared riverfront vision development plan; create vibrant and diverse downtowns; improve mobility and connectivity in the region

DESTINATION PROGRAMMING

Develop a cultural tourism plan that increases vibrancy of both the tourism and creative economies; develop a strategic approach to bidding on, cultivating, creating and hosting sporting events; attract, develop, promote and activate year-round events that attract visitors and engage locals; establish a clear vision and direction for the development of the Quad Cities night-time economy

DESTINATION STEWARDSHIP

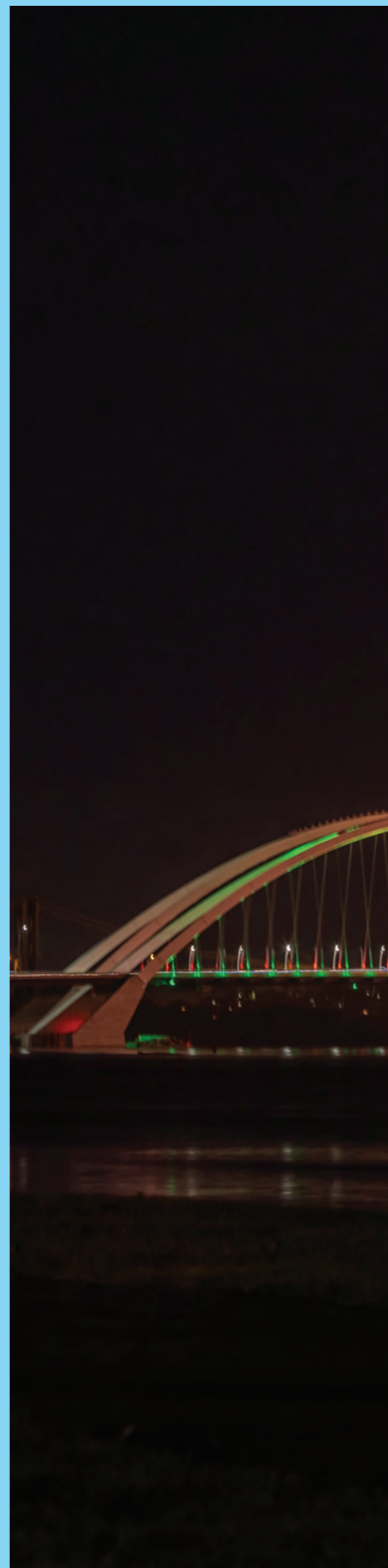
Develop and maintain a skilled workforce ready to meet industry needs; prioritize diversity and inclusivity in tourism development and promotion

GOVERNANCE

Develop a holistic and inclusive governance model for tourism; create a seamless visitor experience through regional cooperation; prioritize investment in the visitor economy to remain competitive

IMPLEMENTATION

Establish and facilitate an Implementation Committee to coordinate action plans





SIX CORNERSTONES

The River Pilot guides the organization with six cornerstones, objectives and drivers with positive outcomes in destination alignment, sustainable development and values-based marketing as part of DestinationNEXT. It is an adaptive and ever-evolving operating guide. The travel ecosystem includes Air Travel, Attractions and Entertainment, Cruises, Dining, Lodging, Meetings and Events, Transportation, and Vacation Rentals. Visit Quad Cities focuses on three over-arching opportunities as the region's DMO: 1) Identity for the Quad Cities. 2) Strengthen Visit Quad Cities value and position in the region. 3) Build and diversify the QC base.





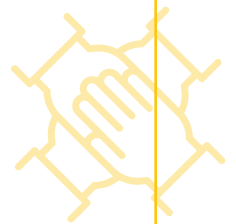
BRAND ACCELERATION & PROTECTION

Articulate and promote our unique story as the “front porch” for the Quad Cities.

- Invest in market and business intelligence to further effectiveness and provide valuable community research for the region
- Create and harness V=QC2 concept as our brand’s energy to positively impact culture
- Activate Quad Citizens as positive brand champions through a local messaging plan to build and increase community ownership and equity
- Continue to develop and enhance VQC’s website and digital engagement platform to include improved video content and SEO
- Become a disruptive and liberated brand in our messaging to infuse an emotional connection for conversion
- Leverage new brand elements and market segment profiles in planning and implementation
- Embrace and showcase our Quad Cities DNA through targeted campaigns, promotions and earned media
- Serve as a comprehensive resource to provide destination expertise and influence
- Develop readiness for messaging for system shock(s) and public health crises

COLLABORATION

Inspire a spirit of regional destination strength.



- Q2030 regional vision alignment
- Strengthen relationships and build consensus with public sector by understanding their priorities and align as necessary
- Enhance touch points with our visitor economy stakeholders and industry partners
- Leverage Iowa/Illinois political and industry leadership
- Identify opportunities with the QC Chamber on shared goals such as the regional brand initiative
- Determine the “right” support needed from local and state economic development organizations and increase communications
- Initiate new engagement opportunities for regional corporate leaders
- Develop a network of “big thinkers” to bring meetings and conventions to the region
- Invigorate our cultural institutions with co-operative promotional opportunities
- Partner with the Rock Island Arsenal with support of their experiential initiatives



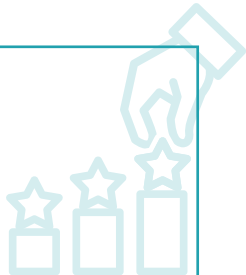
AUTHENTIC PRODUCT EXPERIENCE

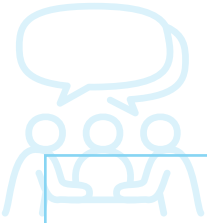
Develop a diverse portfolio that residents are proud of, shapes perception and attracts visitors.

- Mississippi River immersive activation plan and highlight riverfront connection points
- Showcase the region's diverse culture and heritage
- Improve downtown product experience from a visitor POV
- Improve place branding and wayfinding execution
- Identify opportunities to leverage and/or add to our special events/festival portfolio
- Ignite the regional live music scene nationally
- Elevate the arts community viscerally for visitors through support of public art and policy
- Connect visitors with regional outdoor and active lifestyle opportunities
- Reinforce gaming industry value to the community and leverage visitation in-market
- Enhance culinary vibe with food, craft beer, wine and spirits
- Focus on American Spirit concepts and agricultural sector

BUSINESS GROWTH

Create meaningful customer value and long-term relationships.

- 
- Develop a new level of service standard that differentiates
 - Streamline target market and industry segmentation
 - Leverage our community's signature events and assets
 - Co-operative sales and promotional approach with our partners
 - Identify opportunities to extend the stay and/or welcome back visitors through existing and/or new product lines that we develop
 - Identify our "sweet spot" for sporting event recruitment and hosting while building our broader sports landscape
 - Create and optimize new events that fit target industry gaps in the market
 - Serve as the clearinghouse for the river cruise industry
 - Utilize Simpleview DMS tool to manage our clients through their customer journey



LEAD CONVERSATIONS

Position the Quad Cities against our competitive set.

- Refine regional sports tourism approach
- Establish public policy and advocacy initiatives that improve the destination
- Support overall connectivity in the QC region
- Enhance and/or create new convention and meeting venue assets based on meeting planner/rights holder input and market demand
- Partner with the Quad Cities International Airport (QCIA) on air lift and place strategy
- Support passenger rail for tourism purposes through public/private sector efforts
- Identify new funding models for that support VQC pillars
- Serve as a community clearinghouse for a robust calendar of community events
- Visitor economy and hospitality industry workforce development through programs such as the Certified Tourism Ambassador (CTA)
- Benchmark our aspirational and competitive set destinations

ORGANIZATIONAL VITALITY

Build relevance, stability and establish a legacy.



- Cultivate culture and value system within the company
- Reinforce vision, mission and brand promise
- Execute a new community built and consensus earned strategic vision and tourism master plan for the regional destination
- Transparently articulate our value and plan to our stakeholders
- Refine Board governance and activate volunteer committees
- Implement a balanced and sustained plan for growth
- Identify new resources to improve overall effectiveness
- Serve as the voice and positive steward for the destination and visitor economy
- Strengthen overall financial and organizational health
- Develop and refine goals, performance measures and destination metrics
- Create an equity, diversity and inclusion plan for VQC through industry resources
- Modernize the organization
- Implement professional development opportunities for the team for continued growth

LONG-RANGE TARGETS

\$1.2B+

IN ANNUAL VISITOR EXPENDITURES

**MINIMUM OF
60%**

HOTEL OCCUPANCY

**MINIMUM
12M**

VISITOR DAYS SPENT

\$3M+

ANNUAL OPERATING BUDGET
FOR VISIT QUAD CITIES

\$10M+

IN COLLECTIVE ANNUALIZED HOTEL/MOTEL
TAX REVENUES

Roughly 50% of visitors said they had a “very good” perception of the Quad Cities prior to their visit.

**THIS NUMBER
GREW TO
NEARLY 70%
AFTER THEIR
VISIT.**

The KPIs identified above represent key stretch targets for the destination and Visit Quad Cities.

FACT



FY23 PRIORITIES

1. Continually lead and support economic recovery strategies through tourism
2. Secure multi-jurisdictional agreement among public funding partners and develop a new and future Governance model
3. Pursue additive funding such as a Tourism Improvement District (TID) and refine private sector investment opportunities
4. Tourism Master Plan implementation and identify opportunities for Board and community engagement with the plan's recommendations
5. Further integrate the regional brand "QC, That's Where" into the community
6. Successfully operationalize the Certified Tourism Ambassador (CTA) program
7. Activate Sports QC Powered By Visit Quad Cities
8. Continually lead and convene on destination development which positively impacts the visitor economy
9. Identify opportunities to further advance the organization's value through storytelling and community education
10. Increase strategic topics as agenda items for the Board

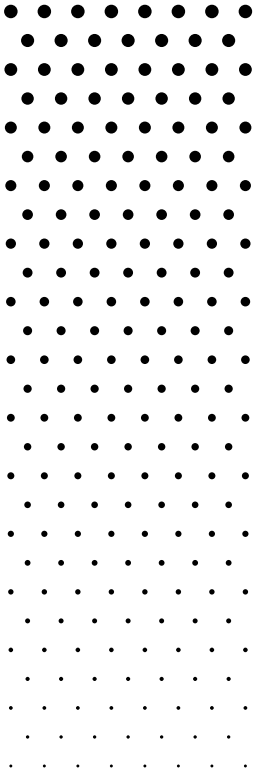
FY23 KPIs

- Increase contracted hotel room overnights by a minimum of 10% YOY for meetings, sports, tour/travel and group markets
- Realize a 15% increase in qualified meeting and convention leads to partners
- Generate and track a 50% increase in referrals to partner businesses
- Generate a minimum of \$150,000 in partnership, investment and grant revenue
- Generate 20M advertising impressions
- Grow website visitation and user sessions to 383,400





VISIT QUAD CITIES DEPARTMENTS



ADMINISTRATION & OPERATIONS

- Maintain Destination Marketing Accreditation Program (DMAP) and certification to ensure the highest performance standards are met.
- Continually provide sound fiscal oversight and compliance including the operational budget, FY22 audit, public funding, the Illinois Local Tourism Convention Bureau (LTCB) contractual obligations, grant management and talent resources.
- Foster good governance, policy, and operational controls and procedures to ensure efficacy.
- Build Board of Directors engagement to support values, mission, vision and brand promise.
- Successfully operationalize the Destinations International DI roadmap for DMO's with the goal to prioritize equity, diversity and inclusion in the region.

CULINARY,
THEATERS,
CONCERTS,
FESTIVALS,
EVENTS,
NATURE & PARKS
AND
OUTDOORS,

were listed as the experiences most important to a Quad Citizen's Quality of Life.

FACT

DESTINATION EXPERIENCE

- Advocate and reinforce support for the Quad Cities regional visitor economy and tourism at the federal, state and local levels by developing targeted outreach and messaging.
- Strengthen advocacy positioning for the QC through aligned partners such as the U.S. Travel Association, Destinations International, Illinois Council of Convention & Visitor Bureaus (ICCVB), Iowa Travel Industry Partners (ITIP), IL/IA Hotel Lodging & Restaurant Associations, Sports Events & Travel Association (Sports ETA), Quad Cities Lodging Association (QCLA) and other partners, as available.
- Secure a minimum of ten (10) organizations to become Certified Tourism Ambassadors (CTA).
 - o Successfully operationalize the CTA program and actively recruit Quad Citizens to improve the in-destination customer experience.
 - o Support Tourism Master Plan recommendations for developing brand champions that support the VQC mission and brand promise.
 - o Reinforce collaboration with partner organizations to further advance the program (i.e., downtown organizations, etc.).
- Improve point-of-sale (POS) system for merchandise sales to increase revenues by a minimum of 10% YOY.
 - o Continue to partner with local business to provide a diverse and authentic product offering.
- Reinvigorate Destination Centers to modernize visitor and customer in-destination experience while amplifying the Quad Cities tourism product .
- Activate visitor touchpoints during QC signature events and other in-market opportunities including higher education, etc.
- Continually support the safety, security and connectivity of trails and cycling through the VQC free bike rental program through our Destination Centers.
- Support Viking's Mississippi River Cruise tours through curating unique bike tours for their land excursions.

BUSINESS GROWTH & SERVICE

INCREASE CONTRACTED HOTEL ROOMS BY A MINIMUM OF 10% YOY FOR MEETINGS, REUNION, TOUR/TRAVEL AND SPORTS GROUP MARKETS.

- Continue to refine our regional sports tourism approach and work strategically with sports tourism partners.
- Identify our “sweet spot” for sporting event recruitment and hosting while building our broader sports landscape.
- Offer meeting planner incentives in collaboration with our partners.
- Leverage tradeshow events such as but not limited to Connect Association, Midwest and Sports Marketplaces; Northstar’s Destination Midwest; Sports Event & Tourism Association’s Symposium; Sports Illinois Huddle; Team Iowa; and American Bus Association’s Marketplace.

GENERATE A MINIMUM OF \$150,000 IN PARTNERSHIP, INVESTMENT AND GRANT REVENUE.

- Strengthen relationships and build consensus with public investors by understanding their priorities and aligning when necessary.
- Leverage our community’s signature events and assets to increase partner and investor touchpoints.
- Continue to develop alternative private sources of revenue through a new investment program, Destination QC! and VQC’s partnership opportunities.
- Submit successful grant applications to the Illinois Department of Commerce & Economic Opportunity, Iowa Economic Development Authority, Regional Development Authority, Quad Cities Community Foundation, The Moline Foundation, Scott County Regional Authority, etc. as available.

GENERATE AND TRACK A 50% INCREASE IN REFERRALS TO PARTNER BUSINESSES.

- Enhance touch points with our visitor industry partners.
- Leverage river cruise tours and suggestions as successful referrals.
- Identify opportunities to extend the stay and/or welcome back visitors through existing and/or new product lines that we develop.
- Utilize Simpleview DMS tool to manage our clients through their customer journey.

REALIZE A 15% INCREASE IN QUALIFIED MEETING & CONVENTION LEADS TO PARTNERS.

- Produce “QC, That’s Where” collaborative sales and marketing materials to highlight the area’s expertise in key economic sectors.
- Create and optimize new events that fit target industry gaps in the market.
- Develop a network of “big thinkers,” innovators, and researchers in the region who will work with Visit Quad Cities to bring meetings and conventions to the region.
- Increase sales trips to regional destinations to meet with potential clients.
- Host a minimum of two familiarization tours for the meetings and conventions market.



BRAND ACCELERATION & ENGAGEMENT

- Increase social media following by a minimum of 10% YOY (i.e., Facebook, Instagram, Twitter, LinkedIn, YouTube, TikTok, Pinterest).
- Generate 330 earned and un-earned stories published up 10% YOY.
- Strategically place advertising that targets Millennials and GenX that meet targeted leisure travel audiences identified by our Tourism Master Plan – Family-Oriented Frugals, All-In Enthusiasts, Infrequent Convenience Travelers, Active Adventurers and Sophisticated Explorers.
- Continue to leverage “QC, That’s Where” Podcast to deepen evergreen content.
- Keep VisitQuadCities.com content fresh and invest in new technologies and updates include development of new skin designs.
- Track visitation and analytics for our various websites that include VisitQuadCities.com, QCAleTrail.com, QCRestaurantWeek.com, QCMuseumWeek.com.
- Launch new SportsQuadCities.com website.
- Develop and Execute Earned Media Strategy that increases brand awareness and is aligned with the Tourism Master Plan.
- Enhance public relations opportunities for the organization to demonstrate its value to the local community through targeted media interviews and speaking opportunities.
- Continue to grow QC Insiders Taponit program subscribers to 4,000 by June 30, 2023.
- Continue management, promotion and grow participation in QC Pro, QC Family Pass, QC Coffee Trail and QC Ale Trail.
- Launch new QC Public Art Trail using Bandwango platform.
- Continue management and promotion of “QC, That’s Where” regional brand.
- Use Datafy to identify targeted tourism markets and provide quarterly reports on visitor analytics.
- Manage 2023 QC Destination Guide production and printing.
- Continue to meet with Brand Promotion, Content and PR Committee to generate ideas and review existing campaign strategies.





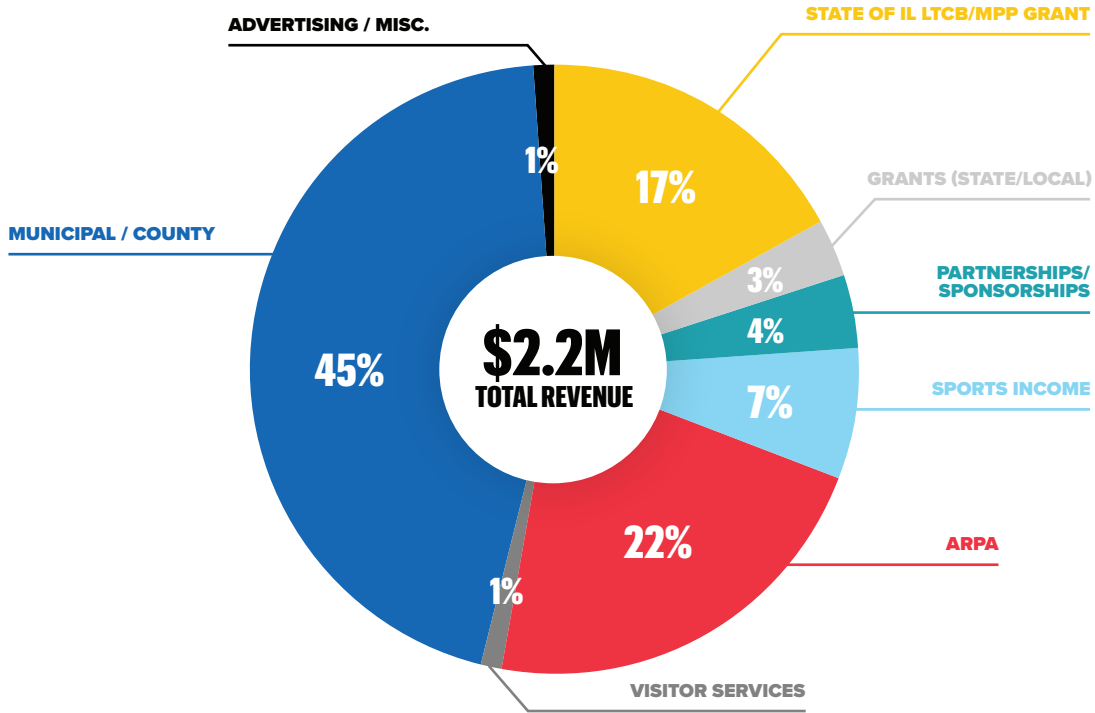
WHAT WE DO

- Tell and sell our QC story to the world in order to attract people
- Competitively position the market for identity and growth
- Drive brand promotion, content marketing and engagement with customers
- Sales, service, and relationship development within the travel and tourism industry
- Attract conventions, meetings, conferences, events, group tours and reunions
- Successfully bid on, recruit and host sporting events for the region
- Ideate, lead and/or support destination development that creates tourism demand
- Provide visitor services for guests and Quad Citizens
- Serve as a positive steward for the Quad Cities brand and regional destination
- Create and develop innovative product experiences for tourism
- Advocate for tourism at all levels – local, state and federal
- Provide valuable business intelligence and market research as a community resource
- Support stakeholders with Quad Cities destination expertise

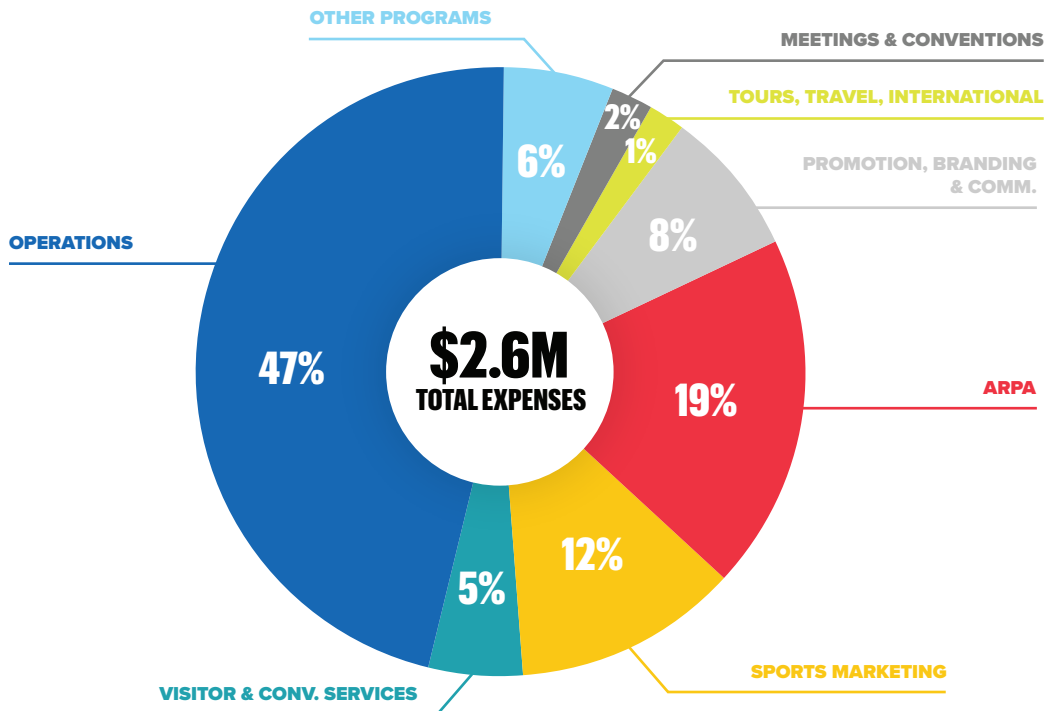
93%
OF QUAD
CITIZENS FEEL
THAT TOURISM
IS GOOD
FOR THE QC.

FACT

FY23 REVENUE SUMMARY



FY23 EXPENSE SUMMARY

















FINANCIAL SUMMARY

REVENUE	
Municipalities/Counties	\$1,006,000
State of Illinois Grants	
• LTCB Grant	\$320,575
• MPP Grant	\$50,000
American Rescue Plan Act (ARPA)	
• ARPA Funding (State of Illinois)	
• ARPA Funding (State of Iowa)	
• ARPA Funding (Rock Island County)	
• ARPA Funding (Scott County)	\$500,000
• ARPA Funding (Municipal Partners)	
Grants (State/Local)	\$75,000
Partnership Fees	\$55,000
Publication Advertising	\$7,500
Visitor Services	\$27,500
Private Sector Sponsorships	\$25,000
Miscellaneous	\$5,000
• Interest Income	
• PPP1 Loan Forgiveness	
• ERTC Tax Credit	
• Miscellaneous	\$3,000
QC Sports Commission Income	\$152,350
TOTAL REVENUE	\$2,226,925
EXPENSES	
Meetings & Conventions	\$55,450
Tour & Travel & International	\$19,200
Sports Marketing	\$306,250
Promotion, Marketing & Communications	\$222,643
Scott County ARPA/Tourism Marketing	\$500,000
Visitor & Convention Services	\$134,850
Q2030 Backbone Champion Investment	\$10,000
Other Program	\$161,150
Operating Expenses	\$1,236,554
TOTAL EXPENSES	\$2,646,097
NET INCOME	
*Approved by Board of Directors June 29, 2022	\$(419,172)

OUR PLATFORMS

Use #VisitQuadCities when you post on your social media platforms.

 QuadCities  44,618 LIKES	 @VisitQuadCities  14,821 FOLLOWERS	 @VisitQuadCities  7,720 FOLLOWERS	
 VisitQuadCities  1,845 FOLLOWERS	 VisitQuadCities  541 FOLLOWERS	 VisitQuadCities  237 SUBSCRIBERS	 VisitQuadCities  343 FOLLOWERS

(Launched in December 2021)

Current as of July 2022 and growing!

 MUSEUM WEEK QUAD CITIES <small>QCMUSEUMWEEK.COM</small> #QCMuseumWeek <small>qcmuseumweek.com</small>	 QC Restaurant Week #QCRestaurantWeek <small>qcrestaurantweek.com</small>	 Quad Cities QCALE TRAIL #QCAleTrail <small>qcaletrail.com</small>	 Coffee Trail #QCCoffeeTrail <small>qccoffeetrail.com</small>	 QUAD CITIES QC PRO <small>CERTIFIED IN-THE-KNOW</small> #QCPro <small>quadcitiespro.com</small>
 QC PUBLIC ART TRAIL #QCPublicArt <small>qcarttrail.com</small>	 QC FAMILY PASS #QCFamilyPass <small>qcfamilypass.com</small>	 THAT'S WHERE! <small>POWERED BY VISIT QUAD CITIES</small> #QCThatsWherePodcast <small>quadcitiespodcast.com</small>	 Insider's Blog #QCInsidersblog <small>qcinsidersblog.com</small>	 QC INSIDER TEXT #QCInsiderText <small>textvisitqc.com</small>

THE COUNTY AUDITOR'S SIGNATURE CERTIFIES
THAT THIS RESOLUTION HAS BEEN FORMALLY
APPROVED BY THE BOARD OF SUPERVISORS ON

DATE

SCOTT COUNTY AUDITOR

R E S O L U T I O N

SCOTT COUNTY BOARD OF SUPERVISORS

JULY 6, 2023

APPROVING CORONAVIRUS LOCAL FISCAL RECOVERY FUND (ARPA) AWARD TERMS AND CONDITIONS TO QC CONVENTION AND VISTIORS BUREAU

BE IT RESOLVED BY the Scott County Board of Supervisors as follows:

Section 1. Scott County is in receipt of Coronavirus State and Local Fiscal Recovery Fund as added by the American Rescue Plan Act.

Section 2. The County hereby agrees to the terms and conditions within the grant agreement(s) between Scott County and the QC Convention and Visitors Bureau.

Section 3. The Director of Budget and Administrative Services is hereby authorized to execute said agreement on behalf of the Scott County Board of Supervisors.

Section 4. This resolution shall take effect immediately.