

ECONOMIC REVITALIZATION COMMITTEE

- PROJECT #1: Education-understand the concepts of the Main Street Approach to downtown revitalization and your responsibilities as economic revitalization committee members; learn and share with others in the community.
- PROJECT #2: Create a business inventory of downtown Geneva to accompany the building inventory compiled by the design committee.
- PROJECT #3: Complete the consumer preference survey by Alan Corr.
- PROJECT #4: Conduct a business needs assessment of Geneva's Main Street Business District then build a plan of action to provide for those needs based upon the results of the assessment and the results of the consumer preference survey.
- PROJECT #5: Work with Fillmore County Economic Development Corporation to develop educational and economic development tools and resources for business and property owners in the Main Street Business District as a result of the plan of action developed after the results of the business needs assessment and consumer preference survey.
- Compile resource information for small business owners and have available for loan to those business owners.
- Plan and present workshops and seminars throughout the year for small business owners.
- PROJECT #6 Gather and analyze information and economic trends as they relate to the region, statewide, nationally, specific businesses, retail, consumers, etc. and share with business owners and the community.
- PROJECT #7: Gather information and keep regularly updated demographic and retail sales data for the state, region, etc. and share with business owners and the community.
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- community,
- with the committees and board.
- PROJECT #9: Start a quarterly shopper focus group to help measure the progress of Main Street activities and to remain on top of *changes* in consumer behavior.