

CELEBRATING 40 YEARS

Home of the holidays: The RiverCenter's 40-year tradition of excellence

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For 40 years, the RiverCenter has been more than a venue.

It's been Davenport's grand stage — the place where Festival of Trees welcomes the region back to wonder each November.

This year, the RiverCenter isn't just opening its doors. It's showing what best-in-class looks like.

The ceilings, newly draped and glowing, frame the designers' artistry like a chandeliered canvas. Lighting, sound and service have all been refined for one reason — to celebrate four decades of creativity, collaboration and civic pride under one roof.

“At the RiverCenter, giving thanks and giving gifts is what Festival of Trees means to the Quad Cities,” said Lance Sadlek, general manager of the RiverCenter and Adler Theatre. “Nearly half of Quad City Arts' programs are funded through festival proceeds. That ripple reaches artists, students and audiences across the region. That's why this year, the RiverCenter is proud to sponsor additional décor, invite our peers in the hospitality sector to collaborate, and deliver our very best in food and beverage at the Premiere Party. The 40th anniversary deserves nothing less.”

That commitment shows in every detail. From operations to hospitality, the RiverCenter team's precision, timing and creative problem-solving help transform a venue into an experience. Each decision is made with intention — a signal to the community that the RiverCenter is not only a partner, but the permanent home of Festival of Trees.

“From the beginning, when Festival of Trees was planted at the RiverCenter, the community has gathered here for holiday magic, excitement and wonder,” Sadlek said. “The RiverCenter, along with community volunteers and local business support, has shown a continued heart of commitment to this Quad Cities treasure.”



That partnership extends beyond the festival floor. The same leadership that elevates the RiverCenter also stewards the Adler Theatre — a venue strengthened through The Cultural Trust's Adler Theatre Fund. Together, these two stages anchor downtown Davenport's cultural economy, hosting the performances, galas and gatherings that keep the city vibrant long after the festival lights fade.

Festival of Trees has always been more than decoration. It's Davenport's proof that beauty and business thrive together. The RiverCenter's renewed commitment to excellence sends a clear message: Hospitality is part of the art form. From the floor polish to the final pour, the team behind this year's event is reminding the region why Festival of Trees could only ever belong here.

Because when a city performs at its highest level — when its spaces, partners and people rise to the occasion — the result is unforgettable.

Because culture matters here. And it always will.

Coming tomorrow: Family Trees

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40 STORIES IN 40 DAYS

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