

PROMOTION COMMITTEE

- PROJECT #1: Education-understand the concepts of the Main Street approach to downtown revitalization and your responsibilities as promotion committee members; learn and share with others in the community.
- PROJECT #2 Work with ER and Design committee to develop a marketing strategy and image for Revitalize Geneva.
- PROJECT #3: Work with ER and design committees to Design and distribute a business directory that highlights downtown businesses but does not exclude other businesses in the community. Design and distribute a community directory and snap that can be used as a recruitment tool, a visitors guide for tourists, and for local citizens to have for themselves
- PROJECT #4: Evaluate existing promotions and events that occur in downtown. Determine whether or not some activities should be eliminated, changed, or left the same.
- PROJECT #5: Brainstorm, plan, and carry out at least one new special event, retail promotion event, and image development event in the Main Street Business District of downtown Geneva (you want at least a small return on your investment the first time around--don't spend a lot of money but do think: things through and plan carefully)

OTHER AREAS OF DISCUSSION AND IDEAS TO KEEP IN MIND FOR FUTURE WORKPLANNING PURPOSES

Plan for expanding business opportunities and business succession by identifying the opportunities, identifying where business succession and business transfer will be occurring, identify resources to assist with business succession/business transfer situations, plan and hold entrepreneurial workshops and seminars

Work on a National Register of Historic Places multiple property nomination for the Main Street Business District

Establish a museum in downtown

Evaluate and choose the means of community forum that works best for Geneva (informal quarterly gatherings, a suggestion box, newspaper column, etc.)