

# Introduction to Ramp Up! Moline

Ramp Up! Moline is a solutions-focused plan coordinated by Renew Moline, the Moline Centre Program, and the City of Moline (staff, leadership, and elected officials)

The proposed plan will be implemented in collaboration with, and in support of, downtown merchants (business owners and employees), residents, and property owners

## 3-POINT APPROACH

- 1) Strategic parking management
  - Prioritizes customer and visitor parking
  - Proposes designated parking spaces for employees and residents
  - Coordinates commercial loading zone needs
  - Facilitates parking enforcement to execute parking management plan
- 2) Merchant support
  - Special event coordination and promotion with event-focused marketing
  - Increased promotional support on Moline Centre platforms
- 3) Targeted messaging
  - “Internal messaging” for the downtown community – i.e. project updates
  - “External messaging” for the public – i.e. detour information, marketing and promotion

## Supporting Ramp Up! Moline

- Complete the registration form to provide:
  - Your contact information and opt-in to the Ramp Up! Moline contact list
  - Information about your current parking needs
  - Information about your current dumpster and commercial delivery needs
  - Information about your events and event promotion
- Add the Moline Centre merchant group meetings to your calendar and attend the February 20, 2025, Moline Centre Merchant Group meeting
- Encourage other merchants, residents, and property owners to get engaged
- Keep messaging positive in-person and on social media
- Add your events to the Moline Centre Program event calendar
- Offer discounts via the City of Moline Compass ID
- Offer a “quick lunch” menu or discounts for project workers
- Support downtown Moline events – arena, City, merchant, and Moline Centre Program events

The level of success of the Ramp Up! Moline plan is directly related to the level of engagement from downtown Moline merchants, residents, and property owners, so please sign up today!

Arsenal viaduct project information is posted at:  
[www.molinecentre.org/projects](http://www.molinecentre.org/projects)

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