

News from Genoa Main Street



*Genoa Main Street, Inc.
Mim Evans ,Executive Director
327 West Main Street
Genoa, IL 60135
(815) 784-6961*

For Immediate Release
November 18, 2008

Genoa Wins Two Awards in Downtown Revitalization at 2008 Illinois Main Street Conference in Decatur

DECATUR - Genoa Main Street, Inc. was among the winners of the Lt. Governor's Awards for Excellence in Downtown Revitalization announced at the 15th annual Illinois Main Street Conference.

At the ceremony November 13, Genoa Main Street, Inc. captured two of the 20 awards presented in four categories including: Design; Economic Restructuring; Organization; and Promotion. In addition, Genoa Main Street, Inc. Executive Director Mim Evans was one of six finalists for Executive Director of the Year.

“These awards recognize the very best work by Illinois towns and cities to promote economic growth, tourism, historic preservation, and civic democracy in their downtown business districts,” Lt. Governor Quinn said. “I am proud to salute these members of the Illinois Main Street Program for their efforts, and I know the good example they set will benefit communities throughout the Land of Lincoln.”

This year’s theme, “My Kind of Main Street,” was chosen to showcase the diversity of Illinois’ Main Street programs. Whether the population of a community is 700 or 150,000, they all contribute to Illinois Main Street's success across the state. There are more than 60 Illinois Main Street communities state wide.

Genoa Winners

In the Organization category, Genoa’s “Dinner and a Movie” program was among five winners state wide. During the summer, the organization presented three themed evenings built around the popular movies *Madagascar*, *The Karate Kid* and *Cars*.

(more)

Genoa Wins Revitalization Awards – Page 2

The judges said “Dinner and a Movie is a unique fundraising project because it converted an existing popular, but costly event, “Movies on Main Street,” into a successful fundraiser. The addition of exciting themes, a fun meal, popular movies, games, prizes and entertainment between dinner and the movie drew record crowds. Well over 800 people attend the evenings, which more than doubled attendance levels achieved in the prior 12 years of “Movies on Main Street”.

“Often, it is said that, quote: “If it ain’t broke, don’t fix it”; here is one example where that old adage just wasn’t true. By completely revamping a successful vent with a 12-year-history, Genoa Main Street has managed to preserve the spirit of the event and generate much-needed revenue.”

Genoa Main Street also was one of five winners in the Design Category for its Wet Paint Project.

In awarding the prize to The Wet Paint Project, judges said “With an increasing number of buildings for sale or lease, it became imperative Genoa’s downtown curb appeal be improved. After securing the support of a local developer and the Genoa City Government, Genoa Main Street recruited volunteers, secured paint donations and painted a total of 13 facades; along with benches, trash cans, planters and signposts, in a single day.

“The Wet Paint Project attracted many new volunteers to Genoa Main Street. Further, as vacancies are being filled, the project met the goal of being a catalyst for recruiting businesses.”

Genoa Main Street, Inc. is a volunteer organization dedicated to preserving Genoa’s historic heritage and small town wholesomeness while promoting economic development and downtown improvements. Genoa was designated an Illinois Main Street community by the state in 1996. Part of the Office of Lt. Governor Pat Quinn, Illinois Main Street provides a targeted set of services to Genoa and other participating communities, including training and technical assistance.

Illinois Main Street represents one of the state’s most effective public-private partnerships for economic development and community renewal. Since the program’s inception, designated communities like Genoa have reported net gains of more than 1,600 new downtown businesses and created more than 6,000 new full and part-time jobs. The Main Street program has spurred the reinvestment of more than \$575 million in Main Street downtowns.

(more)

Genoa Wins Revitalization Awards – Page 3

Illinois is one of 40 states participating in the National Main Street program, administered through the National Trust for Historic Preservation. The Lt. Governor's Office administers the Illinois Main Street program, now the fourth-largest in the nation, with architectural assistance from the Illinois Historic Preservation Agency. More than 60 communities participate in the Illinois Main Street program.

The United States Department of Agriculture recently gave a grant of more than \$200,000 to help fund the Illinois Main Street Rural Development Initiative.

For additional information and a complete list of winners, visit the Illinois Main Street Web site at: www.standingupforillinois.org/feature.php?id=1813. For more information on Genoa Main Street, Inc. visit their Web site at www.genoamainstreet.org. For more information about the Illinois Main Street program, please visit IllinoisMainStreet.org.

#

(more)



Caption for IMS Awards 2008 Photo.jpg

Genoa Main Street, Inc. won two awards at the recent Lt. Governor's Awards for Excellence in Downtown Revitalization announced as part of the 15th annual Illinois Main Street Conference held in Decatur. On hand to accept the awards were (from left) Leslie Sanderson, treasurer; Gene Bradford, director and Organization chair; Arlene Erickson, secretary; Mim Evans, executive director; Pattie Marx, president; and Gordon Jones, vice president. Also attending the conference was Jim Wilson, director and Economic Restructuring chair.

(more)

2008 Winners of the Lt. Governor's Awards for Excellence in Downtown Revitalization

Organization

Dwight Main Street – “Alumni Membership Campaign”

Aledo Main Street - “21st Century Communications”

Genoa Main Street - “Dinner and a Movie”

Jacksonville Main Street - “New Life Project: The Pink Palace”

Main Street Momenca - “Howdy Partner”

Promotion

Aledo Main Street - “Ladies on the Loose”

Downtown St. Charles Partnership - “Rockin' Block Party”

Pontiac P.R.O.U.D. - “TV Commercials”

Downtown St. Charles Partnership - “Make Tracks to 1st Street”

City Centre Decatur - “Shadows of Lincoln Festival”

Economic Restructuring

Aledo Main Street - “The Livermore Brings More”

City Centre Decatur - “Macon Ice Cream & More”

Jacksonville Main Street - “The Farmers State Bank & Trust Company”

Main Street Lincoln - “Pictures Worth a Thousand Words and a Thousand Visits”

Waukegan Main Street - “Joplin's Java & Ragtime Café”

Design

Batavia Main Street - “Donovan Bridge Reconstruction”

Downtown Mt. Vernon Development Corporation - “The Rex - A Boutique Meeting & Banquet Facility”

Aledo Main Street - “The Livermore - Dreaming bigger than most thought they should”

Genoa Main Street - “The Wet Paint Project”

Jacksonville Main Street - “The Pink Palace”

Executive Director of the Year

Pam Myers, Aledo Main Street