

QC, THAT'S WHERE!

TOURISM EMPOWERS

OUR REGIONAL

DESTINATION



QUADCITIES
VISITQUADCITIES.COM

LETTER FROM THE PRESIDENT AND CEO

FY23 Destination Impact Report



Thank you for your commitment and belief that tourism is indispensable and makes a positive impact every day on our regional economy. Visit Quad Cities' vision is crystal clear: to become an internationally recognized, must-experience riverfront destination.

The teamwork required to deliver the collective impact and produce the outcomes we must realize as a community are driven by the partnership that we have with you. As your official and industry-certified Destination Marketing and Management Organization (DMMO), we strive to serve the region with purpose and the expectation we will compete and win because it is imperative to achieve our quality of life goals and intentionally design the QC of the future.

The Quad Cities' \$1 billion visitor economy relies on a steady hand to lead and guide our destination for relevance and growth. Non-resident revenues are simply the best money out there to build our community, and this is why tourism must continue to be prioritized by our public and private sectors. Along with bolstering our regional economy, tourism leads to stronger positioning, talent development, vibrancy of community, livability, and creating a sense of belonging for all.

The content in this impact report is a snapshot of FY23, and we are proud to share these top-line results. We are already several months into FY24, and our Board of Directors and professional team are focused on our pillars, priorities, key business objectives, performance indicators, and the strategies and tactics that we have initiated and are executing.

I would encourage you to get connected further with the positive impact tourism produces for your community and join us as we share our incredible story with the world. You know, it's okay to brag and shout from the rooftops about the place you call home. Quite frankly, we need to do this more with courage and civic will if we want to move the region forward.

Lastly, Visit Quad Cities is an economic development engine and takes great pride in selling, marketing, and promoting our brand 24/7/365. As a shared and common community value, we are grateful for your investment and support of tourism development, destination marketing, and visitor experience. We are humbled by the opportunity to serve and firmly believe that our destination can achieve big things!

Respectfully yours,

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

Dave Herrell

President and CEO and Proud Quad Citizen



 vibrant arena



Entertainment and tourism power an economic engine for the entire region. The work that the Visit Quad Cities team does is invaluable for the Quad Cities and are crucial elements to the vitality and quality of life for our community. We are proud to host hockey, football, collegiate sports, top-name concerts, family shows, and conference center events every year that impact the local economy in a significant way. Vibrant Arena at The MARK **recently completed the most successful year** in our 30-year history, and our partnership with Visit Quad Cities has contributed to making the QCA one of the preeminent destinations in the Midwest.

- SCOTT MULLEN, CVE, EXECUTIVE DIRECTOR, VIBRANT ARENA AT THE MARK

LETTER FROM BEN LEISCHNER

FY23 Board Chairman



It has been my honor to serve as the Board Chair for Visit Quad Cities. As a relatively recent transplant, it's been an eye-opening experience transitioning from newcomer to advocate. When I reflect on the past year, a few highlights come to mind.

In February, Illinois enacted new Tourism Improvement District legislation, which creates stability in the destination marketing industry after the pandemic brought forward new challenges. Cities and regions across the U.S. are becoming more competitive going after tourism dollars, and funding for Illinois DMMOs was lagging. This legislation opens up new resources so we can join the playing field on equal footing and compete for meetings, events, and increased leisure travel. We are grateful to Illinois Governor J.B. Pritzker for his support of that legislation.

Not only did Governor Pritzker demonstrate his support from Springfield, but he also met with Visit Quad Cities staff during a visit to the Quad Cities. We appreciated the opportunity to have a meaningful conversation around tourism in Illinois and specifically the Quad Cities, sharing our challenges and our vision.

When you make a place fun to visit, it becomes a fun place to live, and working toward turning visitors into residents has been an exciting challenge. BixBRAI is a great example of what we can achieve.

Thousands of visitors descended upon the Quad Cities in a single weekend, both those participating in the races and those cheering others on. It was an extraordinary end to my time as Capital Chair, and I am more confident than ever in our region's ability to accomplish great things and show the world how special the Quad Cities region is.

Thank you to my fellow board members for their commitment and advocacy. This is an exciting time to be a Quad Citizen, and I, for one, can't wait to see what comes next.

Sincerely,

A handwritten signature in black ink, appearing to read 'Ben Leischner', written in a cursive style.

Benjamin Leischner

*Immediate Past Board Chair
Visit Quad Cities*



As a Hotelier and the President of the Quad Cities Lodging Association (QCLA), I have seen **firsthand the positive impact that tourism has on our community.**

Collaborating with Visit Quad Cities allows us to showcase the uniqueness of our region to visitors, enhancing our occupancy rates and fostering a sense of community pride. Their efforts in promoting local attractions and events greatly contribute to our success and the overall prosperity of the Quad Cities.

• SHAY PATEL, PRESIDENT OF THE QUAD CITIES LODGING ASSOCIATION,
OWNER OF THE COMFORT INN & SUITES EAST MOLINE





VQC OVERVIEW

ABOUT US

Founded in 1990, Visit Quad Cities is the official Destination Marketing and Management Organization (DMMO) for the region, and we are guided by our values of people, partnerships, and personality. The Quad Cities regional destination is a bi-state family of communities in Eastern Iowa and Northwest Illinois and is located on the world-renowned Mississippi River.

Visit Quad Cities has been bringing investment into our regional destination through sales, service, and promotional efforts that drive new and repeat visitors for meetings, conventions, sporting events, group tours, business travel, vacations, and getaways. 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 with pillars grounded in tourism development, destination marketing, and visitor experience. We operate two divisions of the organization. The first division is Sports QC Powered by Visit Quad Cities – a 501 (c)(3) organization operating as the official sports commission for the region. It is responsible for attracting, hosting, creating, and facilitating sporting events. The second is Quad Cities Destination, Inc. – 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're 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, 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.

BELONGING STATEMENT

Visit Quad Cities is committed to helping foster a region that is built by a culture of belonging. QC, That's Where we are a welcoming community that celebrates inclusion and diversity so that every Quad Citizen and visitor can thrive.



BY THE NUMBERS

\$1.14 BILLION

ANNUAL VISITOR SPENDING IN THE QC

54% AVERAGE

HOTEL OCCUPANCY IN FY23

\$100.21

AVERAGE DAILY HOTEL
ROOM RATE

[\$53.46 AVERAGE
REVENUE GENERATED
PER HOTEL ROOM

6,500+ HOTEL ROOMS

73 HOTEL PROPERTIES

512,290

QUAD CITIES INTERNATIONAL
AIRPORT PASSENGERS



8,618 Quad Citizens employed in the
visitor economy industry

\$55M EARNED

MEDIA VALUE

**3 MILLION ADVERTISING
IMPRESSIONS**

GENERATED THROUGH VQC CAMPAIGNS



400,000 WEBSITE VISITS

14,000+ OPT-IN EMAIL UNIVERSE

**3,974 QC INSIDERS
SUBSCRIBERS**

**6.41 MILLION PEOPLE
REACHED ON FACEBOOK POSTS**

[UP 75% FROM FY22

**40,983 SHARES
ON FACEBOOK POSTS**

[A 271% INCREASE FROM FY22

11,029 CLICKS

ON OUR LINKEDIN PAGE
AND POSTS

[A 257% JUMP FROM FY22

**2,480 NEW FOLLOWERS
ON LINKEDIN**

[A 34% INCREASE FROM FY22

16 MICROBREWERIES

ON THE QC ALE TRAIL

[662 SIGNUPS FOR QC ALE TRAIL
1,306 IN THE QC ALE TRAIL FACEBOOK GROUP

39 LOCAL COFFEE SHOPS

ON THE QC COFFEE TRAIL

[2,566 SIGNED UP FOR QC COFFEE TRAIL
2,666 IN THE QC COFFEE TRAIL FACEBOOK GROUP

A record-breaking 80 participating
restaurants during QC Restaurant Week



46 national river cruise line stops supported and enhanced by Visit Quad Cities

242 FREE BIKE RENTALS THROUGH VQC

FOR VISITORS/RESIDENTS TO EXPERIENCE OUR TRAILS

28 PODCAST EPISODES GARNERED 2,057 DOWNLOADS

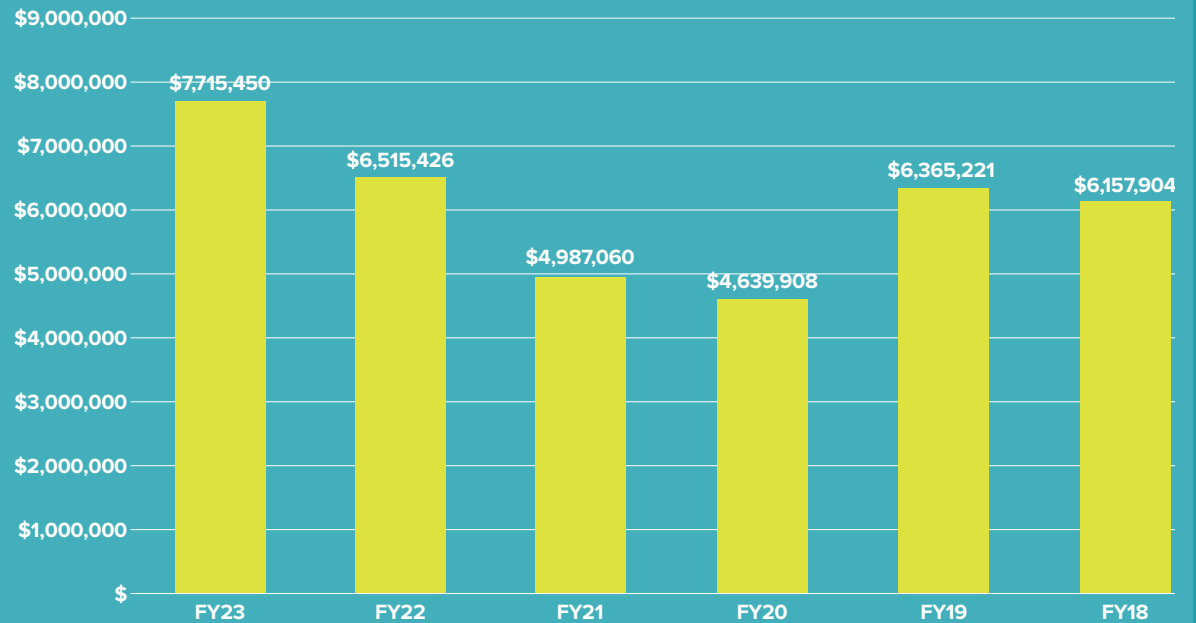


\$30M IN DIRECT ECONOMIC IMPACT FROM GROUP BUSINESS

Datafy has 315 polygon locations in the QC (i.e., cities, downtowns, and destination assets and attractions)

130 CERTIFIED TOURISM AMBASSADORS (CTAs)

QUAD CITIES TOTAL HOTEL/MOTEL TAX COLLECTIONS



FY23 HIGHLIGHTS

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

- Distributed more than 40,000 QC Destination Guides.
- Garnered more than 3 million impressions through a combination of advertising platforms from FY23 advertising campaigns.
- Reached highest website visitation since the beginning of the pandemic, with over 400,000 visitor sessions.
- Produced 28 QC, That's Where podcasts telling the untold stories of our regional destination. All podcasts are available at VisitQuadCities.com as evergreen content and wherever you get your podcasts. There are now more than 60 episodes available.
- Grew opt-in email database to more than 14,000 emails.
- Accomplished a nearly 99% open rate of weekly QC Insider text campaigns and 4,000 subscribers providing an effective vehicle to market events and special promotions in the QC.

✓ Competitively position the market for identity and growth

- Successfully advocated at the local, state, and federal levels for tourism investment. Illinois and Iowa saw record investments in tourism marketing and promotion.
- Advocated for and saw Tourism Improvement District (TID) legislation become law in the State of Illinois. This concept was first introduced in 2011.
- Officially launched Sports QC Powered by Visit Quad Cities in March 2023, gaining regional and national media attention.
- Awarded Event Partnership of the Year by the Sports Events & Tourism Association for the 2022 Tim Selinske Professional Disc Golf Association U.S. Masters Championships.

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

- Garnered 337 published articles in outside markets with an advertising dollar equivalent of \$55 million for earned media about the Quad Cities relating to tourism.
- Hosted travel writers, who are members of the International Food & Wine Travel Writer Association (IFWTWA). The writers came from California, Missouri, and Minnesota and produced stories, blogs, and social media about their visit to promote the Quad Cities.
- Developed a new website at DavenportRAGBRAI.com to serve as the official Quad Cities information source for the 50th Anniversary of RAGBRAI.

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

- Secured over \$231,000 in partnership, investment, and grants with a roll-out of the new investment program for the corporate and business community.
- Modernized the visitor experience by reopening the Union Station Destination Center.
- Refreshed visitor area at the Iowa 80 Trucking Museum.
- Welcomed Viking Cruise Lines for its inaugural stop and celebration.
- Greeted close to 7,000 visitors from 46 national river cruise dockings.
- Made 50,000+ business referrals through on-vessel meetings, on-site welcome tables, and pre-cruise communications.

✓ Provide valuable business intelligence and market research resource

- Continued use of Datafy, a 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.

✓ **Attract conventions, meetings, conferences, events, group tours, and reunions**

- Generated nearly \$30 million in direct economic impact from group business.
- Booked 36,476 room nights for meetings, conventions, sports, and tour/travel group business.
- Booked first city-wide convention awarded for 2026 Central States Shrine Association, with expected 3,000 attendees and more than 5,000 hotel room nights – highest ever in the program’s 10 years.
- Secured large convention wins, including:
 - 2024 NASCOE (National Association of FSA County Office Employees)
 - 2024 Illinois State Association of Letter Carriers
 - 2024 Iowa Association of Business & Industry
- Successfully hosted numerous events, including but not limited to:
 - Palmer College of Chiropractic 125th Anniversary Celebration
 - Lutherans for Life National Conference
 - National Farmers Convene
 - International Snowmobile Congress Convention

✓ **Create and develop innovative product experiences for tourism**

- Created the new QC Public Art Trail in partnership with Quad City Arts
- Launched the first QC Glass Hunt in conjunction with Hot Glass. Hand-blown glass floats were hidden in public parks, and the public was invited to find and keep them as a souvenir and piece of art for their home.
- Celebrated QC Restaurant Week with 80 restaurants participating – the highest ever in the program’s 10 years. From almost 500 nominations, VQC surprised five servers who go above and beyond to make experiences special and bring a customer-centric energy to work with them.
- Welcomed 16 museums that participated in the 7th Annual QC Museum Week, each reporting above average attendance.

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

- Hosted numerous events, including but not limited to:
 - International Softball Congress World Fastball Tournament
 - Tim Selinske Professional Disc Golf Association U.S. Masters Championships
 - Missouri Valley Conference Women’s Basketball Championship
 - NAIA Women’s Golf National Championship
 - U.S. Youth Lacrosse Championship
 - USA Water Polo Div. III Women’s Collegiate National Championship

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

- Successfully operationalized the Certified Tourism Ambassador (CTA) program and trained 130 new CTAs who support workforce, customer service, and develop brand champions.
- Activated visitor touchpoints at QC signature events, the Rock Island Arsenal, higher education events, and other in-market opportunities.
- Promoted and supported 1,000+ local events and festivals in the region through VQC platforms.
- Continued to promote destination assets through all distribution channels.



FY23 DATAFY REPORT

FY23 July 1, 2022 – June 30, 2023 (50+ mile radius)

**3 MILLION
UNIQUE VISITORS**



14.5 MILLION
VISITOR DAYS SPENT IN THE QC

2.4 DAYS AVERAGE LENGTH
OF STAY

6.1 MILLION VISITS
TO THE QC REGIONAL DESTINATION

DEMOGRAPHICS

AGE

45-64 **33.6%**

25-44 **28.4%**

65+ **26.7%**

16-24 **11.3%**

INCOME

\$100K+ **33.8%**

\$0-\$50K **33.7%**

\$75K-\$99K **19.3%**

\$50K-\$75K **13.2%**

ETHNICITY

White **85.3%**

Hispanic **7.1%**

Black **4.4%**

Asian **2.9%**

NUMBER IN HOUSEHOLD

1-2
50.1%

3-5
41.9%

6+
8%

MALE VS. FEMALE

50.1% Female

49.9% Male

EDUCATION

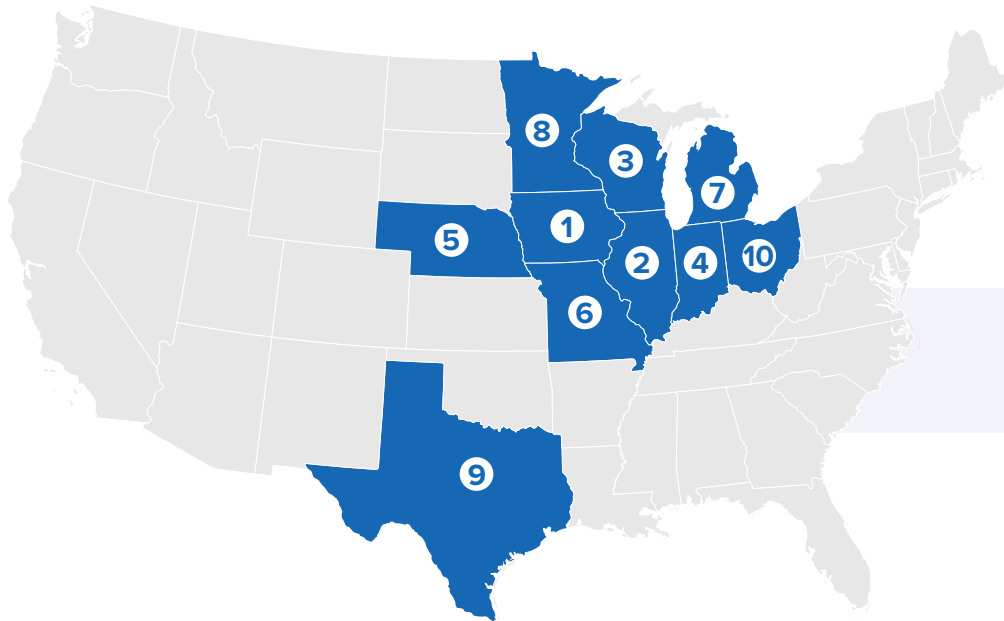
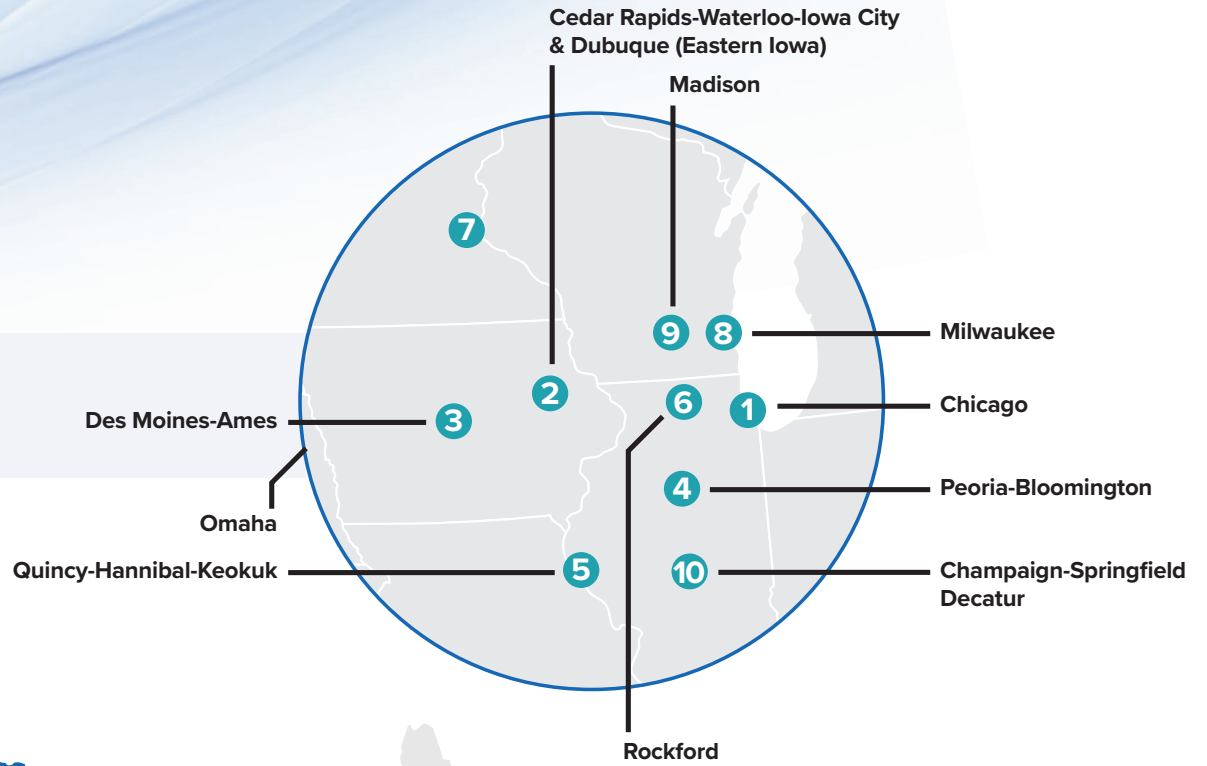
High School **55.7%**

Bachelors **39.1%**

Graduate **5.2%**

*Mobile phone data capture from 16 yrs. old+

**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



BringItQC.com



QCARTrail.com



QCFamilyPass.com



QCThatsWhere.com



QCInsidersBlog.com



TextVisitQC.com



VisitQuadCities.com

KEY TOURISM PARTNERS





Sports tourism has a **significant impact on the local community** in the form of economic growth through job creation, increased tax revenue, and attracts new businesses to the area. As a division of Visit Quad Cities, Sports QC is the official sports commission for the region and is responsible for attracting, hosting, creating, and facilitating sporting events. With the support of our advisory group, we look to be more intentional about identifying good business for our QC regional destination.

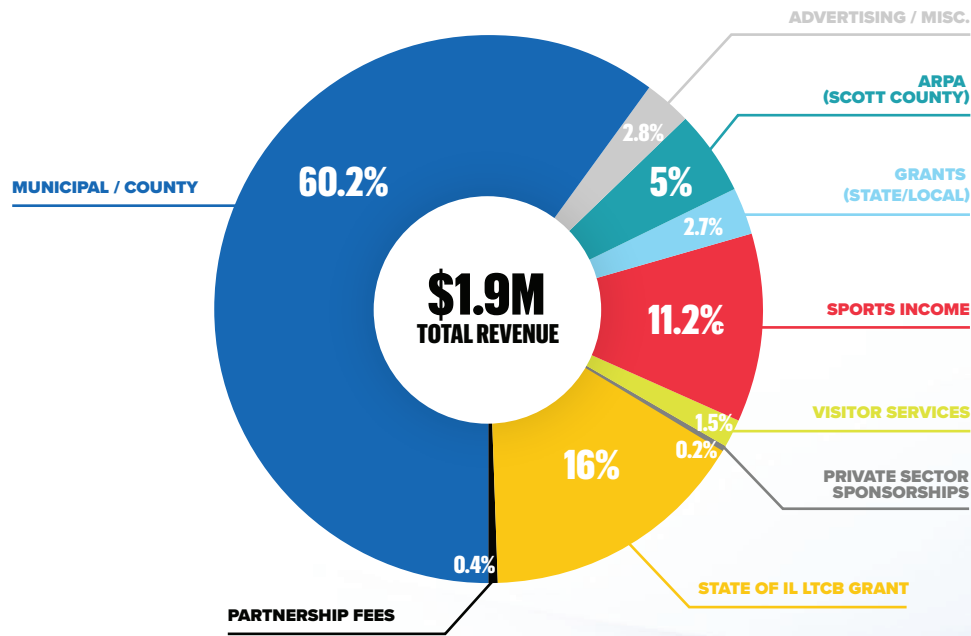
- TODD HAJDUK, PGA, GENERAL MANAGER/DIRECTOR OF GOLF, TPC DEERE RUN



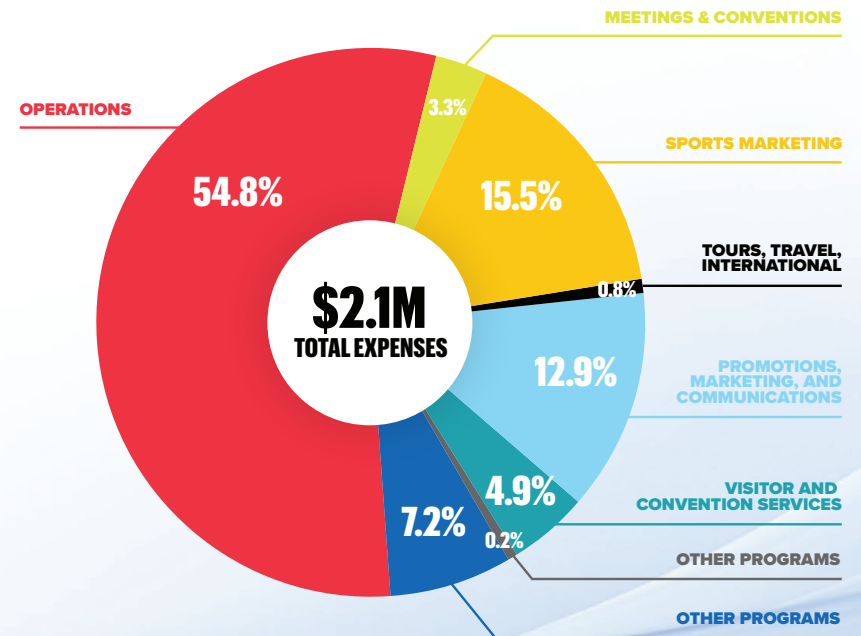
FY23 FINANCIAL SUMMARY AND STATEMENT

July 1, 2022 - June 30, 2023

FY23 REVENUE SUMMARY



FY23 EXPENSE SUMMARY



With almost 10 years as part of the QC community, we **continually see the impact of tourism** in Downtown Davenport. Visitors and Quad Citizens alike want to experience all things local, and Visit Quad Cities is an excellent resource for just that!

- FRAN MAUS, OWNER, ME & BILLY

REVENUE

Municipal/County	\$1,202,445
State of IL LTCB Grant	\$ 320,575
Grants (State/Local)	\$100,000
Partnerships	\$54,329
Advertising	\$8,563
Visitor Services	\$24,341
Miscellaneous	\$30,000
- Interest Income	\$3,673
- Miscellaneous	\$ 31,032
QC Sports Commission Income	\$223,030

TOTAL REVENUE

\$1,997,987

EXPENSES

Meetings & Conventions	\$70,350
Tour/Travel & International	\$17,694
Sports Marketing	\$329,386
Promotion, Branding & Communications	\$274,374
Visitor & Convention Services	\$50,713
Other Programs	\$198,991
Q2030 Backbone Champion Investment	\$10,000
Other Programs	\$152,451
Operating Expenses	\$1,164,303

TOTAL EXPENSES

\$2,123,551

NET INCOME

\$(125,564)

*Unaudited results





The Quad City Symphony Orchestra is one of the longest continuously operating orchestras in the country, having brought the Quad Cities together through music for well over 100 years and counting. Our vision today is to be where access meets inspiration, using music to connect residents and visitors through performances and learning experiences. Arts and culture amenities like live music performances are **absolutely essential to a thriving visitor economy** and serve an indispensable role in putting our community on the map as a destination worthy of discovery. We are grateful to Visit Quad Cities for the many ways they champion the QCSO as an important part of our thriving destination!

- BRIAN BAXTER, EXECUTIVE DIRECTOR, QUAD CITY SYMPHONY ORCHESTRA



LETTER FROM CORRI SPIEGEL

FY24 Board Chair



Visit Quad Cities embodies an ambitious vision that places utmost importance on the essence of people, partnerships, and personality. As individuals and as a collective, we are wholeheartedly dedicated to propelling our region forward, where the quality of life harmoniously intertwines with the quality of experience.

The undeniable potency of place is the heartbeat of our philosophy. Locations possess the extraordinary capability to shape our destinies, inspire profound thoughts and emotions, and stand as the canvas upon which our most treasured moments are painted. The profound appreciation and adept utilization of this power lies at the very core of Visit Quad Cities' destination marketing and development approach, fostering the creation of experiences that are not just memorable but transformative.

Our commitment extends to curating remarkable encounters for both our region's visitors and the cherished residents who call the QC home. Through a steadfast commitment to forging robust partnerships with local communities, businesses and organizations,

we have fostered a landscape of sustainable, responsible, and mutually enriching destination-enhancing initiatives. These initiatives are designed to leave a lasting positive impact on both the travelers who explore our region and the communities that shape its unique tapestry.

At Visit Quad Cities, we are not just promoting a destination; we are cultivating a tapestry of experiences that leave an enduring mark on all who engage with the Quad Cities region. We invite you to embark on this remarkable journey with us and discover the boundless possibilities that await.

Sincerely,

A handwritten signature in black ink that reads "Corri Spiegel".

Corri Spiegel

Chair

Visit Quad Cities

TOURISM MASTER PLAN AND GOALS

The 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 energy as the vision for tourism is realized; and it helps everyone understand and close the gap between the supply and demand - that is - the activities and experiences offered by stakeholders (supply) and what visitors and residents wish to experience (demand).

Below are a few highlights from the 17 recommendations and 92 initiatives that our organization is taking on, in partnership with other Quad Cities' entities.

Destination Promotion 1.1.

Articulate and emotionalize the Quad Cities' identity.

Visit Quad Cities has partnered with the Quad Cities Chamber on the QC, That's Where campaign to address the initiative of engaging partners and stakeholders in bolder and unified economic development messaging. The two organizations' continued commitment to using this campaign to drive visitation, economic prosperity, talent, and to reinforce livability has generated millions of valuable advertising impressions to multiple audiences including, but not limited to, meeting planners, rights holders, group business, sight selectors, and the leisure travel market. These messages have been promoted in key origin markets such as Chicago, Milwaukee, Des Moines, and Omaha to name a few. VQC reinforces its promotional campaigns, materials, and identity strategy to strengthen consistency.

Destination Promotion 1.3

Engage Quad Citizens to build resident pride, improve bragability, and activate destination champions.

Visit Quad Cities' Certified Tourism Ambassador (CTA) program is currently the only CTA program operating in Illinois and Iowa. The program has been operationalized with 130 CTAs from multiple industries working alongside VQC to improve visitor experience. The Quad Cities Lodging Association (QCLA) is a pivotal partner with this initiative as VQC and QCLA work together to bolster the hospitality industry workforce by creating tangible customer service training.

Governance 5.3

Prioritize investment in the visitor economy to remain competitive.

Through its affiliation with the Illinois Council of Convention & Visitor Bureaus (ICCVB), VQC helped lead and support groundbreaking legislation in the State of Illinois to support destination marketing and tourism development. Recently, Governor Pritzker signed into law HB0268 Tourism Preservation and Sustainability District Act, which is enabling legislation for communities to pursue Tourism Improvement District (TID) opportunities to increase overnight demand and increased tourism. This concept was first introduced in Illinois in 2011.



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 Quad Cities identity; leverage meetings and events to drive economic development; engage 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 nighttime 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.



Tourism is a huge part of any local economy, no matter the size or population. People typically travel for fulfillment while exploring what the local scene has to offer, and coffee often tops the list! As a relatively new coffee shop in the Quad Cities, we are always on the lookout for ways to attract new customers and can say, without a doubt, that our partnership with Visit Quad Cities and participation in the QC Coffee Trail did just that. **We were able to showcase our unique little shop as a travel destination** to hundreds of visitors as well as reach many local residents who were not yet familiar with the Coffee House.

- DIANE LAMACKI, OWNER, THE COFFEE HOUSE



FY24 KEY LEADERSHIP

Visit Quad Cities Executive Committee and Officers

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

Visit Quad Cities Board of Directors

Neil Dahlstrom, Deere & Company
 John DeDoncker, TBK Bank Board Member
 Mayor Bob Gallagher, City of Bettendorf
 Todd Hajduk, TPC Deere Run
 Travis Hankins, Bally's Quad Cities
 Michelle Hargrave, Figge Art Museum
 Dave Herrell, Visit Quad Cities; Ex-Officio
 Nick Holke, Axis Hotel
 Mo Hyder, Rhythm City Casino Resort
 Ben Leischner, Quad Cities International Airport
 John Maxwell, Scott County Board of Supervisors & Cinnamon Ridge Farms
 Maria Ontiveros, Mercado on Fifth & Group O
 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
 Allison Wright, Pappas Wright, PC

Tourism Master Plan Implementation Leadership Team

Nancy Ballenger, Caesar's Entertainment/Isle Casino Hotel Bettendorf; Leadership Team Chairwoman
 Debbie Anselm, Lee Enterprises/Quad-City Times
 Kyle Carter, Quad Cities Chamber of Commerce/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; Mercado on Fifth & Group O
 Kerry Smith, J.F. Edwards Construction Company

Sports QC Advisory Group

Todd Hajduk, TPC Deere Run and Visit Quad Cities Board of Directors; Chairman
 Sara Cross, First Tee of the Quad Cities
 Eric Griffith, City of Moline Parks & Recreation
 Ryan Hintze, Corn Belt Capital
 Mike Holmes, St. Ambrose University
 Andrew Lehman, John Deere Classic
 Scott Mullen, Vibrant Arena at the MARK
 Jeff Reiter, City of Bettendorf
 Emily Skahill, Frontier Hospitality
 Laura Wittnebel, TBK Bank Quad Cities Marathon
 Mike Zapolski, Augustana College



Our collaboration with Visit Quad Cities allows us to continually deliver our mission by connecting people to plants while simultaneously having an impact on the cultural and tourism landscapes here in the Quad Cities. Their team consistently delivers results for not only our gardens, but for everyone who calls the Quad Cities home by making it a **thriving place to live, work, and play**. We genuinely appreciate all they do for tourism in the Quad Cities and always enjoy the energy, creativity, and forward-thinking approach they take to their work.

- RYAN WILLE, EXECUTIVE DIRECTOR, QUAD CITY BOTANICAL CENTER



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IOWA

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