

HEADLINES



July 7, 2005

Rock Solid. Rock Island.

Rock Island recently unveiled a new marketing strategy, branding the community as **Rock Solid. Rock Island.** A print advertising campaign was launched in The Rock Island Argus/The Dispatch, Quad City Times, and River Cities Reader. In addition, a new web site www.LiveRI.com was introduced.

The print advertising campaign features a series of six advertisements that focus on what makes Rock Island unique. Strong headlines identify key attributes, while the text provides more details.

The www.LiveRI.com web site promotes the entire community of Rock Island and is designed to assist individuals who may be looking to move to or open a business in Rock Island. Current citizens will also find the information useful, and the site links to many other web sites in the community.

The web site features:

- *Each neighborhood in Rock Island, whether or not it has a formal neighborhood organization*
- *Types of housing available*
- *Homebuyer programs available through [Rock Island Economic Growth Corporation](#) and the [City of Rock Island](#)*
- *Assistance for opening a business including available incentives*
- *A checklist to get business owners on the right path to open their business*
- *Demographic and economic data*
- *Available commercial real estate*
- *Little known facts about the schools*
- *Details on what each school is like, especially if for those new to the community*
- *Places to play*
- *Downtown*
- *Testimonials about [city services](#)*

In Rock Island, You Don't Just Buy A House, You Gain The Warmth Of Community.

Rock Solid. Rock Island.

Choose a Rock Island neighborhood and discover so much more to life. It begins with your friendly neighbors putting out the welcome mat for you. That's where you know you're found, community. And when it comes to home choices, our housing selection is as varied as our population. Here, you'll find contemporary family homes, classic renovations, hip, downtown lofts and new subdivisions. Add to this our incredible parks and recreation options, excellent libraries, and an innovative school system – and you have the foundation for a rock solid, Rock Island lifestyle. To learn more about buying a home in Rock Island, visit www.LiveRI.com or call 309-780-6211.

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In Rock Island, A Big Backyard Takes On A Whole New Meaning.

Rock Solid. Rock Island.

Choose Rock Island as your own personal playground, and discover so much more to life. It's the sheer amount of choices you've got to spend a day outside that makes Rock Island stand apart. If you're looking to hit the links, choose either of Rock Island's two rolling golf courses. Or enjoy waterskiing through miles of trails in Black Hawk State Historic Site or by wandering through the lush grounds of the Quad City Botanical Center. Our well-maintained city parks are perfect for a picnic, or cool off on the waterfalls at Whitewater Junction. And for the river lover inside you, take a stroll through Summit Marina. The world is your oyster right here, in rock solid, Rock Island. To learn more about all Rock Island has to offer, visit www.LiveRI.com or call 309-780-6211.

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- *Explanation of Renaissance Rock Island*

Jennifer Fowler, Community Marketing Director commented on the project, "I'm excited to unveil this new campaign to promote the neighborhood of Rock Island, here in the Quad Cities. The ads and new web site showcase the strengths of Rock Island and highlight those characteristics that make Rock Island a distinctive place to live and do business."

A task force of twelve community members assisted with the 2005-6 marketing plan that reviewed research, developed the brand, identified key messages and target markets, and created the tagline Rock Solid, Rock Island. Members are: Jeff Adamson - Mama Compton's and Comedy Sportz, Dan Carmody - Renaissance Rock Island, Brad Johnson - Cumulus Radio, Jerry Jones - Martin Luther King, Jr. Center, Jon Loquist - Mel Foster Co., Rick Loy - Rock Island-Milan School District #41, Bill Nelson - Rock Island Parks & Recreation, Dan Rockwell - Rock Island Alderman, Molly Foley - Illinois Quad City Chamber of Commerce, Doug Tschopp - Augustana College, Jill Lain Weaver - Modern Woodmen of America, Jerry Wolking - RE/MAX River Cities. The print ads and web site were created by Cohn Marketing Group.