

Downtown Bettendorf Organization FY25 City Council Report





DOWNTOWN
BETTENDORF
ORGANIZATION

The following presentation will review our work in FY25 in promoting business and economic growth, infrastructure and livability and advocacy and promotion in Downtown Bettendorf.



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ORGANIZATION

FY25 DBO Board of Directors

- Seth Rowland- Chair- AMFAM
- Shelly Ridgeway-Vice Chair- Ascentra
- Simon Bowe- Bowe Machine
- Barron Sexson- Total Maintenance Inc.
- Kevin Koellner- Focus Real Estate Development
- Decker Ploehn- City of Bettendorf
- Don Keller- K&K Hardware
- Patrick Larkin- Bett. Financial Group
- Pat Eikenberry- IMEG
- Nancy Ballenger- Isle of Capri
- Dr. Gary Quinby- DT Property Owner
- Jerry Sechser- 1st Ward Alderman
- Peter Tokar III- QC Chamber
- Barb Meyers- TBK

DBO leads redevelopment and revitalization efforts, making improvements that benefit properties, businesses and the community within the district.

- Upkeep of public spaces
- Capital and physical improvements
- Marketing, events and management
- Partnerships with the City and other public entities
- Activities advancing the SSMID's goals
- Recommendations on public spaces, services, business growth and events

SSMID #2

SSMID #2 FY25 – FY29

- SSMID #2 was renewed in FY24, with 53% of the district representing 71% of the value in favor of renewing the SSMID
- Expansion of the SSMID to the north and east



What is Place Management?



Business and Economic Growth

DBO Façade and Interior Grants

FY25 total grant dollars equaled \$30,600 leveraging \$188,911 of façade and building improvements for three downtown Bettendorf properties.

Grants Awarded

- The Bulldog Arms/Build-out
- D'Lua Taco Shop/Build-out
- State Farm/Façade



Business and Economic Growth

Business Recruitment and Retention

#Bettondowntown

New Businesses:

- D'LUA Taco Shop
- The Bulldog Arms
- Royal T's Beauty Parlor
- Soothe and Renew
- Paragon Interiors



Infrastructure and Livability

Downtown Bettendorf is the gateway into Iowa.

The DBO's Cleaning Ambassador's regular maintenance includes:

- Litter collection and weed control
- Maintaining "Be the Light" park
- Routine inspections and cleaning of the new I-74 bike path, on/off ramps, and oculus
- Graffiti removal



Beautifying Downtown Bettendorf

Annual DT Cleanup

- Over 100 volunteers and support from BPW
- 19 self-watering ground pots
- 50 self-watering hanging baskets
- 7 State St. bump-outs
- New, smaller self-watering ground pots in bump outs



www.bettendorf.org/DowntownCleanup



Infrastructure and Livability

Public Art

- In 2025, the DBO worked with QC Arts on several public art installations including: “Arches”, a new mural by Bill Gustafson



Infrastructure and Livability

Public Art

- 2 new sculpture pads at the foot of the I-74 bike path and in Be the Light Park will host rotating sculptures



Advocacy and Promotion

Promoting and
Supporting DT
Businesses

Holiday
Promotions

Be Downtown
and Alternating
Currents

Promoting DT Bettendorf Businesses



PARTNER WITH US!

The **MISSION** of the Bettendorf Parks & Recreation Department is to provide accessible, diverse, and inclusive experiences that enhance the quality of life and create a sense of place and community

ALL.

We would love the opportunity to do that with **YOU** - our **Downtown Bettendorf Businesses** - in an effort to build community partnerships and encourage more people to visit Downtown Bettendorf

HOW IT WORKS

- **YOU** offer an education program (workshop, class, clinic, etc.) that teaches participants a new skill/hobby/topic
- **WE** handle all of your registration and marketing!

PARTNERSHIP BENEFITS

- Receive % of Revenue
- Increase Brand Awareness
- Strengthen Customer Relationships (or GAIN New Ones!)
- Support Our Community
- Full Suite of Marketing Capabilities

EXCITED TO LEARN MORE?

Contact: Nathan Pittman
Bettendorf Parks & Recreation Manager
npittman@bettendorf.org





Holiday lights, window displays, The Blessing Tree & Deck the Downtowns

- This project helped to drive holiday traffic to DT Bettendorf with the help of a curated social media campaign
- 28 businesses had holiday displays painted in their windows
- Gilda's Club Blessing Tree in Be the Light Park

Be Downtown 2025

- Be Downtown continues to grow
- “Our family had the best time at this event. It was fantastic! The kids loved the inflatables, science bins, and definitely the bubbles. The food trucks were so good, too. Thank you so much!” - FB comment
- Be Downtown was promoted over 450 times through media, social media and in television appearances.



Alternating Currents 2025

Alternating Currents is growing its footprint in DT Bettendorf as well.

AC 2025 Venues:

- K&K
- Verde
- Harley Corins
- Adventurous Brewing



OFFICIAL
VENUE

HARLEY CORIN'S

1708 STATE STREET
BETTENDORF, IA

B



**AUG
14-17
2025**

**MUSIC•FILM
COMEDY•ART**

**DOWNTOWN
DAVENPORT
BETTENDORF
ROCK ISLAND**



**GET
THE
APP**





This mural portrays a woman meeting your gaze, with florals seamlessly layered across her skin and into the space around her—like a living tattoo—blurring the line between body and bloom. It speaks to the truth that nature is not separate from us; it is embedded in our identity, though sometimes forgotten in the city, like a lost frequency. The piece is a reminder that our connection to the natural world is both intimate and inescapable.

- Dominic Laporte -



Promoting Downtown Bettendorf locally and throughout the Midwest

You can always



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



The DBO and the City of Bettendorf

The DBO continues to help create a thriving Downtown Bettendorf because of the support from city staff.

- Jeff Reiter
- Jason Manfull
- Mark Hunt
- Brent Morlak
- Brian Schmidt
- Chief Troy Said
- Chief Doug Scott
- Denice Enfield
- Angie Sharp
- Elected Officials



Looking forward

- \$75K in façade and interior grant money available
- Exploring wayfinding signage
- New BETT sign
- A clearer vision of the west side of the bridge in and around Leach Park
- Continued collaboration for a thriving Downtown Bettendorf where people want to live, work and play



Seth Rowland

Chair FY25

Seth Rowland served as the FY25 Chair. Seth is an Agent for American Family Insurance and has an office located at 1823 Grant St. He has been active in the DBO from our infancy, and we thank him for his continued commitment to DT Bett.



Shelly Ridgeway

Vice-Chair FY25

Shelly Ridgeway is Chief Operations Officer at Ascentra Credit Union, serving as Vice-Chair in FY25

- A new addition to the DBO Board in FY26 includes Larry Goff- Owner of Ace Auto Doctor and Repair, a 2nd generation owner since 1969
- Thank you to outgoing member Barron Sexson for 8 years of service to the DBO



Thank You Invested Stakeholders!



DOWNTOWN
BETTENDORF
ORGANIZATION

com·mu·ni·ty | \ kə-'myü-nə-tē \

Definition of *community*

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

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