



ON THE CORNER

April-May-June 2010

Published by Genoa Main Street, Inc. a volunteer organization dedicated to preserving Genoa's historic heritage and small town wholesomeness while promoting economic development and downtown improvements.

327 West Main Street • Genoa, IL 60135 • 815 784-6961

E-mail: genoamainstreet@atcyber.net • Visit Our Web site: www.genoamainstreet.org

Open Air Markets Call to Buyers, Sellers

The 2010 Open Air Market season begins Saturday, May 22, and continues every fourth Saturday through October, hosted by Genoa Main Street. The markets are the place to find fresh produce, crafts, antiques, second hand goods, new merchandise, and more. They are located in the municipal parking lot at Main and Genoa Streets.

The Open Air Markets can be just the place to earn extra cash by selling items you no longer need. They also are an easy way to introduce your home-based business to new customers.

Reservation forms are on the Main Street Web site: genoamainstreet.org. Call 815 784-6961 or e-mail genoamainstreet@atcyber.net for more information or to request a form.

Come Celebrate Springboard Opening and GMS Birthday!

Join us at 511 West Main Street on Thursday, April 22, from 4 p.m. to 6 p.m. for the grand opening of Genoa Springboard and to celebrate Genoa Main Street's 14th birthday.

Stop in for free cake and pick up information on Main Street's summer plans. This also is a great time to see Genoa Springboard.

Genoa Springboard is a small business incubator ready to help your business and offers affordable, quality Main Street space. In addition, Springboard tenants have access to a panel of professionals ready to offer advice on a variety of business topics.

One space remains available at Genoa Springboard. Call the Main Street office at 815 784-6961 or email genoamainstreet@atcyber.net for more information.

Save the date:
Backroads Tractor Run
Returns September 25

Meeting the Challenges of Tough Times

By Pattie Marx, President, Genoa Main Street, Inc.

Genoa Main Street, Inc. has been working to keep downtown Genoa growing during the current economic downturn. We have painted buildings, hung banners, built a park and ice rink, recruited new businesses, run the markets, held community events and added a new mural.

Perhaps our most important achievement is that Main Street has not lost a business during this recession. In fact, five new businesses now call downtown Genoa home.

While our projects and activities receive much attention, it is less well known that we must raise every penny of our funding locally. We receive no state or federal funds.

Our largest donor and partner has always been the City of Genoa, contributing \$10,000 in most years and \$7,500 last year. This is a substantial amount of our budget.

While the City remains committed to Main Street's mission, the Council is not able to continue its financial support at this time, we were told following our presentation to a recent Committee of the Whole meeting. As a result, we will be making changes.

We will be focusing our efforts on supporting our existing downtown businesses and projects. These include operating our small business incubator, Genoa Springboard, maintaining Main Street Park and the Community Ice Rink, running the Open Air Markets, and holding a limited schedule of public events.

There Will be Cutbacks

To close the \$7,500 shortfall, the following steps are being taken:

- The number of free outdoor movies will be reduced from three to two, with the elimination of the June movie.

- The planned miniature golf course will be put on hold.
- This will be the last issue of *On The Corner* printed this year.
- Behind the scenes, we will cut back office expenses wherever possible.
- More extensive and aggressive fund-raising steps will be taken.

Making Up the Difference

Even with these cutbacks, we need to raise much more money from other sources in order to continue to operate. We will be asking more

"...the Council is not able to continue its financial support..."

Pattie Marx, Genoa Main Street

businesses to sponsor events and make financial contributions.

We are also asking you, our community, to make a contribution toward the future of your town.

There are several reasons why you can feel good about contributing to Genoa Main Street, Inc.

- Your donation increases your property values and helps to create a market for your home, business or land. How? A strong, attractive downtown filled with businesses and busy with visitors and events creates a positive image for the entire community.
 - Your donation will be used wisely and effectively. Genoa Main Street, Inc. has a proven record of using volunteer labor, donated materials, and partnerships with other organizations to make every dollar go further.
 - Your donation provides recreation for you and your family. The free ice skating rink (with free skates), the new downtown park, free movies, and free events are all opportunities for your family to stretch your own recreational dollar.
 - Your donation creates financial opportunities for you and others. For instance, the Open Air Markets
- (Continued on back page)



Jim Wilson
Financial Advisor

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**Cattywampus/
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Yay! It's spring. Cattywampus's facelift is about finished. Our garden, kitchen, greeting card, jewelry and party sections have been expanded and improved. There's "Tons of fun!" New merchandise is here (with more coming in every week). And there will always be a warm welcome (and chocolate) waiting for you at Cattywampus. That part hasn't changed.

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Visit our narrated virtual tour at www.victoriascrossing.com.

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Plan for your retirement now by opening an Individual Retirement Account with us. Our Certificates of Deposit special rates can be applied to your IRA. You can simplify your retirement funds by consolidating your IRAs with us. If you have a 401(k) with a previous employer, you can include those funds in your retirement plans at Citizens. Ask us about the special Roth conversion option available only in 2010.

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Pete's Castle & Marathon

104 West Main Street 815 784-4060

Stop in and "Get the Scoop"

Get the Scoop re-opens Saturday, May 1, with many great flavors! Check out "Get the Scoop @ 4Pete's" on Facebook! We will have a weekly riddle with correct answers earning discounts! All summer, G-K league players wearing their team shirt will get a discount on their ice cream order!

Order your ice cream cakes and pies early for graduation and Mother's Day. Also, look for our booth at Genoa Days and at the Open Air Markets.

Icees are only 99 cents Saturdays and Sundays all spring long. We also are serving Champion Pizza hot by the slice for only \$1.59, or take home a frozen whole pizza for the family. All Dr. Pepper/7 Up brand 20 ounce flavors are 99 cents every day, 89 cents on Tuesdays and Thursdays.

**Garden Club Plant Sale
Coming Up May 15**

Genoa Garden Club's perennial plant sale is Saturday, May 15, from 9 a.m. to 1 p.m. at 221 South Sycamore Street.

Plants are dug from member's own gardens so they are tried and true for growing in our area. Also, garden books, magazines, garden decorations, and annuals will be available from Derby Line Gardens. Save the date!

United Way



Genoa-Kingston United Way

The Genoa-Kingston United Way Youth Board and Girl Scout Troop 526 will sponsor a car wash benefit for Ashley Kim at Brown's Market on June 6 starting at 9 a.m

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New Downtown Mural Dedication to Kick Off City's 175th Anniversary

Genoa will be celebrating its 175th anniversary for a full year beginning May 22 with the dedication of the new downtown "Good Roads" mural.

Located on the side of the Genoa Public Library, the mural was obtained by Genoa Main Street, Inc. working with the Illinois Lincoln Highway Commission with funding from a national Scenic Byway Grant and other funding.

There also will be live entertainment in Main Street Park and the first Open Air Market of the season will be underway. Watch the Genoa Main Street Web site for details at www.genoamainstreet.org.



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Movies on Main Street Back for 14th Season

Movies on Main Street are a great evening out for the family. You bring the lawn chairs or a blanket and we provide the movie and free popcorn.

Hotel for Dogs (G) will be shown Saturday, July 24 and **Meet the Robinsons** (G) will be shown on Saturday, August 28. The movies begin at dusk in the municipal parking lot at Main and Genoa Streets.

Refreshments will be available for purchase.

Additional sponsors are needed for both movies. Sponsoring a movie is a great way to advertise your business or organization. Sponsors are welcome to have a display, distribute material or make a brief presentation the evening of the movie. Many sponsors bring their employees or members for a fun evening out. Call the Main Street office at 815 784-6961 or e-mail genoamainstreet@atcyber.net for more information.



113 West Main Street 815 784-2344

Thank you Genoa for helping us receive the *Genoa Chamber of Commerce 2009 Excellence Award!*

It is your encouragement and support allowing us to excel. We are happy to be of service to you.

Everything Floral has some very fun things planned for this year. Some of you already know of the "cool" plants we have in the store, Weeping Willow, Lucky Bamboo, and Gloriosa Lillies to name a few.

We are on the search for amazing house plants and will be having a huge green plant sale. Watch for the signs!

Spring will bring us many new annuals, perennials, outdoor ornamentals, and patio plants right in time for Mother's Day.

We look forward to seeing you soon. If you can't come in, visit us online at EverythingFloral.com or join us on Facebook, Everything Floral LLC.



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Win a 'Week at Camp' for Your Child

Thanks to a generous donation by Walcamp and Dick Kearney, Genoa Main Street has a week at Walcamp to give away, traditional summer overnight camp on a beautiful site in Kingston. Children in grades K-12 can participate. The week is worth \$355.

Raffle tickets are for \$2 each or 3 tickets for \$5, and can be downloaded from our Web site at genoamainstreet.org. You also can call or e-mail our office and we will e-mail or mail you tickets.

Just fill out the tickets and mail them to us along with your payment. Make checks payable to Genoa Main Street, Inc. You also can pay with a credit card at our Web site. The deadline for entries is May 1, 2010.

All proceeds will benefit Genoa Main Street, Inc. for downtown improvements and community events.

April 30 Is Red Hats, Bargains & Bingo

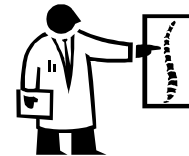
Friday, April 30, is our fourth annual Red Hat Day. Red Hat chapters from across northern Illinois and southern Wisconsin will be returning to Genoa for a day of shopping and fun.

The general public is invited to enjoy Red Hat Day with our guests. At 10:30 a.m. watch the ladies parade down Main Street. Then, shop the flea market on the sidewalks and in the library from 10 a.m. to 3 p.m.

Join us for Bingo from 1:30 to 3:30 p.m. at Prairie State Winery. More information is available at genoamainstreet.org.

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can supplement family income in difficult times. Genoa Springboard allows residents to start a business with a better chance of success. The retention of existing downtown businesses and recruitment of new businesses create more jobs here in Genoa.

- Your donation helps preserve the town you care about. Towns that retain their small-town charm and strong sense of community are tough to find. Genoa Main Street, Inc. is dedicated to keeping Genoa a charming, historic community for you and your children.

Please use the coupon below to make your donation. You also can donate online at genoamainstreet.org.

We plan several additional fund-raisers during the year. Please support them and our 2010 partners (at right). With your help, Genoa Main Street, Inc. will be able to continue its work for the community.

Send Us Your E-mail Address and Stay Informed

We all have to live within our means, and our means have gotten smaller. As noted, this will be the last issue of *On The Corner* for this year. There are still plenty of ways to keep up with what is going on downtown. Send your e-mail address to genoamainstreet@atcyber.net and we will keep you up to date. Also check our Web site at genoamainstreet.org and we are on Facebook.

Plus, the information kiosk at the corner of Main and Emmett Streets has information on upcoming events as do downtown merchants.

2010 Genoa Main Street Donors & Sponsors

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Genoa Area Chamber of Commerce
Genoa Public Library

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Join the growing list of 2010 Genoa Main Street partners!!



To support Genoa Main Street, Inc's efforts, check a partnership level below, complete the form and return it with your contribution to Genoa Main Street, Inc., 327 West Main Street, Genoa, IL 60135. Please make your check payable to Genoa Main Street, Inc. See below to pay by credit card.



Donate \$25 or more and receive a free downtown discount card!

___ \$25 ___ \$50 ___ \$75 ___ \$100 ___ Other Amount (\$___)

For details on Business and Sponsorship Levels, call the Genoa Main Street Office at 815 784-6961

Name: _____ Street: _____

City: _____ State: _____ ZIP: _____ Donation Amount: \$ _____

Telephone: _____ E-Mail: _____

To pay by credit card, go to our home page at www.genoamainstreet.org, or complete this section and mail to us.

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Genoa Main Street, Inc. is a 501(c)(3) organization and donations are tax deductible to the extent allowed.