

OFFICE OF THE COUNTY ADMINISTRATOR

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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 *DH*
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

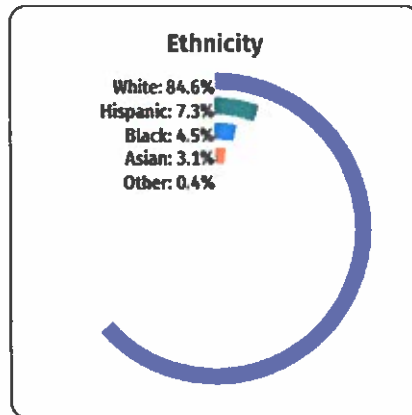
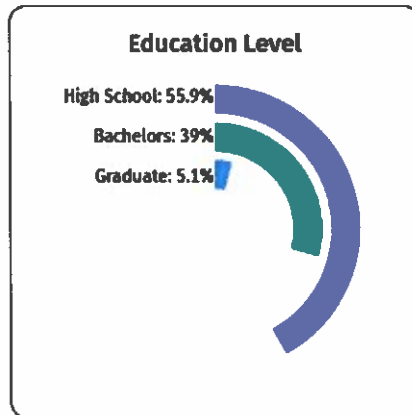
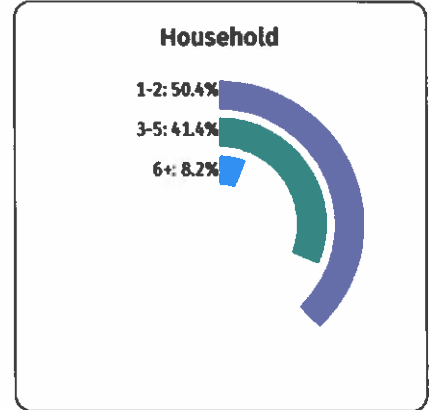
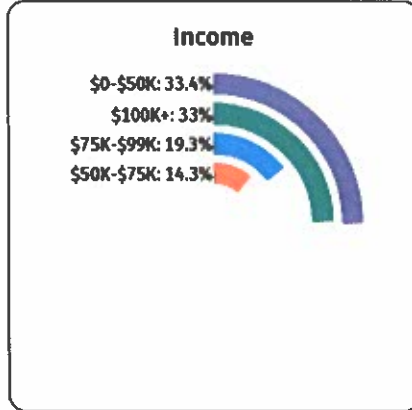
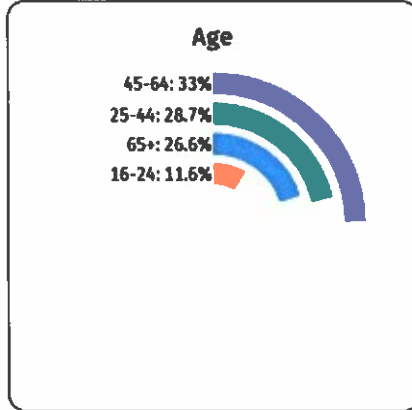
2019 Travel to the Quad Cities (Pre-Pandemic) – calendar year

- 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

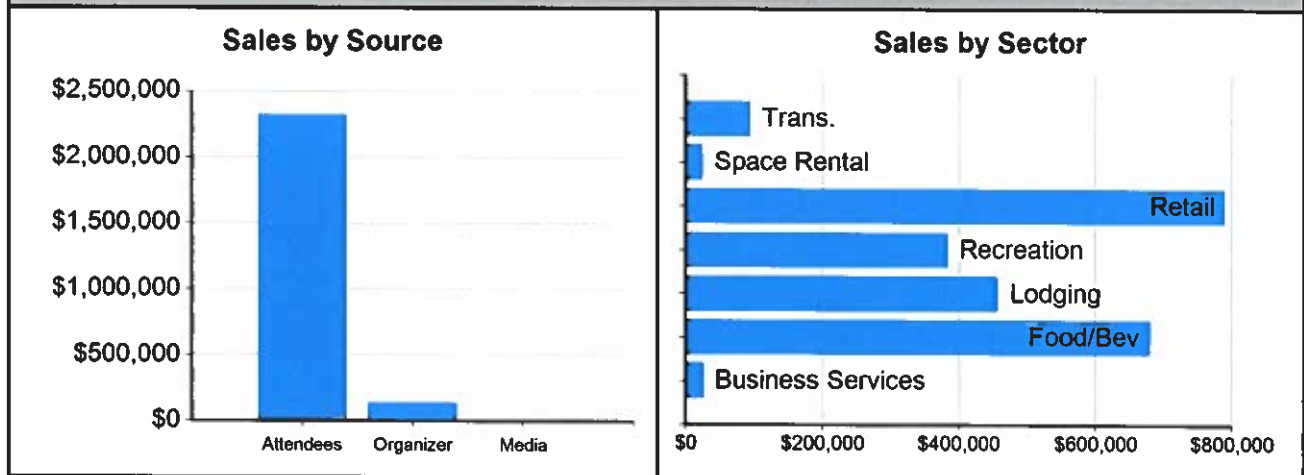
Annual Budget for Impacted Industries	
Marketing:	
Digital display advertising	\$50,000
Mobile advertising	\$30,000
State of Iowa Travel Guide advertising	\$10,000
State of Illinois Travel Guide advertising	\$10,000
Television advertising	\$100,000
Outdoor advertising	\$50,000
Chicago CTA advertising	\$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 (%)	-	

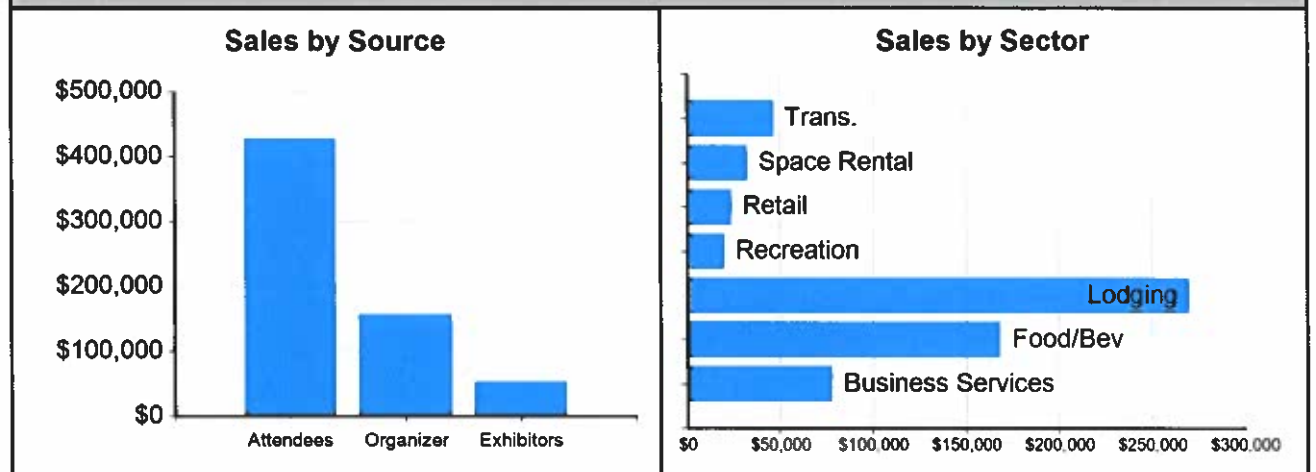
Estimated Room Demand Metrics	
Room Nights (total)	4,200
Room Pickup (block only)	400
Peak Rooms	150
Total Visitor Days	16,824

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

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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

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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

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Visit Quad Cities - April - August FY22 Mobile Advertising Campaign

ADR

\$100

Spend per Visitor

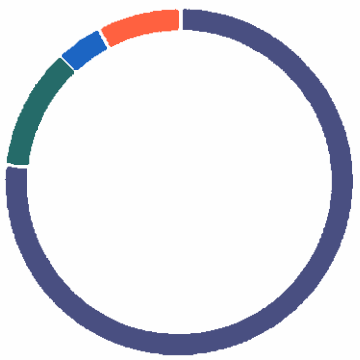
\$145

Campaign Run Dates: 4.4.2022 - 8.31.2022

Report Period 04.04.22 - 09.30.22

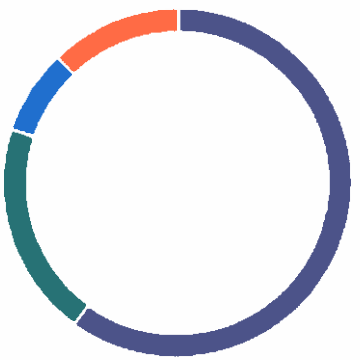
Attribution Mileage 50 - 4000 mile radius

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 %

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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

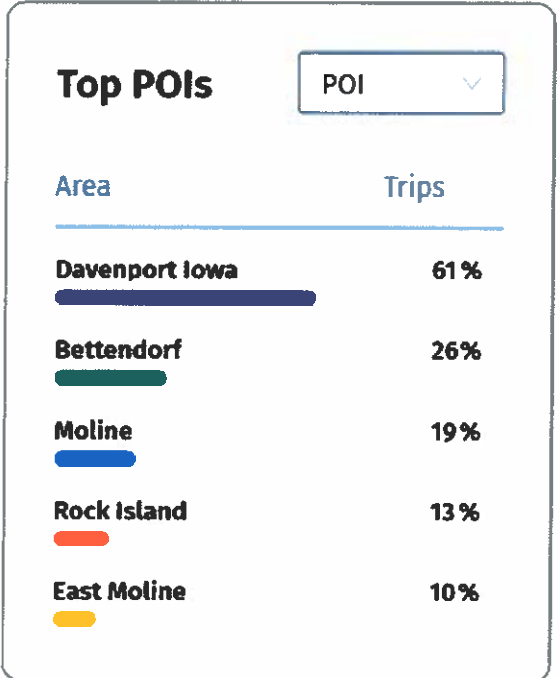
Campaign Run Dates: 4.4.2022 - 8.31.2022

Report Period 04.04.22 - 09.30.22

Attribution Mileage 50 - 4000 mile radius

Audience Analysis

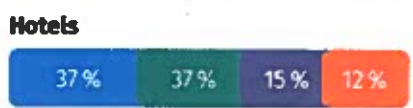
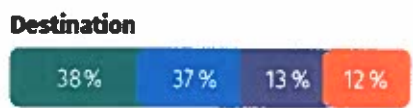
Attributable visitors were also observed in the following areas:



Top Age Group

25-44
27.88% Attribution

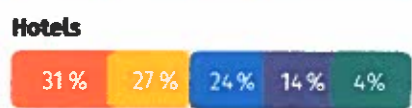
- 16-24
- 25-44
- 45-64
- 65+



Top Income

\$100k
20.76% Attribution

- \$0-\$50k
- \$50-\$74k
- \$75k-\$99k
- \$100k-\$150k
- \$150k+



Top Household Group

3-5 in HH
38.86% Attribution

- 1-2
- 3-5
- 6+



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.

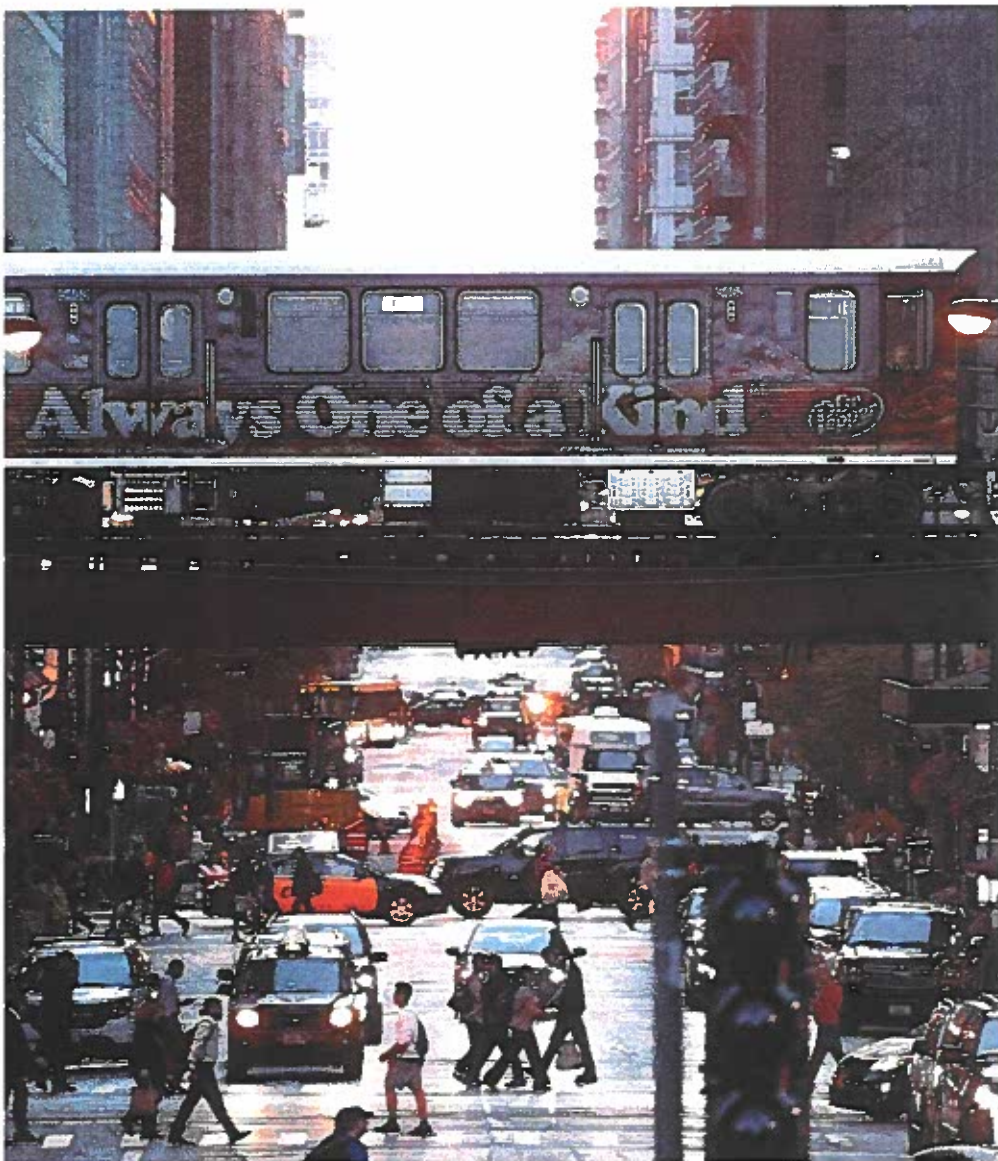
Visitor: A person connected to a single observable device. Also referenced as Unique Visitor.

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. A large white van is in the center of the street. The sky is overcast. The overall tone is somewhat muted and urban.

■ ■ 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

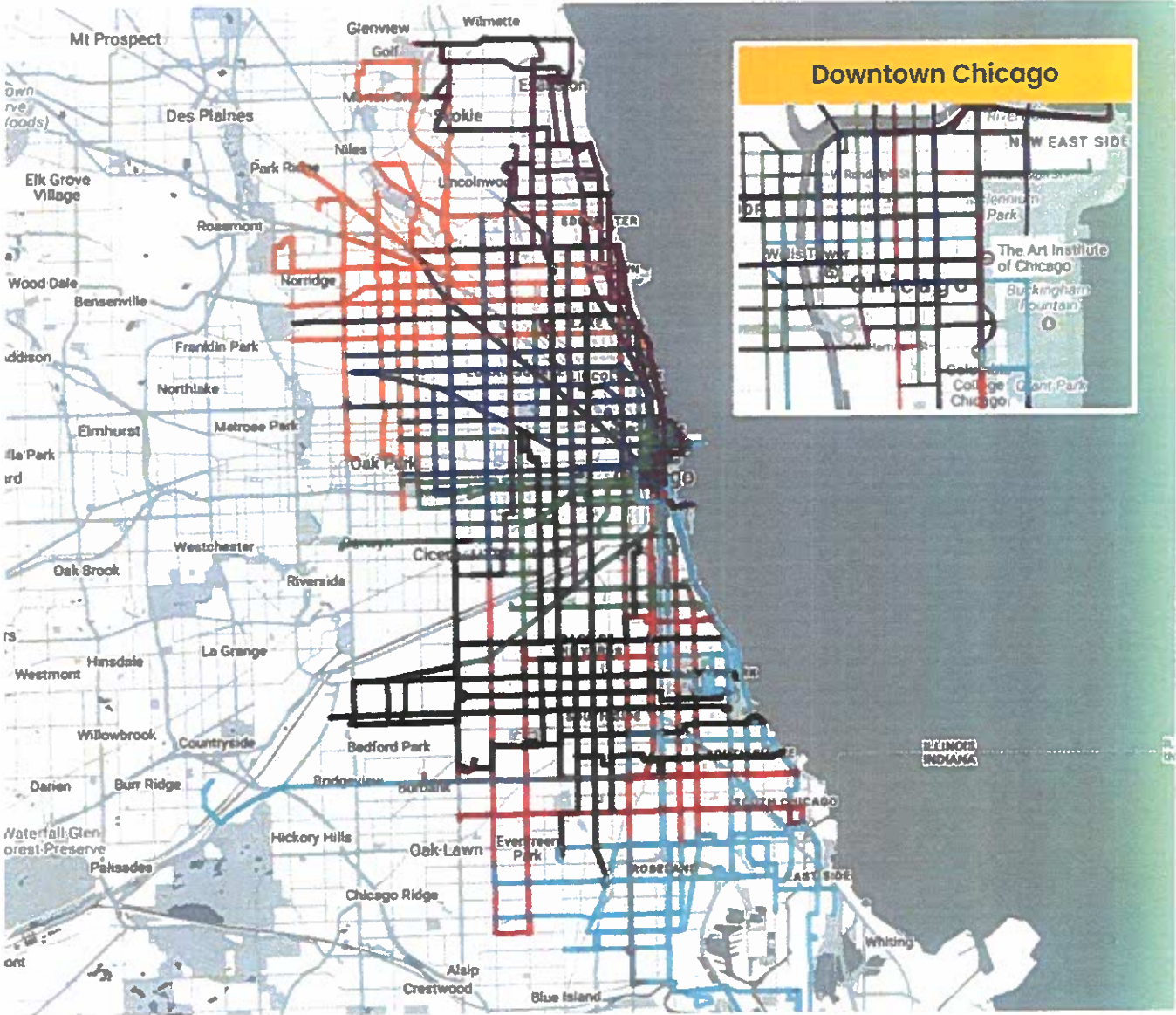
Intersection's bus network provides extensive coverage throughout the City of Chicago, reaching pedestrians, riders, and drivers along their daily journeys.



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













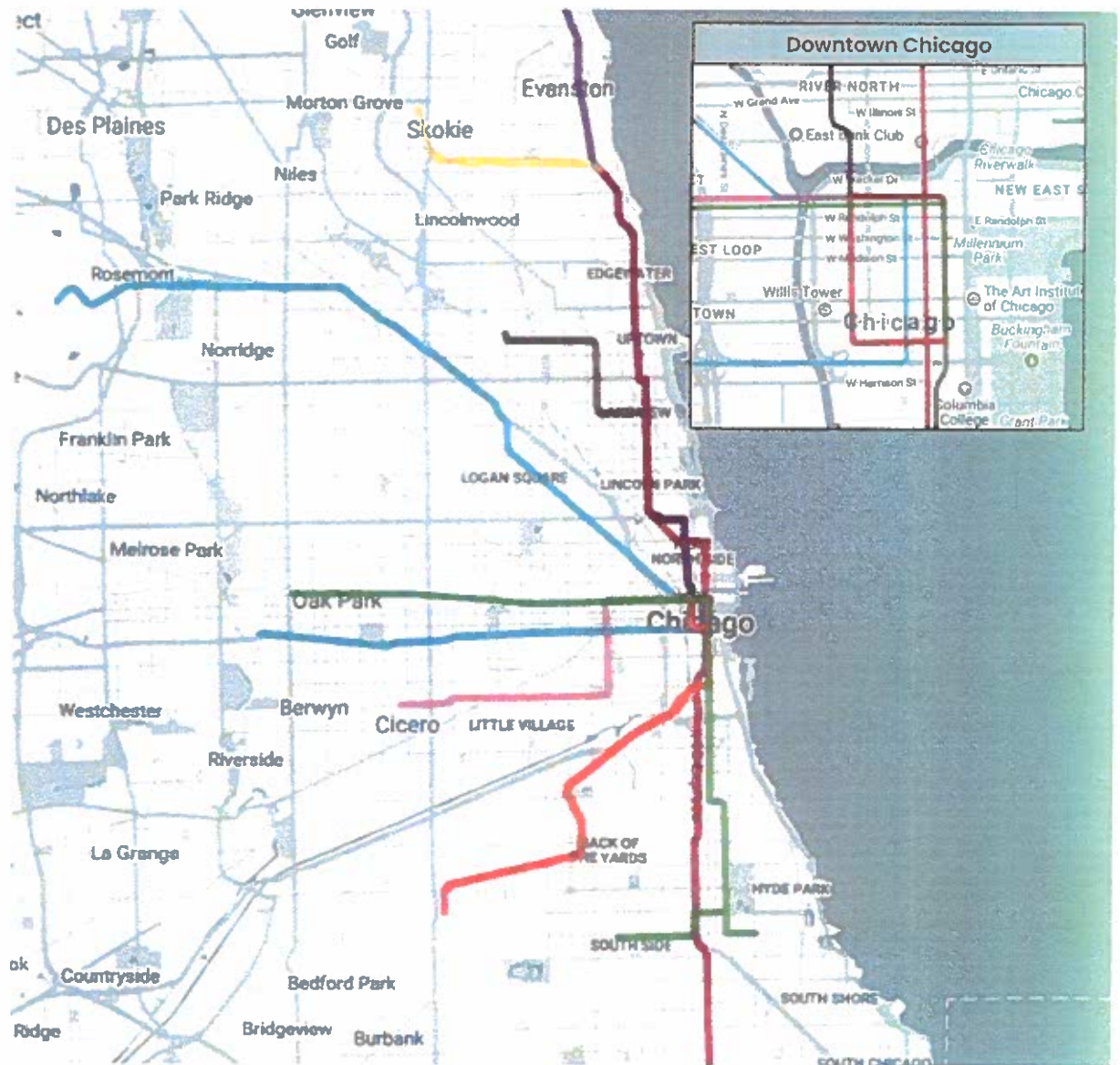
Rail Media

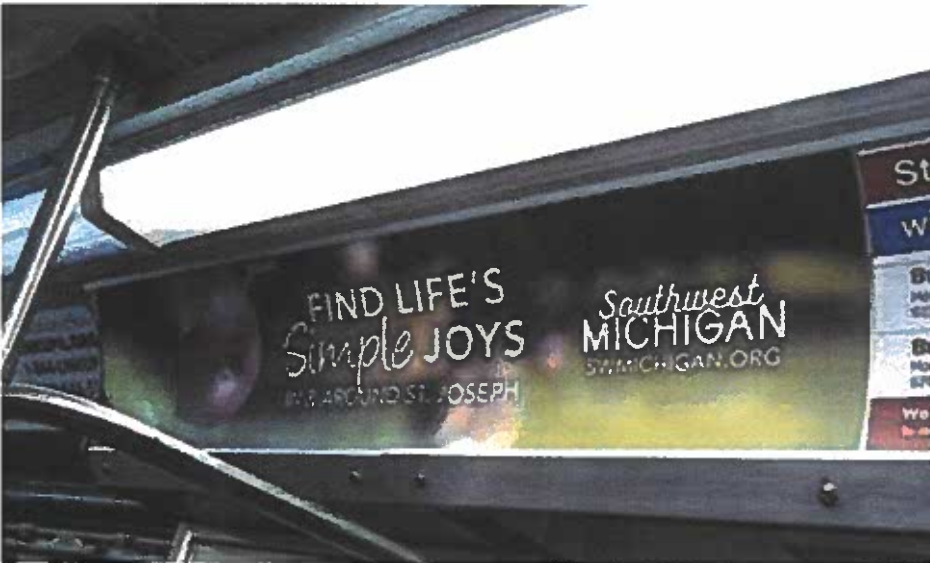
Rail media allows brands to target on-the-go riders and daily commuters with vibrant displays placed strategically throughout rail cars, major transit hubs, and on station platforms.

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



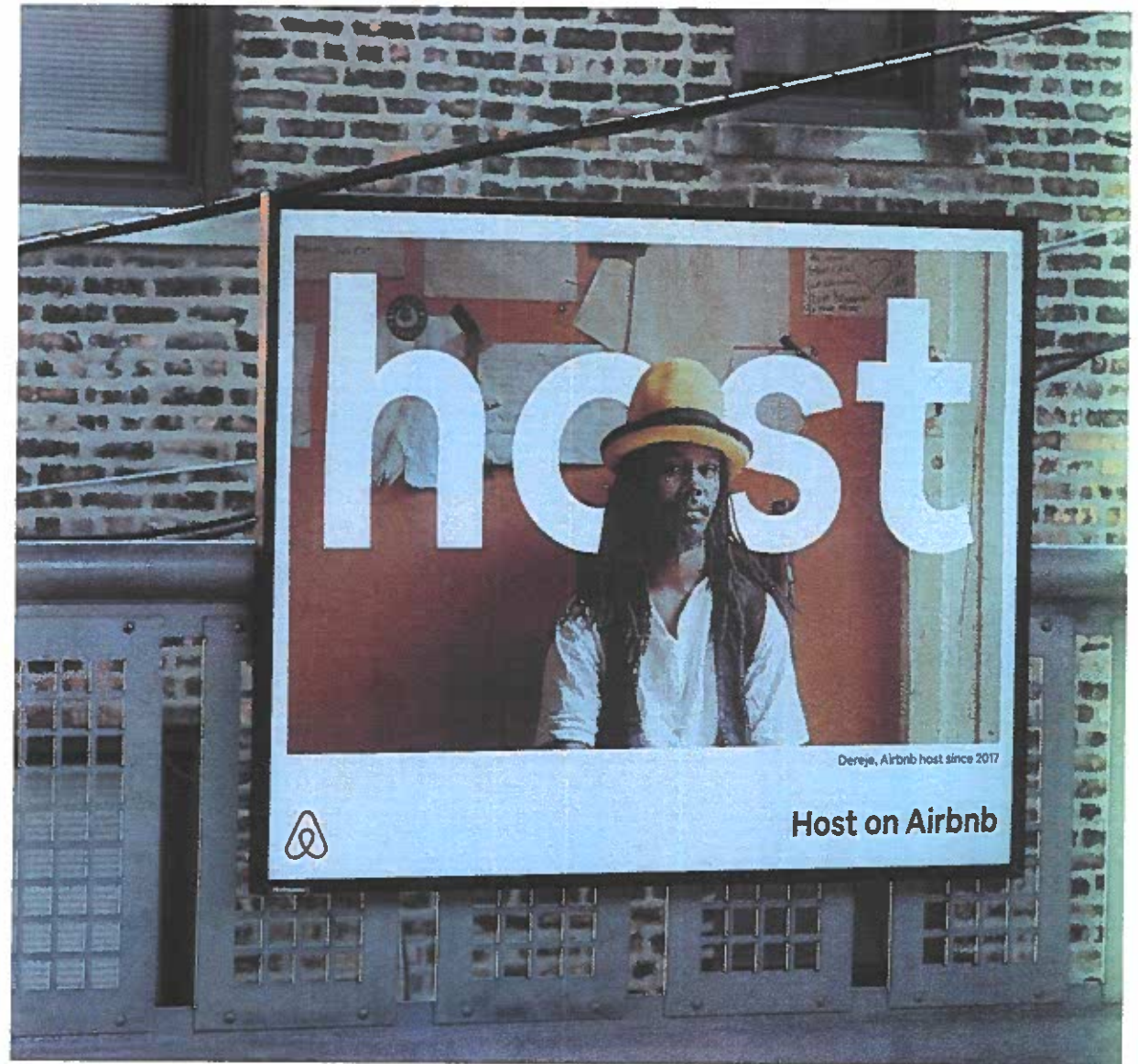
Two-Sheets

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.

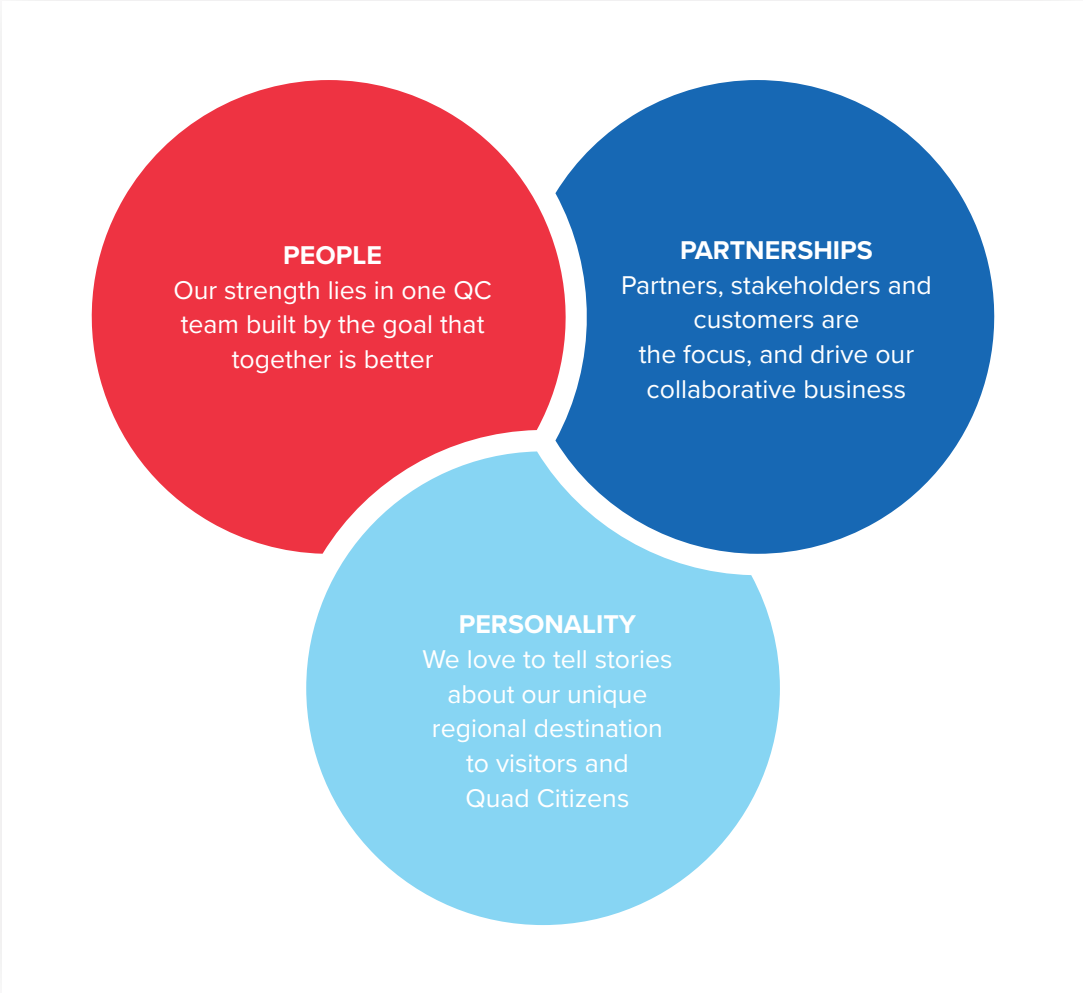
VISION

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



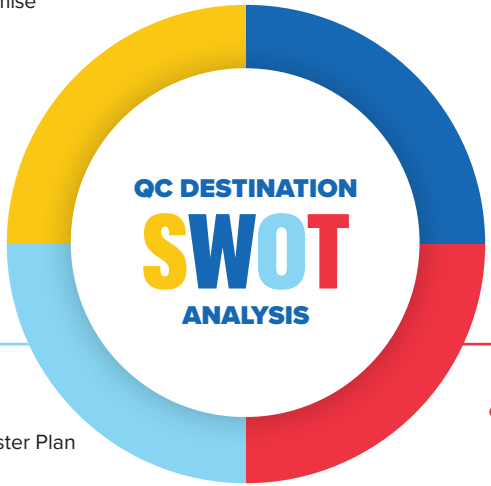
STRENGTHS

- 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

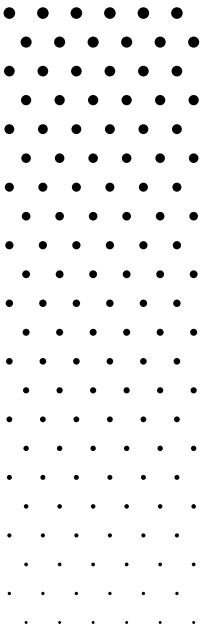
Paulette Day | Business Growth & Service Manager

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

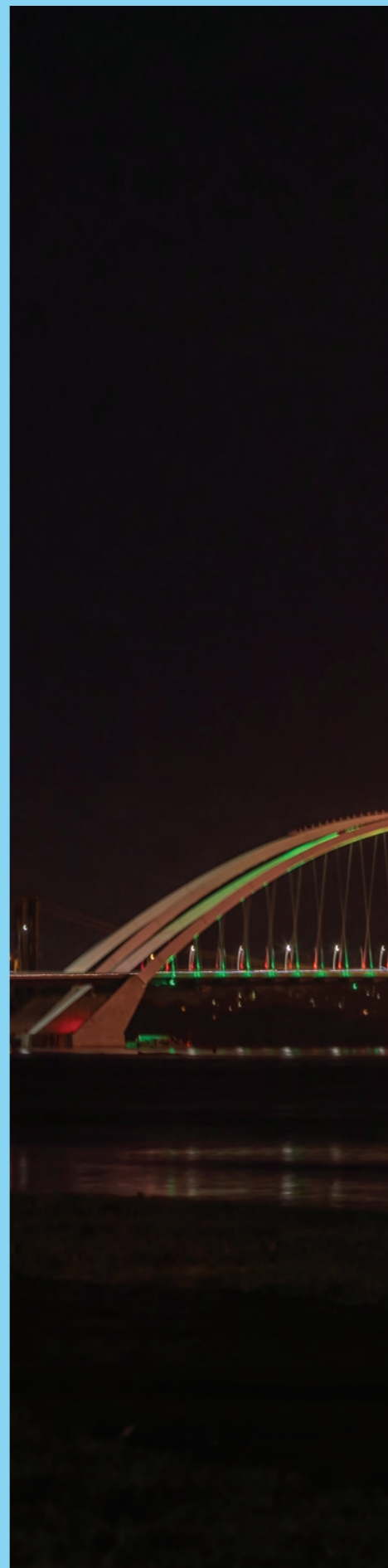
Develop and maintain a skilled workforce ready to meet industry needs; prioritize diversity and inclusivity in tourism development and promotion

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

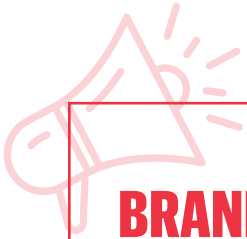




SIX CORNERSTONES

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.





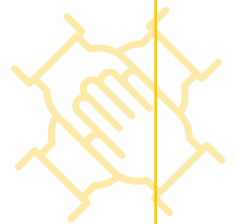
BRAND ACCELERATION & PROTECTION

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.

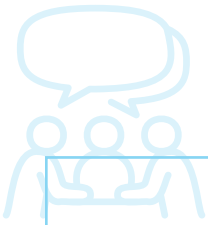
- Mississippi River immersive activation plan and highlight riverfront connection points
- Showcase the region's diverse culture and heritage
- Improve downtown product experience from a visitor POV
- Improve place branding and wayfinding execution
- Identify opportunities to leverage and/or add to our 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

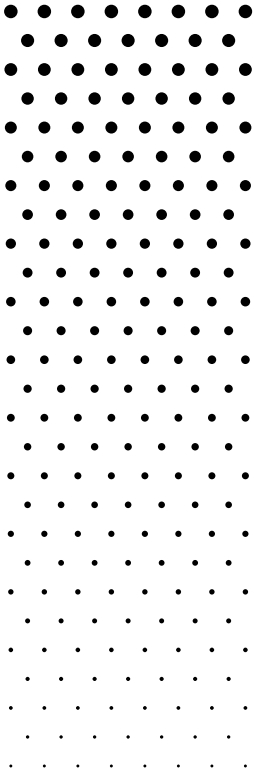
FY23 KPIs

- 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.





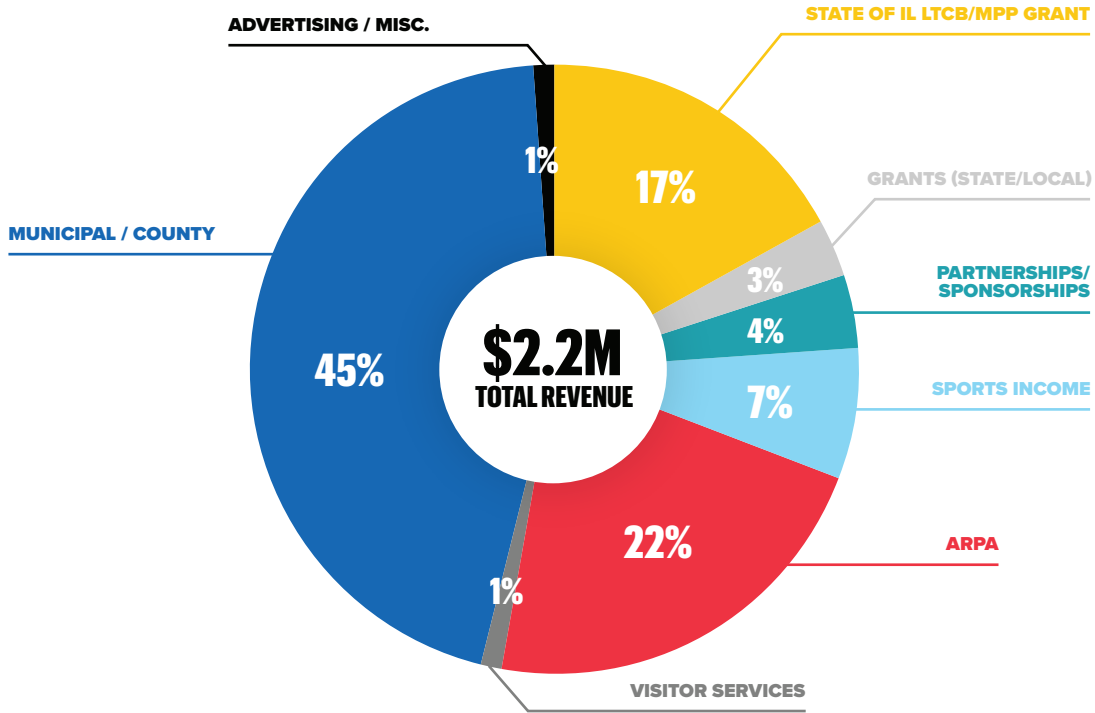
WHAT WE DO

- 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

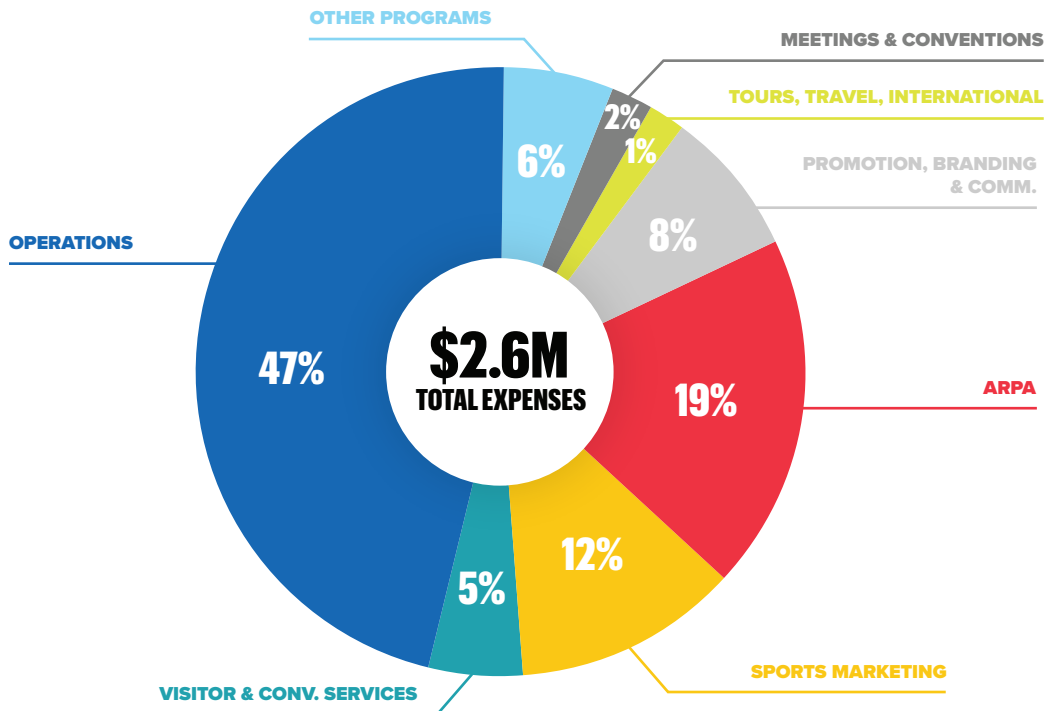
93%
OF QUAD
CITIZENS FEEL
THAT TOURISM
IS GOOD
FOR THE QC.

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.