



RIVER • ACTION • INC

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www.riveraction.org

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Help us celebrate 30 years of riverfront stewardship Consider adding \$30, or 30% to your contribution to River Action

In 2014, we'll celebrate River Action's 30th anniversary of giving voice and support to ideas and actions which enhance our Mississippi RiverWay in the Quad Cities region.

Our past achievements are the result of people like you who value the river and share the vision to be good stewards of our river environment.

Our river corridor – RiverWay – today is recognized for its natural beauty and the important role it plays in our region as a resource for commerce, transportation and recreation.

River Action's success over the years has been its vision to be inclusive in our approach to the river, recognizing that all residents, businesses and industries must be part of the process to enhance our shared river resource.

Thanks in part to the renewal of our riverfront, the RiverWay has been able to attract new housing, commercial developments and new public investments for parks and recreational improvements.

Our more than 65 miles of riverfront trails make the Quad Cities a destination for visitors from across the Midwest, and our Channel Cat Water Taxi service is the envy of river communities around the nation.

Downtowns on both sides of the river now offer housing with spectacular river views, and vacant and neglected riverfront areas have been redeveloped into parks and playgrounds accessible to residents and visitors.

Exciting new opportunities are ahead. Water taxi service to include a cross-river route between Davenport and Rock Island is under discussion, and planning has begun on how best to make use of riverfront land in Davenport no longer needed for the casino riverboat facilities.

In Rock Island, new riverfront docks are installed and

Moline's signature Kone Tower has drawn even greater focus to its downtown and riverfront. A new train depot with rail service to Chicago is on the horizon.

Also in Moline, River Action's expanded wetland and stream bank project at Green Valley Park is in place helping to improve water quality in the Rock River.

Help us celebrate our anniversary and our continued efforts to enhance our common RiverWay.

Help secure River Action's future and another 30 years of riverfront stewardship with a year-end donation.

Kathy Wine, Executive Director



Celebrate River Action's 30th anniversary by adding \$30, or 30% to your contribution. Your additional donation will help continue the work of River Action for the next 30 years.

Thank You!

FOR 30 YEARS OF SUPPORT



River Action ~ Dedicated to fostering the environmental, economic and cultural vitality of the Mississippi River and its riverfront in the Quad Cities region.

Come celebrate our anniversary by attending one of these upcoming 2014 events:

- Henry Farnam Dinner, March 21
- Fish & Fire Fundraiser, April 25
- Ride the River Father's Day Bike Ride, June 15
- Floatzilla 2014, August 16
- Sr. Golf Cart Tour of RiverWay Trails, September 4
- Taming of the Slough Adventure Race, September 20
- Upper Mississippi River Conference, October 15-17

I value what **River Action** does and would like to support its work. Complete and mail in this form or donate online at our web site: www.riveraction.org

Scan here to go to River Action's web site to make an online donation.



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|---|--|--|
| <input type="checkbox"/> Whooping Crane (\$10,000+) | <input type="checkbox"/> Pelican (\$1,500-2,499) | <input type="checkbox"/> Egret (\$250-499) |
| <input type="checkbox"/> Eagle (\$5,000-9,999) | <input type="checkbox"/> Heron (\$1,000-1,499) | <input type="checkbox"/> Mallard (\$100-249) |
| <input type="checkbox"/> Swan (\$2,500-4,999) | <input type="checkbox"/> Hawk (\$500-999) | <input type="checkbox"/> Seagull (\$30-99) |



Contributors receive a River Action window decal and free admission to Riverine Walks classes.

My employer will match my contribution. Please list the business/organization: _____

NAME _____

ADDRESS _____ CITY _____ STATE _____ ZIP CODE _____

TELEPHONE NUMBER _____ E-MAIL ADDRESS _____

Make checks payable to River Action and send to: River Action, 822 East River Dr., Davenport, IA 52803. Or, donate online through our web site: www.riveraction.org
River Action is a qualified 501(c)(3) non-profit organization and contributions are tax deductible to the extent allowed by law. For additional info, call River Action at 563-322-2969

Photos by John Freiband, GAH, Inc., and River Action, Inc.

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- + River Action, Inc. founded.
- + Hosted Midwest Urban Riverfront Task Force involving communities and citizens throughout the two-state area to address issues related to the Mississippi River, its riverway and waterfronts.
- + Founded Ride the River, the annual Father's Day bike ride along riverfront trails with all proceeds used to extend and enhance trails.
- + Spearheaded successful effort to light Centennial Bridge and fund endowment to pay future operation and maintenance costs.
- + Initiated Channel Cat Water Taxi service between Moline, Bettendorf and Davenport.
- + Spearheaded effort to purchase and restore Nahant Marsh, a 513-acre nature preserve. After extensive clean-up, an education center was built at the site to provide information to school children and residents about the role of marshes in the river's ecology.
- + Developed Riverfront Master Plan for Quad Cities.
- + Developed comprehensive RiverWay identification for the Quad Cities region and created wayfinding system of information kiosks, historical markers and river mile markers along 52-miles of trails in Iowa and Illinois.
- + Established RiverWay art program installing 26 artworks along riverfront.
- + Funded a RiverWay study on the opportunities and obstacles to re-establishing residential development along the riverfront and in urban downtowns. Thanks in part to clean-up and trail development led by River Action, new residential properties along the riverfront have been added and more are on the drawing board.
- + Established "Adopt-A-Path" program with Quad City Bicycle Club to clean up litter along recreation trails.
- + Conducted first senior citizen riverfront golf cart tour (now in its 14th year) to provide greater awareness of RiverWay and its amenities.
- + Obtained a \$2 million grant from the U.S. Environmental Protection Agency for clean-up of lead contamination at Nahant Marsh.
- + Conducted riverfront housing inventory to promote redevelopment of residential housing, and held QC area real estate housing seminar.
- + Funded first summer sailing/rowing lessons for youths at Lake Davenport in conjunction with Sailing Club and QC Rowing Association.
- + Eddy Awards program established to recognize individuals/organizations for outstanding riverfront activities or development.
- + Participated in a stream bank restoration along Bettendorf's Duck Creek.
- + Spearheaded "Grand Excursion of 1854" re-enactment to showcase revitalization, recreational resources and economic importance of the Upper Mississippi River region.
- + Hosted Mississippi River Mayors' Flood Summit.
- + Established "Retain the Rain" program to help reduce rainwater runoff and lower future flood levels. Obtained \$560,000 grant for storm water management program for greenways and demonstrating use of "green roofs" and permeable parking in local construction projects.
- + Partnered with U.S. Army Corps of Engineers to construct the first "green" parking lot in Quad Cities at the Corps Visitors' Center.
- + Sold more than 3,500 rain barrels to residents to reduce rainfall runoff.
- + Partnered with City of Davenport to plant native prairie grasses and wildflowers for a storm water detention "bioswale" in Lindsay Park.
- + Helped organize neighborhood groups to develop practical solutions to storm water runoff problems in the Quad Cities.
- + Organized "Walk to the River" event with area communities to encourage pedestrian-friendly enhancements to roadways and traffic crossings.
- + Participated in RiverVision planning for improvements to the Davenport and Rock Island riverfront area.
- + Helped in staging the "Grand Excursion 2004" events focusing national attention on the Upper Mississippi River region on the 150th anniversary of the original "Grand Excursion."
- + Partnered with City of LeClaire to design and construct a porous parking lot along the Mississippi Riverfront.
- + Helped complete bicycle/pedestrian crossing on Arsenal Island, connecting the Iowa and Illinois recreation trails and providing an important link for the cross-country American Discovery Trail.
- + Partnered with the City of Rock Island to build an overlook at the foot of 20th Street, a popular location to watch eagles during the winter.
- + Partnered with Lee Enterprises, QC Magazine, QC Convention & Visitors' Bureau, and the cities of Rock Island and Davenport to organize and market RiverWay 2006 Bridge Celebration.
- + Created and distributed 30,000 handbooks "Six Simple Things..." to help homeowners learn about and build storm water retention projects.
- + Partnered with Rock Island and Moline to add porous concrete parking and landscaping to Sylvan Island entrance and trail head.
- + Installed directional signs along Mississippi Riverfront trail through Davenport, Rock Island, Bettendorf and Moline.
- + Partnered with Riverboat Development Authority and Moline Foundation to develop and host two dozen "Channel Cat Talks & Riverine Walks" on topics ranging from river biology to folktales, river industry and bridges. The educational programs are now held each summer.
- + Partnered with Big Brothers/Big Sisters, the Martin Luther King Center, the Boys and Girls Club and Friendly House to host fishing clinics for over 250 children. River Action provides each child with a free fishing pole, bait and tackle. Iowa Department of Natural Resources and Quad City Conservation Alliance volunteers teach the children about fishing, safety and the river ecosystem.
- + Partnered with the City of Davenport to fund design of green roofs for the new Davenport Police Department facility. The green roofs are an integral part of the building's environmental friendly design.
- + In collaboration with the U.S. Army Corps of Engineers, U.S. Fish & Wildlife Service and U.S. Coast Guard, held the first Upper Mississippi River Conference examining sustainable activities and practices of river communities.
- + Introduced the first audio cell phone tours in the region: a "Bridge to Bridge" loop with stops on Arsenal Island, Davenport, and Rock Island; and an "Illinois Mississippi River Trail" tour with stops from the Sylvan Slough Natural Area, Rock Island, to Ben Butterworth Parkway, Moline.
- + Developed an interactive "Retain the Rain" kiosk (available online) which enables residents to determine the impact of storm water detention projects on reducing runoff from their property.
- + Formed an Environmental Book Club to encourage discussion of topics and issues related to environmental issues both nationally and locally.
- + In conjunction with the Quad City Watershed Plan, funded projects in 12 neighborhoods throughout the Quad Cities to demonstrate best practices for controlling or reducing stormwater runoff.
- + In partnership with the Community Foundation of the Great River Bend, Iowa-America Water and the River Partnership of Community Foundation, founded QC Wild Places (www.qcwildplaces.com), dedicated to preserving natural areas in the region through service, funding and awareness.
- + In partnership with the Moline Foundation, created an online e-Tour so riverfront trail users can use their smartphones to access historical information at more than 40 sites along the RiverWay.
- + Organized "Floatzilla," a paddlesports festival to encourage recreation on the Mississippi River. The event is now held annually and each year seeks to set a Guinness World Record for the number of participants.
- + Developed a Quad City Water Trail map with more than 22 launch locations and seven water trail routes to encourage use of the Mississippi and Rock Rivers by canoe and kayak paddlers.
- + Helped plan and secure funding for a bicycle/pedestrian bridge connecting Credit Island to the Davenport riverfront, an important link for a future extension of the riverfront recreation trail north to the Duck Creek Recreation Trail.
- + In conjunction with Nahant Marsh Education Center, helped fund important research on turtles at the marsh to determine long-term strategies for protecting threatened species that live in the wetland preserve.
- + In conjunction with the Waterfront Center of Annapolis, Md., organized the Upper Mississippi River/Urban Waterfront conference in Davenport attended by urban planners from across the U.S. and around the world.
- + Joined forces with Augustana College's Upper Mississippi Studies Center to discover and document all living things at the Green Valley Nature Preserve in Moline during a biodiversity day involving the public and scientific experts.
- + Developed a comprehensive framework plan for development along the RiverWay, providing community leaders and potential developers with future investment opportunities at key riverfront locations.

