

# *News from Genoa Main Street*



Genoa Main Street, Inc.  
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## **Springboard for Growth**

### ***Genoa's Main Street Ready to Help New Businesses***

If you are ready to start a business, Genoa Main Street, Inc. is looking for you.

The organization is taking applications for spots in its new business incubator, "Genoa Springboard." Genoa Springboard will house three or four businesses in a building located on Main Street in downtown Genoa. Springboard businesses will enjoy reasonable rents, shared expenses and access to an advisory board of business professionals.

"Downtown Genoa has a core of successful businesses, and we have room for a few more," said Mim Evans, Genoa Main Street executive director. "Genoa Springboard is one way we can help new businesses get established using the concept of a small business incubator.

"Historically, businesses located in incubators have a much higher success rate than those that start out on their own. This is a great opportunity to jump start a new business," said Evans.

Jim Wilson of Edward Jones Investments chairs the Main Street committee that is developing the incubator. "We have assembled a terrific team to make this project a reality and support the Springboard businesses," he said. Team members include Northern Illinois University, Kishwaukee College, State Farm Insurance, National Bank & Trust, Thrive Market Intelligence, Ron Peabody-advertising consultant, Linda Underwood- Realtor, Resource Bank, City of Genoa, Genoa Area Chamber of Commerce, DeKalb County Economic Development Corporation, Deborah Ullrich-attorney, and Citizens First National Bank.

(more)

“We are looking for home-based businesses ready for a high-traffic location, or existing businesses looking for an additional location. While we are especially interested in retailers, we may also have room for some office space users. Everyone is invited to fill out the brief application form,” said Linda Underwood of Century 21 New Heritage. “Genoa Springboard will be located in a high visibility Main Street location that will be advantageous for any business.”

Applications are available at the Main Street office on the second floor of Citizens Bank at 327 W. Main Street in Genoa. Applications can also be downloaded from the Main Street Web site at [www.genoamainstreet.org](http://www.genoamainstreet.org), by calling 815 784-6961 or emailing [genoamainstreet@atcyber.net](mailto:genoamainstreet@atcyber.net). Applications also are available at Resource Bank, National Bank & Trust and Citizens First National Bank. For more information contact the Genoa Main Street office.

Genoa Main Street, Inc. is a non-profit organization dedicated to promoting and preserving downtown Genoa. The organization has completed several successful projects including painting over a dozen downtown buildings and constructing an ice skating rink, operates the monthly Open Air Markets, and holds a variety of popular community events including free outdoor movies, community suppers, Harvest Moon Festival and the Back Roads Tractor Run. The volunteer run organization recently awarded the third annual Main Street Scholarship sponsored by Genoa businesses.