

News from Genoa Main Street



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Winners at State Conference in Galesburg

Genoa Main Street Captures 2 Awards

Genoa Main Street, Inc. members had much to celebrate as they returned home from the Illinois Main Street Conference held last month in Galesburg.

“Each year the State of Illinois recognizes outstanding achievement in four categories,” said Gordon Jones, vice president of Genoa Main Street. “This year Genoa won in two of those categories, for Genoa Springboard for economic development and the Community Ice Rink for downtown design.” Only 16 Awards for Excellence in Downtown Revitalization were presented. Of 46 communities in the Illinois Main Street program, Genoa was one of just three to earn two awards.

Jones explained that the judges selected the Community Ice Rink because it is an attractive feature of downtown in the winter, attracts visitors to Genoa and makes use of an otherwise undeveloped property. Genoa Springboard impressed the judges with its success not only in nurturing its tenants, but also in attracting many new businesses to fill other available space and establishing Genoa’s reputation as an entrepreneur friendly community.

During the three-day conference, attendees toured historic sites in Galesburg, heard opening and closing speakers, and participated in a variety of presentations about membership & development, design, promotion, and economic restructuring. These are the core areas of the Main Street Four-Point Approach®.

Among the presenters at the conference was Genoa Main Street Executive Director Mim Evans. Her presentation, “From Vacant to Full: Using a Business Incubator to Fill Your Downtown,” told the story of Genoa’s Springboard.

A unique economic development tool, the Main Street Four-Point Approach® is the foundation for local programs like Genoa Main Street to revitalize their districts by leveraging local assets—from cultural or architectural heritage to local enterprises and community pride.

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Genoa Main Street Captures 2 Awards – Add 1

The four points of the Main Street approach work together to build a sustainable and complete community revitalization effort.

With a track record of trying new ideas, the organization has some interesting projects on tap. A larger Genoa Springboard will open soon. It will be well suited to office users and also have a large studio space to accommodate photographers.

“We are open to all kinds of businesses,” said Linda Underwood, project chair. “We can provide spaces as small as 80 sq. ft. or over 1,000 sq. ft. With the photographer’s studio space, we’d love to set up a wedding grouping, including a planner, caterer and photographer.”

For details on the awards won by Genoa Main Street, visit the organization’s Web site at www.genoamainstreet.org. and click on the link in the center column.

Genoa Main Street is a non-profit volunteer organization that seeks to preserve Genoa’s historical heritage and small-town wholesomeness while promoting economic development and downtown improvements. Since its recognition in 1996 as an Illinois Main Street Community, it has won 13 Awards of Excellence for its various programs.

For more information on Genoa Main Street, Inc. or its projects, go to genoamainstreet.org or call 815 784-6961.



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PRIDE SHOWS – Genoa Main Street attendees at the 2011 Illinois Main Street Conference are shown with the two Awards for Excellence in Downtown Revitalization received by the organization, From left are: Gordon Jones, vice president; Mim Evans, executive director; David Glaum, director; Diane Helland, chair, Design; and Gene Bradford, director and chair, Promotion. The awards recognized Genoa’s Community Ice Rink and Genoa Springboard – a Small Business Incubator, for their role in furthering the organization’s mission of promoting and preserving downtown Genoa.