

QC, THAT'S WHERE!

**TOURISM EMPOWERS  
OUR REGIONAL  
DESTINATION**



**QUADCITIES**  
VISITQUADCITIES.COM

FY22 DESTINATION IMPACT REPORT

# LETTER FROM THE PRESIDENT AND CEO

## FY22 Destination Impact Report



**Thank you for believing that tourism can make a transformative impact and for the privilege of serving our regional destination. The alignment and big goals we share with you are essential to make the Quad Cities a leading destination and place to visit, live, belong, work, invest, learn, play, and experience.**

Visit Quad Cities' values, mission, vision, and brand promise are focused and will continually guide and move us forward as we compete for our share of worldwide attention. We expect to win, and we will win with purpose. The Quad Cities visitor economy is nearly a \$1B multi-dimensional economy that needs tourism to thrive for our overall economic recovery efforts and community positioning.

The content in this destination impact report is just a summary of FY22. As the official and industry-certified Destination Management & Marketing Organization (DMMO) for the region, we serve the QC through the leadership and execution of our Destination Vision & Strategic Plan "Tourism Master Plan", the River Pilot Strategic Operating Guide, and our annual business plan. These strategies and initiatives require teamwork, collaboration, and conviction.

I am proud of the many accomplishments our Board of Directors and team realized this past year. We are committed to the future as we create opportunities and deliver value for the Quad Cities family of communities.

Yes, we are a multi-jurisdictional and bi-state region, but a common thread binds us to create the Quad Cities of the future while leaving a legacy for future generations. We can all rally behind tourism because non-resident revenues drive success for quality of life and quality of place goals.

I strongly urge you to connect with us online at [VisitQuadCities.com](http://VisitQuadCities.com) and on our digital and social media platforms. We are a comprehensive resource for the region, and we encourage you to connect with us, the Quad Cities story, and the many bright lights ahead on the horizon.

Lastly, we are grateful for your support and investment. We are blessed to have many public/private/community partners collaborating with us daily to make a difference in our community. Your investment and partnership strengthens the region and competitively positions the Quad Cities for Tourism Development, Destination Marketing, and Visitor Experience. Visit Quad Cities is a public trust.

Again, thank you for the opportunity to serve. QC, That's Where we can accomplish anything together!

Sincerely,

A handwritten signature in black ink, appearing to read "Dave Herrell".

**Dave Herrell**

*President and CEO and Proud Quad Citizen  
Visit Quad Cities*



“The Quad Cities Lodging Association is very grateful for the partnership that we have with Visit Quad Cities. We are happy to see all of the great things Visit Quad Cities does for our region. We look forward to all of the exciting things coming to the Quad Cities. **Tourism is back!**”

– ASHLEI SHEPHERD, PRESIDENT, QUAD CITIES LODGING ASSOCIATION AND GENERAL MANAGER, CAMBRIA HOTEL BETTENDORF – QUAD CITIES

# LETTER FROM KAI SWANSON

FY22 Board Chairman



Recently, I had the distinct pleasure of serving as the board chair for Visit Quad Cities. This has been a special privilege for me, as it served to focus my love for this community and its abundant assets – both natural and cultural. Tourism directly benefits each of our communities, and together we have so much to offer. A pinnacle moment came on December 1, 2021, as we celebrated the new I-74 River Bridge. After more than twenty years of planning, preparation, and construction, it is the biggest and most visible transportation construction project in Quad Cities history. The unique pedestrian path has already been embraced as a community icon, and we are right to celebrate it.

This past year I became a QC Pro and a Certified Tourism Ambassador (CTA). Both programs, led by Visit Quad Cities, are part of the imperative goal of improving our visitor experience. I encourage everyone to become a QC Pro, and for all employers to consider encouraging CTA training for their teams as a sign that they value their employees and recognize their foundational role in growing our economy. These programs are all about building a broader team of Quad Citizens to work alongside Visit Quad Cities to positively impact the destination experience by becoming QC brand champions.

These initiatives are an integral part of the Destination Vision and Strategic Plan for the Quad Cities, and they are designed to engage all of us. Another vital way for each of us to get on board is through our regional brand – QC, That's Where! Visit Quad Cities and the Quad Cities Chamber launched this new brand in partnership to level-up promotion of the QC as the best community to invest, live, work, visit, and experience. As we move forward from the challenging days of the pandemic, we all must work together to continue to share the QC's authentic brand as we compete for economic recovery and resurgence.

Thanks to our entire Board for their commitment to the Quad Cities regional destination. We look forward to continuing to work together to move the QC forward.

Sincerely,

A handwritten signature in black ink, appearing to read 'Kai Swanson'.

**Kai S. Swanson**

*Immediate Past Board Chair  
Visit Quad Cities*



Front Street is proud to be one of the Quad Cities' original craft breweries, and an integral part of the Quad Cities brewing scene since 1992. Breweries are a **favorite checklist item** for visitors, and our participation in the QC Ale Trail helps us reach those looking to sample local brews and experience all our area has to offer.

- TIM BALDWIN, CO-OWNER, FRONT STREET BREWERY





# VQC OVERVIEW

## 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 and selling the Quad Cities story, and enhancing Quad Citizens' quality of life and place. The organization is led by a volunteer Board of Directors 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, a 501 (c)(3) organization, operates as the official sports commission for the region and is responsible for attracting, hosting, creating, and facilitating sporting events, and tourism opportunities.

Friends of the Quad Cities, a 501 (c)(3) organization, is 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. Visit us online at [VisitQuadCities.com](http://VisitQuadCities.com) and connect with us on social media.

---

## 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, as deeply rooted as it is forever current.

# VALUES

## 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.



# BY THE NUMBERS

**\$958.76M**

ANNUAL VISITOR SPENDING IN THE QC

**GENERATED \$30M**

IN DIRECT ECONOMIC IMPACT WITH GROUP BUSINESS

**53% AVERAGE**

HOTEL OCCUPANCY IN FY22

**\$93.10**

AVERAGE DAILY HOTEL  
ROOM RATE

**\$49.88 AVERAGE  
REVENUE GENERATED  
PER HOTEL ROOM**

**6,500+ HOTEL ROOMS**

73 HOTEL PROPERTIES

**560,928**

QUAD CITIES INTERNATIONAL  
AIRPORT PASSENGERS



8,000 Quad Citizens employed in the  
visitor economy industry

**37M PEOPLE**

LIVE WITHIN SIX-HOUR DRIVE OF THE QC

**\$15M EARNED**

MEDIA VALUE

**18M ADVERTISING  
IMPRESSIONS**

GENERATED THROUGH VQC CAMPAIGNS



**400,000 WEBSITE VISITS**

13,749 OPT-IN EMAIL UNIVERSE

**3.67M FACEBOOK  
REACH**

INSPIRED 642 INSTAGRAM  
COMMENTS

**626  
RETWEETS**

**18 MICROBREWERIES**

ON THE QC ALE TRAIL

**518 SIGNED UP FOR QC ALE TRAIL  
1,122 IN THE QC ALE TRAIL FACEBOOK GROUP**

**35 LOCAL COFFEE SHOPS**

ON THE QC COFFEE TRAIL

**2,140 SIGNED UP FOR QC COFFEE TRAIL  
2,267 IN THE QC COFFEE TRAIL FACEBOOK GROUP**

**16 MUSEUMS**

IN QC MUSEUM WEEK

123 QC PRO COMPLETIONS

**3,073 QC INSIDERS**

TEXT SUBSCRIBERS

59 participating restaurants in QC  
Restaurant Week



27 national river cruise line stops supported & enhanced by Visit Quad Cities

**1,000+** LOCAL FESTIVALS & EVENTS

PROMOTED AND SUPPORTED BY VISIT QUAD CITIES

150+ BIKE RENTALS THROUGH VQC

**[ 100+ MILES** OF AREA BIKE TRAILS

**3** CASINOS  
CHANNEL CAT WATER TAXIS  
DISTILLERIES

**4 WINERIES**

**700+ RESTAURANTS**

8 COLLEGES/UNIVERSITIES

# 6 BRIDGES

OVER THE MISSISSIPPI RIVER IN THE QC

**200+ PARKS**

5 PROFESSIONAL SPORTS TEAMS

800,000 sq. ft. of traditional and non-traditional meeting space

QUAD CITIZENS WOULD PAY **\$1,400 MORE IN TAXES**

without tax benefits of tourism

**34 PODCAST**  
EPISODES

Social numbers as of July 2022 and growing:



46,632 FOLLOWERS



14,867 FOLLOWERS



542 FOLLOWERS



390 FOLLOWERS



7,759 FOLLOWERS



1,880 FOLLOWERS



246 SUBSCRIBERS



# FY22 HIGHLIGHTS



## ✓ Tell and sell our QC story to the world to attract people

- FY22 advertising campaigns garnered more than 18M impressions through a combination of digital advertising, video, electronic billboard, print, and mobile ads
- Website visitation was the highest since the beginning of the pandemic with nearly 400,000 visitor sessions
- Launched a new QC Pro initiative with QC Pro, QC Advanced Pro, and QC Elite Pro status combining interactive video, scavenger hunt style experiences, and the new Certified Tourism Ambassador (CTA) program to engage nearly 300 Quad Citizens in fun and educational opportunities to build a broader team of QC brand champions
- Distribution of the 2022 QC Destination Guide was so successful that by spring nearly all 50,000 guides had been distributed, necessitating a reprint of an additional 30,000 guides to keep up with demand

## ✓ Competitively position the market for identity and growth

- Visit Quad Cities partnered with Quad Cities Chamber to launch a new QC Regional Brand. Visit Quad Cities uses the new QC, That's Where brand in its sales and marketing initiatives and promotional campaigns
- Generated \$100,000 in grant revenue to support event bid fees and new technology investments
- Advocated at the local, state, and federal levels to ensure tourism investment opportunities were increased by the State of Illinois and State of Iowa resulting in programs such as the Illinois Tourism Attraction & Festivals Grant and Destination Iowa opportunities

## ✓ Drive brand promotion, content marketing, and engagement with customers

- Launched TikTok to reach a new audience and to continue VQC's prominent social media presence
- Launched a re-branded podcast that mirrors the QC, That's Where regional brand which is a campaign designed to generate awareness, attract talent, and instill community pride. All podcasts are available at VisitQuadCities.com as evergreen content and where you get your podcasts
- Weekly QC Insider text campaigns have an open rate of nearly 99% and over 3,000 subscribers, providing an effective vehicle to market events and special promotions in the QC

## ✓ Sales, service, and relationship development within the tourism industry

- Exceeded partnership revenue goal
- Developed a river cruise strategy to enhance the visitor experience through curated experiences at destination assets

## ✓ Destination development and provide visitor services for guests and Quad Citizens

- Launched the Certified Tourism Ambassador™ (CTA) program to improve our visitor experience and service delivery in the regional destination
- Distributed 51,000 QC Destination Guides through individual requests, groups, and partner locations



## ✓ Attract and host conventions, meetings, conferences, events, group tours, and reunions

- Generated nearly **\$30M** in direct economic impact with group business
- Booked 38,789 room nights for meeting, convention, sports, and tour/travel group business
- Increased meeting and convention bookings by almost 40% YOY
- Secured large national conference wins including:
  - 2024 National Coca-Cola Collectors Club Convention
  - 2024 National Grange Annual Convention
  - 2026 Iowa League of Cities Conference & Trade show
- Successfully hosted numerous significant events including:
  - Biennial Gathering of the Green Conference
  - Heritage Clubs International Peer Group Conference & Trade show with an added FAM Tour

## ✓ Successfully bid on, recruit, and host sporting events for the region

- Successfully hosted numerous significant events including:
  - 75th International Softball Congress World Fastball Tournament
  - National Esports Collegiate Conference Hometown Series
  - American Cue Sports Iowa & Midwest 8-Ball Championships
  - Missouri Valley Conference Women's Basketball Championship
  - NAIA Men's Golf National Championship

## ✓ Serve as a positive steward for the Quad Cities brand and regional destination

- Helped lead and amplify the I-74 River Bridge opening ceremonies that nearly 8,000 people attended
- Promoted and supported 1,000+ local festivals and events
- Continued to promote destination assets through all distribution channels

## ✓ Create and develop innovative product experiences for tourism

- Launched the new QC Coffee Trail and now over 2,000 people have registered and are participating in the trail
- 16 museums participated in the sixth annual QC Museum Week, each reporting above average attendance
- Celebrated the 10th anniversary of QC Restaurant Week with 59 restaurants participating – the highest ever. From almost 200 nominations, VQC surprised five front-line staff who go above and beyond to make experiences special and bring a customer-centric energy to work with them

## ✓ Provide valuable business intelligence and market research as a community resource

- Activated Datafy—a new visitor profiling, research-based platform. Datafy uses geofencing and mobile device tracking to gather important information about QC visitors and, in turn, VQC can use targeted mobile advertising to reach specific market segments
- Continued use of Tourism Economics and Destinations International's Event Impact Calculator (EIC) to assess overall economic value of events

# FY22 DATAFY REPORT

FY22 July 1, 2021-June 30, 2022 (50+ mile Radius)

**1.6 MILLION  
UNIQUE VISITORS**



**14 MILLION**

**VISITOR DAYS SPENT IN THE QC**

**3.1 DAYS** AVERAGE LENGTH  
OF STAY

**4.5M VISITS**

**TO THE QC REGIONAL DESTINATION**

## DEMOGRAPHICS

### AGE

45-64 **35%**

25-44 **29%**

65+ **23%**

16-24 **13%**

### INCOME

\$100K+ **42%**

\$0-\$50K **30%**

\$75K-\$99K **20%**

\$50K-\$75K **8%**

### ETHNICITY

White **89%**

Hispanic **6%**

Black **3%**

Asian **2%**

### NUMBER IN HOUSEHOLD

1-2  
**44%**

3-5  
**47%**

6+  
**9%**

### MALE VS. FEMALE

**50.1%** Female

**49.9%** Male

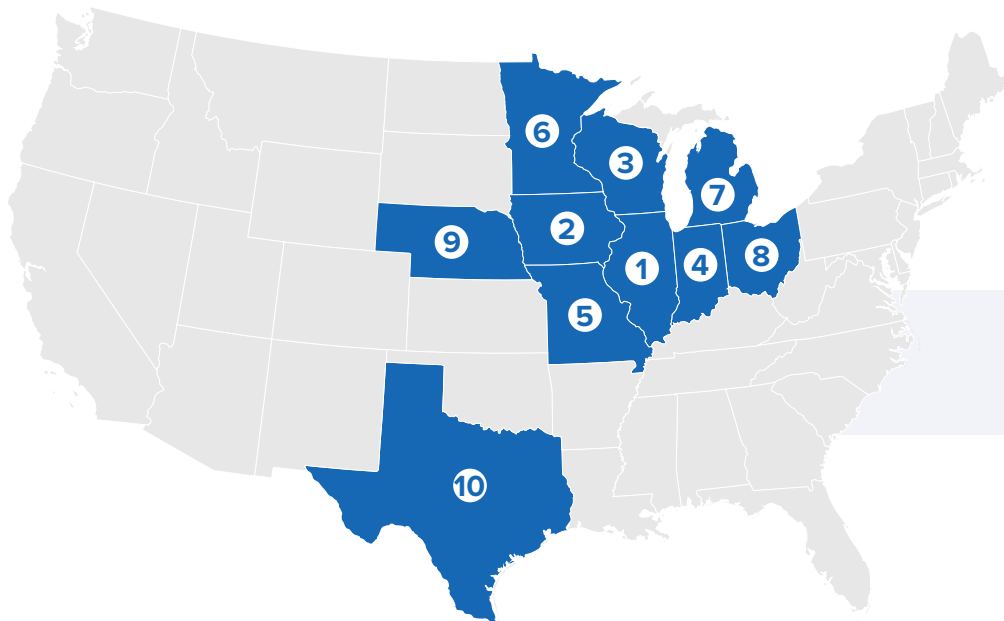
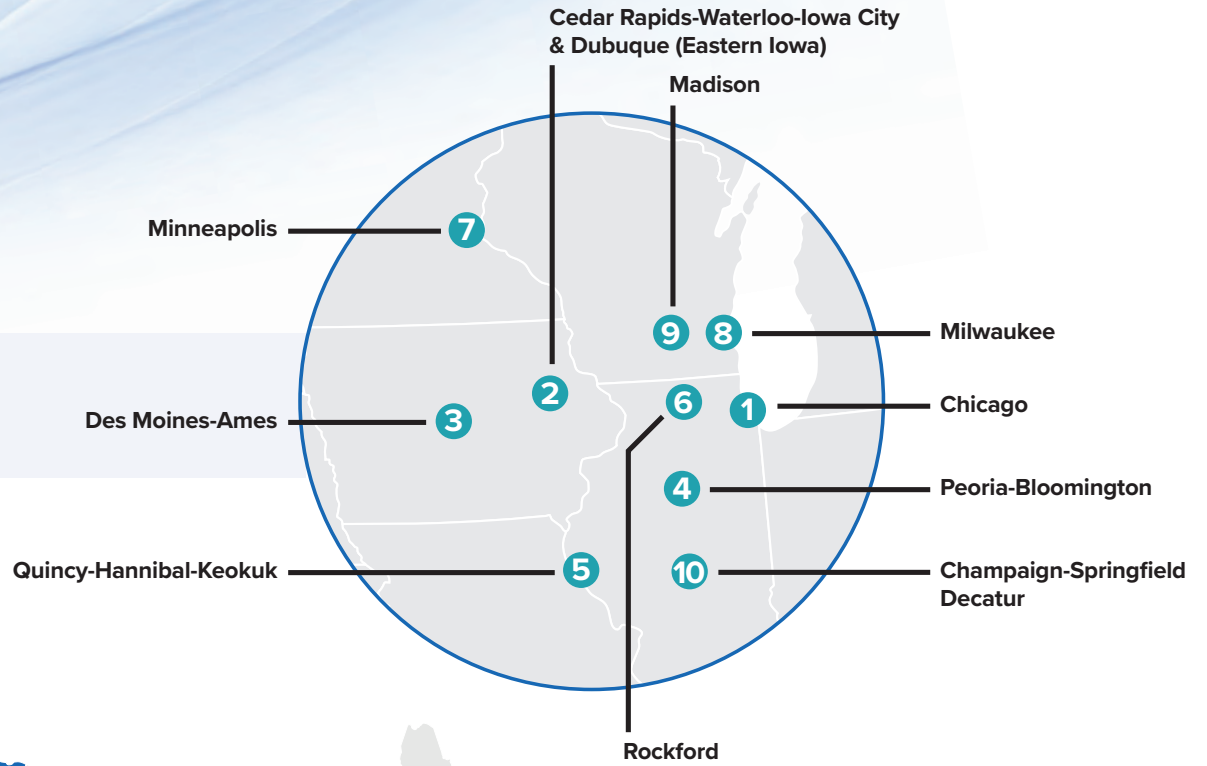
### EDUCATION

High School **53%**

Bachelors **42%**

Graduate **5%**

**TOP 10 CITIES  
FOR VISITATION BY DMA**



**TOP 10 STATES  
FOR VISITATION BY DMA**

# VQC TOURISM PRODUCTS



QCMuseumWeek.com



QCRestaurantWeek.com



QCAletrail.com



QCCoffeeTrail.com



QuadCitiesPro.com



BringItQC.com



QCArtTrail.com



QCFamilyPass.com



QCThat'sWhere.com



QCInsidersBlog.com



TextVisitQC.com



VisitQuadCities.com

# KEY TOURISM PARTNERS





Our strategic partnership with Visit Quad Cities has been key to our work in building our local music scene. Live music is not only a significant contributor to economic strength and quality of life for Quad Citizens; it is also key to developing our region's recognition and value for visitors. Tourism provides support not only for our local music scene directly, but for all Quad Citizens as a result. Tourism makes the Quad Cities a better **a better music scene** and a better community.

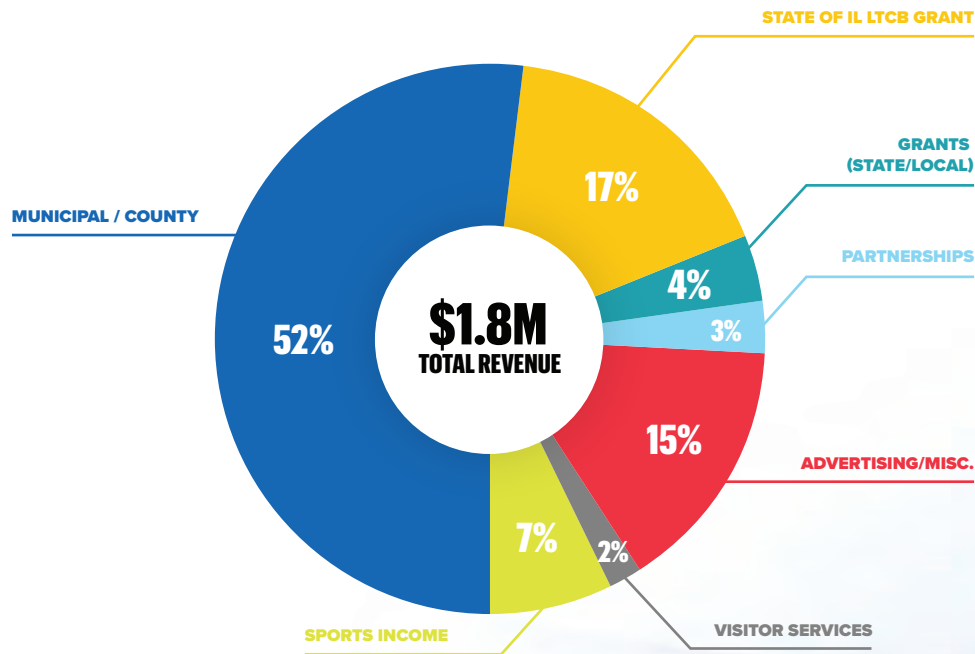
- TYSON DANNER, EXECUTIVE DIRECTOR, COMMON CHORD



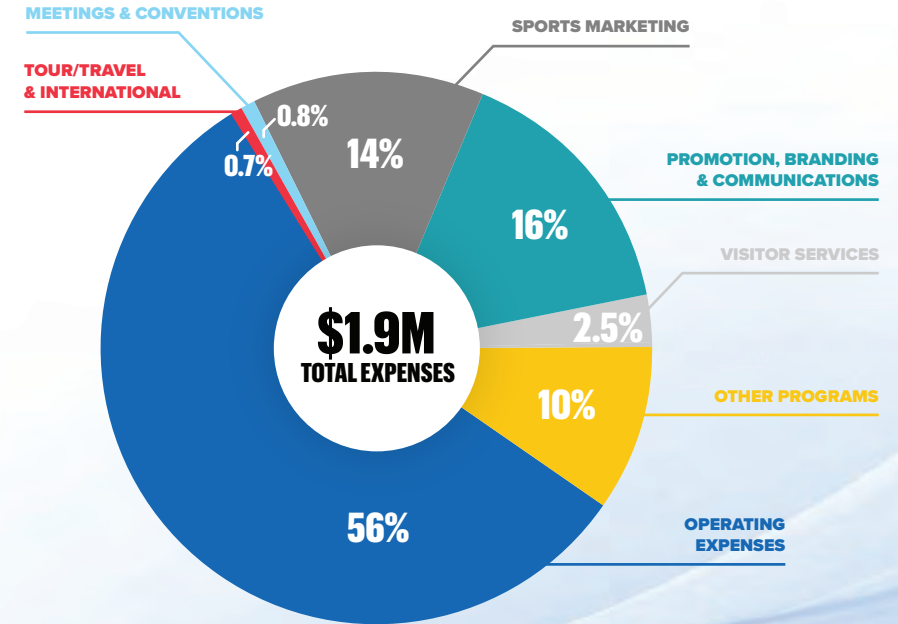
# FY22 FINANCIAL SUMMARY AND STATEMENT

July 1, 2021-June 30, 2022

## FY22 REVENUE SUMMARY



## FY22 EXPENSE SUMMARY



“With the support of Visit Quad Cities, the Putnam is able to share our region’s rich history, ecology and our vast collection with visitors from around the world. The team at Visit Quad Cities consistently proves their commitment to elevating the Quad Cities brand and promoting **authentic visitor experiences** that show what it means to be a Quad Citizen.”

– RACHAEL MULLINS, PRESIDENT & CEO, PUTNAM MUSEUM AND SCIENCE CENTER

## REVENUE

Municipal/County	\$957,104
State of IL LTCB Grant	\$313,167
Grants (State/Local)	\$79,100
Partnerships	\$52,437
Advertising	\$8,332
Visitor Services	\$32,860
Miscellaneous	\$139,408
- Interest Income	\$2,865
- PPP1 Loan Forgiveness	\$130,000
Sports Income	\$133,204

**TOTAL REVENUE** **\$1,848,478**

## EXPENSES

Meetings & Conventions	\$15,656
Tour/Travel & International	\$15,327
Sports Marketing	\$264,814
Promotion, Branding & Communications	\$303,382
Visitor Services	\$50,713
Other Programs	\$198,991
Operating Expenses	\$1,099,934

**TOTAL EXPENSES** **\$1,948,817**

## NET INCOME

**\$(100,339)**

\*Unaudited results





“Our guests are curious travelers, and they continue to tell us that the Mississippi is the river they most want to sail with us. **The Mississippi River is closer to home** for many of our guests, and no other waterway has played such an important role in America’s history, commerce and culture.”

-TORSTEIN HAGEN, CHAIRMAN OF VIKING

## LETTER FROM BENJAMIN LEISCHNER

FY23 Board Chair



The Quad Cities is poised for the future, and we have a bold vision guiding us. We are continuing to move the Quad Cities through economic recovery and capitalize on the momentum of new developments that will enhance our quality of life and help us achieve our goal of making the Quad Cities region a global destination. With each new investment in our downtowns and neighborhoods, cultural amenities, transportation systems and businesses, we are sending a message that the Quad Cities is growing, dynamic and worthy of exploration.

Tourism directly ties to growth within our community, and strategically investing in it helps drive the talent and workforce outcomes we all want to see happen in the Quad Cities. By showing visitors that the QC is a cool place to visit and a great place to live, we will get a return on that investment that will benefit us for decades to come.

We begin this year working toward securing grants on both the Illinois and Iowa sides of the river which will support programs aimed at revitalizing the hard-hit tourism industry and the visitor economy it supports.

These programs will seek to attract visitors and new residents, boosting economic growth.

When people visit our region, they see how special it is. From global companies to homegrown entrepreneurs, from artists to fabricators, the Quad Cities is a region where people can make a difference and find purpose in their work and passions.

There is a lot of work ahead of us along with many exciting opportunities, and I know we are up to the challenge.

Sincerely,

A handwritten signature in black ink, appearing to read 'Benjamin Leischner'. The signature is fluid and cursive.

**Benjamin Leischner, A.A.E.**

*Chairman  
Visit Quad Cities*



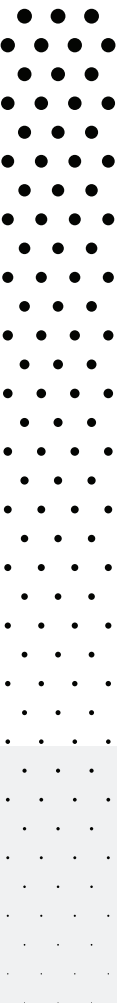
# TOURISM MASTER PLAN AND GOALS

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”).

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.



## 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



# FY23 KEY LEADERSHIP

## Visit Quad Cities Executive Committee and Officers

Ben Leischner, Chairman  
Kai Swanson, Immediate Past Chair  
Corri Spiegel, First Vice-Chair  
Maria Ontiveros, Second Vice-Chair  
Mo Hyder, Treasurer  
Dave Herrell, Secretary

## Visit Quad Cities Board of Directors

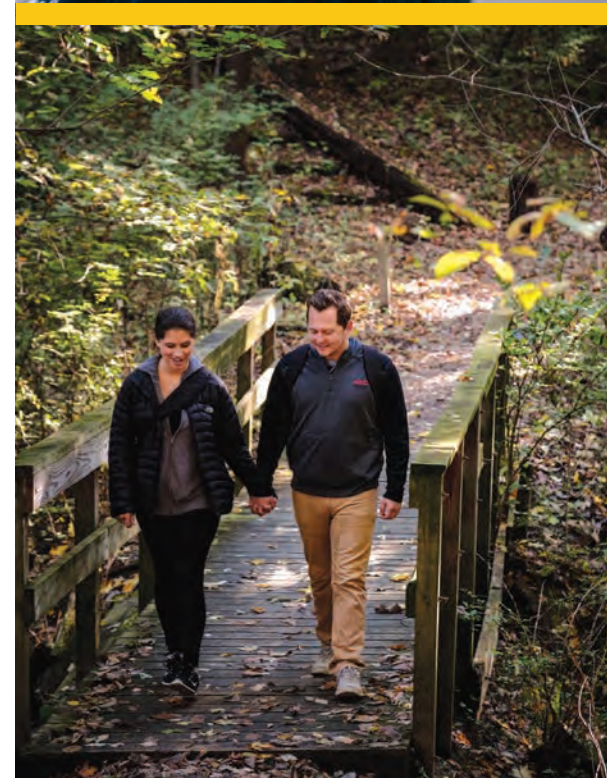
Neil Dahlstrom, Deere & Company  
John DeDoncker, TBK Bank  
Mayor Bob Gallagher, City of Bettendorf  
Todd Hajduk, TPC Deere Run  
Michelle Hargrave, Figge Art Museum  
Dave Herrell, Visit Quad Cities; Ex-Officio  
Nick Holke, Axis Hotel  
Mo Hyder, Rhythm City Casino Resort  
Tony Knobbe, Scott County, Iowa  
Ben Leischner, Quad Cities International Airport  
Maria Ontiveros, Mercado on Fifth  
Brandy Poston, Quad Cities Chamber  
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

## Tourism Master Plan Implementation Leadership Team

Nancy Ballenger, Caesars Entertainment/Isle Casino Hotel  
Bettendorf; Leadership Team Chairwoman  
Debbie Anselm, Lee Enterprises/Quad-City Times  
Kyle Carter, Quad Cities Chamber/Downtown  
Davenport Partnership  
Tyson Danner, Common Chord  
Cathy Edwards, Edwards Creative  
Alexandra Elias, Renew Moline  
Ian Frink, Crawford Company  
Sue Hafkemeyer, Quad Cities Community Foundation  
Kate Jennings, Q2030  
Kevin Maynard, Quad City Arts  
Maria Ontiveros, Visit Quad Cities Board Liaison  
Kerry Smith, Entrepreneur and Community Leader

## Brand Acceleration & Engagement Committee

Ashleigh Davis, Quad Cities International Airport  
Ashley Hansen, John Deere Classic  
Brandon Jens, Deere & Company  
Alex Salaverria, Quad City Arts  
Jennifer Walker, Quad Cities Chamber  
Lexi Yoggerst, Western Illinois University -  
Quad Cities Campus





“We live in a uniquely vibrant and diverse, bi-state community. Visit Quad Cities showcases our communities, our people, our collective **“joy of life.”** We are fortunate that we have Visit Quad Cities telling others about the wonderful place we call home.”

– BETH LAGOMARCINO, LAGOMARCINO’S



travel  
**IOWA**

**QUADCITIES**  
VISITQUADCITIES.COM

**IOWA | ILLINOIS**

enjoy  
**illinois**