

THE LANDING

A PREMIER PROJECT

Community Aquatic Facility & Ice Rink

AND A PREMIER PARTNERSHIP



**YMCA of the Iowa
Mississippi Valley**

THE LANDING PROJECT



Splash Landing Aquatic Facility

(Formerly Known as Middle Pool)

- 70+ Year Old Facility
- Aging Infrastructure:
Continuous Leaks, Paint Problems, Outdated Structures, & Operational Challenges

THE LANDING PROJECT



THE FUTURE

**20,000+ Square Foot
State of the Art Facility:**

- Activity Pool
- 3-Story Tall Slide Tower
- Splash Deck
- Lazy River

Owned by the City of Bettendorf
Operated by the YMCA of the Iowa Mississippi Valley

THE LANDING PROJECT

Frozen Landing Ice Rink

- Prototype Project
- Highly Anticipated Winter Destination (14,000+ Visitors Every Year)



THE FUTURE

Permanent Fixture on 1.2 Acres:

Island Feature

Decorative Railing System

Year-Round Facility

FUNDING

Aquatic Facility

Estimated \$18.7 Million

1/3 Funding Model:

- City of Bettendorf Resolution of Support
- The YMCA of the Iowa Mississippi Valley Financial Commitment
 - Private Donors & Grants

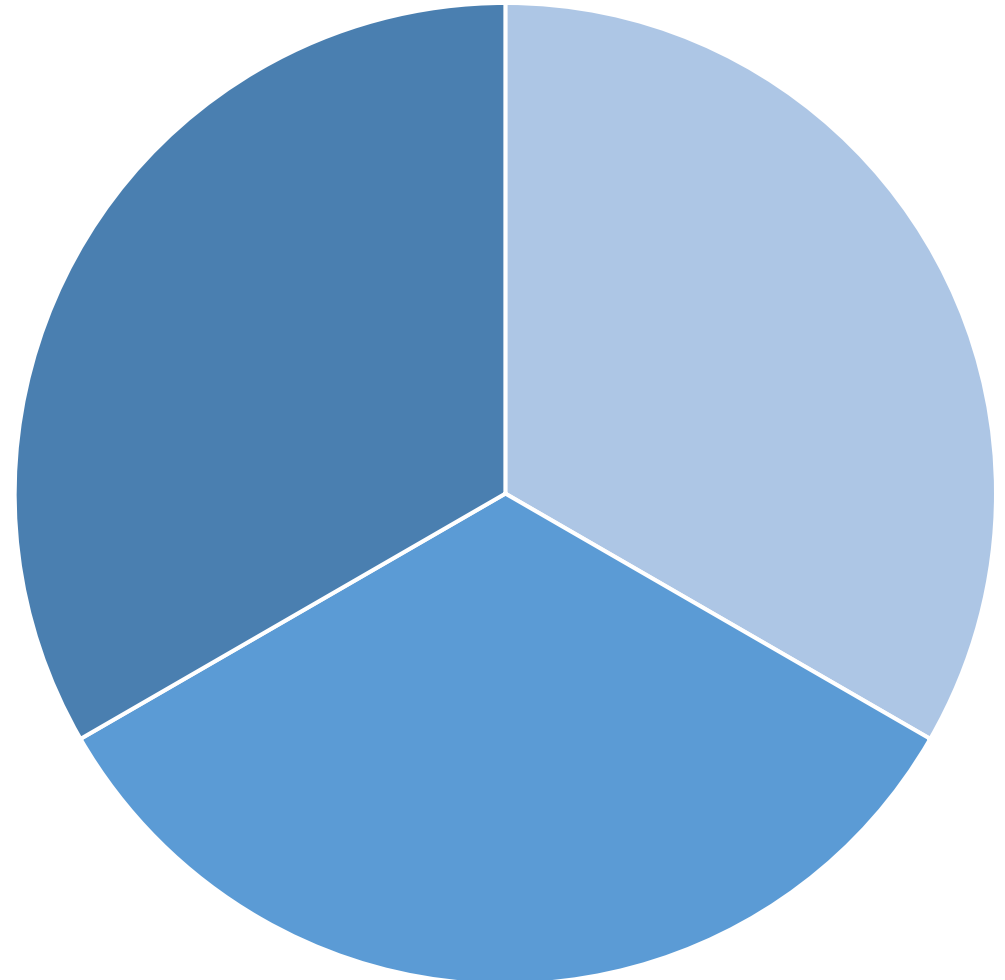
Ice Rink

Estimated \$3 Million

100% Funded by the City
as Part of Phase 2

Aquatic Facility Funding

A Community-Funded Initiative



■ City of Bettendorf ■ YMCA ■ Private Donors

COMMUNITY INPUT

Custom Web Page

www.bettendorf.org/TheLanding

Social Media Posts

Informational Open Houses



Mayor's Message



COMMUNITY SURVEY

August 16th–August 31st, 2022



2,778 Responses

75%+ Used Pool and/or Ice Rink

2,416 Comments:

Majority Very Supportive of Aquatic Facility

1/3 Funding Model Created Great Community Support
Without Burdening Taxpayers

Survey FAQ and Answers:

www.bettendorf.org/TheLanding

COMMUNITY IMPACT

Inclusive: Open to the Public Every Day

New, Affordable Recreational Youth Programming
PLUS the Continuation of City Recreational Programs

State of the Art Amenities

Taxpayer Savings & No Tax Increases

Aug 31, 2022

I believe collaboration with non-profit organizations is essential and believe this will be a win-win for the community overall. Change is difficult but I think that once it is implemented the current LFC members will be very happy with the outcome and services. Many are not aware of the scholarships and programs that the Y offers for people with limited incomes and budgets.

Aug 29, 2022

As a member of Ys for 66 years, I concur with the decision. This YMCA has a history of collaborating with community entities. It has also developed into an inclusive service organization serving the individuals across the lifespan, gender, race, and more ... The Y is more than fitness, it is about wellness of the community.

COMMUNITY CAMPAIGN

May 15th–June 1st, 2023

Total Donations To Date: **\$14,712.00**

Of Donors To Date: **97**

CAMPAIGN EFFORTS

Web Pages

- Donation Page Established
- Web Page Updated (www.bettendorf.org/TheLanding)

Social Media Channels

- YMCA of the Iowa Mississippi Valley Facebook Page (12,000+ Followers)
- YMCA of the Iowa Mississippi Valley Instagram Page (973 Followers)
- City of Bettendorf Facebook Page (9,844 Followers)
- City of Bettendorf Parks & Recreation Facebook Page (5,042 Followers)
- City of Bettendorf Parks & Recreation Instagram Page (1,615 Followers)
- City of Bettendorf Alert Iowa Notifications (3,462 Targeted Users)
- City of Bettendorf Nextdoor Account (8,886 Members)
- City of Bettendorf LinkedIn Account (551 Followers)

Traditional Media Outreach

- [Quad-City Times](#)
- [Quad Cities Regional Business Journal](#)

Newsletters/Emails

- YMCA of the Iowa Mississippi Valley Email to Corporate Board
- City of Bettendorf Weekly Citizens Newsletter
- City of Bettendorf Parks & Recreation Email
- City of Bettendorf Family Museum Newsletter
- City of Bettendorf Public Library Newsletter
- City of Bettendorf Administrator Email to All City Employees, Family Museum Foundation, City Council, Planning and Zoning Commission, Board of Adjustment, Human Rights Commission, Parks Advisory Board, Bettendorf Development Corporation, Bettendorf Business Network, Downtown Bettendorf Organization

GIVE SOMETHING SMALL...
TO HELP US BUILD SOMETHING BIG!



THE LANDING COMMUNITY CAMPAIGN

Join Our CAT Grant Donation Drive:

We need YOUR support to secure the Iowa Economic Development Authority's Community Action and Tourism Grant!

SCAN THIS CODE →

OR

GO TO THIS LINK ↓



www.bettendorf.org/TheLandingCommunityCampaign



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CAMPAIGN TOTAL REACH

Web Pages

 Donation Page – 1,373 Views

Social Media Channels

 YMCA of the Iowa Mississippi Valley Facebook Page (12,000+ Followers)

- **9.9K Post Reach**
- 2.6K Post Engagement
- 25 Shares

 YMCA of the Iowa Mississippi Valley Instagram Page (973 Followers)

- 407 Post Reach

 City of Bettendorf Facebook Page (9,844 Followers)

- **14,393 Post Reach**
- 1,027 Post Engagement
- 21 Shares

 City of Bettendorf Parks & Recreation Facebook Page (5,042 Followers)

- 953 Post Reach
- 41 Post Engagement
- 1 Share

 City of Bettendorf Parks & Recreation Instagram Page (1,615 Followers)

- 600 Post Reach
- 19 Post Engagement

 City of Bettendorf Alert Iowa Notifications (3,462 Targeted Users)

- 2,407 Texts Received
- 2,630 Emails Received

 City of Bettendorf Nextdoor Account (8,886 Members)

- 2,773 Impressions

 City of Bettendorf LinkedIn Account (551 Followers)

- 181 Impressions

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Aquatic Facility Concept



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Aquatic Facility Concept



THE LANDING PROJECT

Ice Rink: Winter Concept



THE LANDING PROJECT

Ice Rink: Summer Concept

