



Geneva Economic Development Implementation Strategy: A Summary

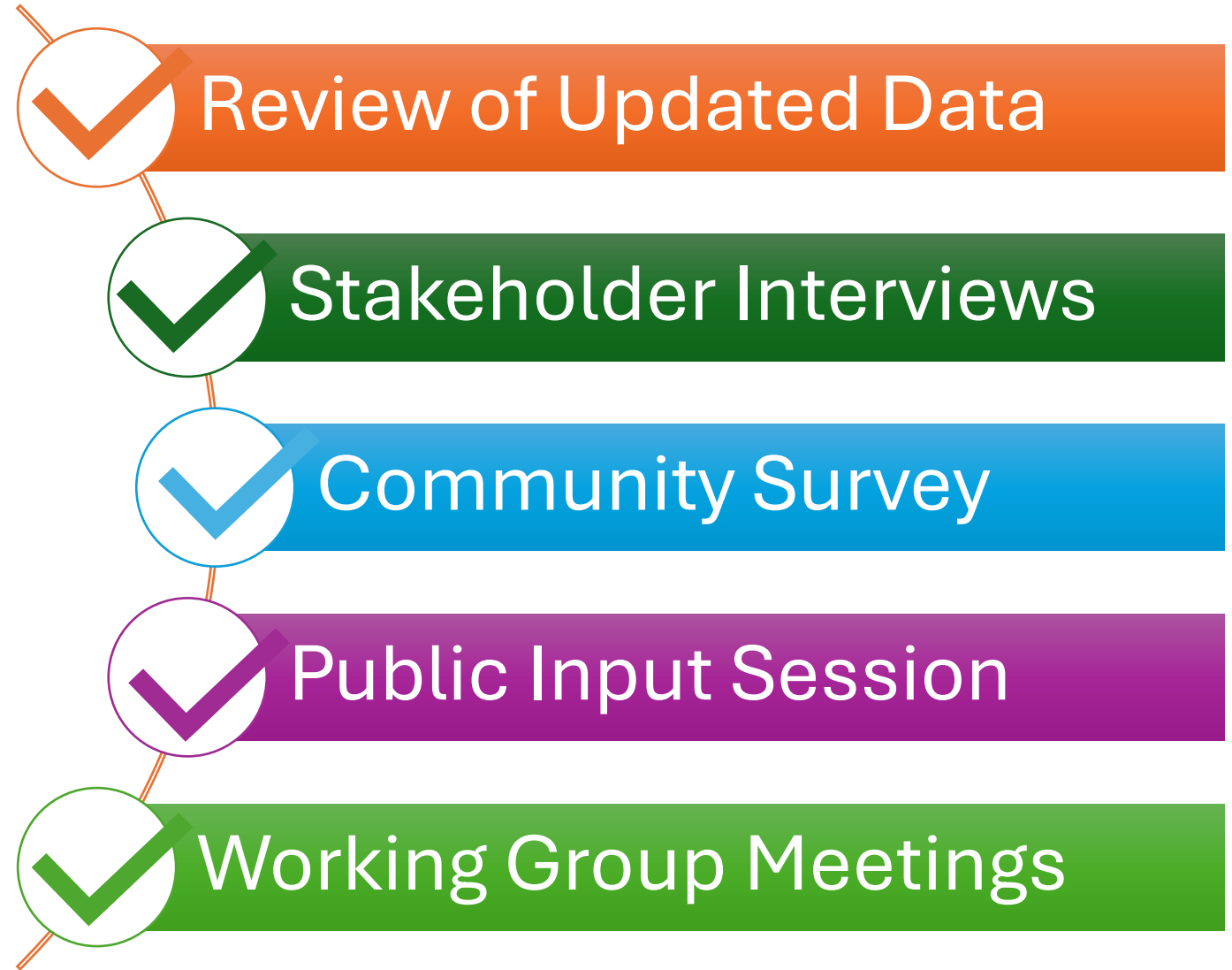
Prepared by

Community Revitalization & Rejuvenation Consultants

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How We Got Here....



The Working Group

SWOT Analysis

Identification of Actions
and Activities

Prioritization of
Opportunities

Members of the Working Group

City of Geneva

Geneva IDA

Geneva LDC

Downtown Geneva BID



General Economic Development Goals



To improve quality
of life for residents



Create a renewed
sense of community
pride



Grow the City
population



Ease tax burden



Provide for more
housing options



Increase the
number of visitors



Share and
communicate

Quantitative Goals

Jobs

- Add 125 new jobs annually

Housing

- Add 75 new units annually

Storefront
Vacancies

- Fill up to 85%

Upper Story
Renovation

- Reduce vacancies by 50%

Quantitative Goals

Business

- Add 10 new businesses annually
- Arrange visits to all employers with 50+ employees

Business Expansion

- Add 5 expansions per year

Quantitative Goals

Tourism

- YOY visits increase by 5%

Neighborhood Improvement

- One event in each neighborhood per year

Public Relations

- 12 posts per year
- 12 press releases/stories per
- 4 public info/network sessions per year

Process & Infrastructure

- Enact process recommendations

Work in the following areas:

Economic
Development
Infrastructure

Recruitment

Retention

Housing

Marketing

Volunteers

Tourism

Comprehensive
Plan

Surplus
Properties

Downtown

Community
Amenities

Densification

Major Projects

CITY - SHORT TERM



1. Comp Plan Discussion



2. OEO Site RFP/RFQ



3. Economic Development Service Capacity



4. Surplus Property Disposition Plan



5. City MAP Grant Program



6. Economic Opportunities Task Force



7. Regular Partner Meetings



8. Inventory Compilation of Available Space



9. Formal Process for Recruitment & Retention

CITY - SHORT TERM



10. Focus on Food Research & Development, Packaging & Production



11. Business visitation Plan



12. Relationship with County TPA



13. Regular Meetings with H&WS Colleges



14. Annual Developer Forum



15. Strategy to Maximize Physical Facilities & Talent of H&WS Colleges



16. Race for the Space Reboot



17. Coordinate with Housing Nonprofits



18. Small Business Forums/Networks Events



19. Support & Leadership for Geneva 2030 and GCSD

CITY- INTERMEDIATE TERM



20. Facilitate redevelopment of OEO site



21. Commission a Geneva housing market analysis



22. Complete BOA/North End & Castle Creek greenways



23. Facilitate Middle/Exchange Street projects



24. Actively seek revenue generating businesses



25. Update/streamline project permitting process



Neighborhood Redevelopment
Site



Downtown OEO Redevelopment Site

IDA- SHORT TERM



1. Improve Financial Viability of American Can/GEDC complex



2. Financial Incentive Program for Housing Development



3. Redevelopment Concept for RT 5/20 & Town & Country Plaza



4. Sponsor Annual Award Program

IDA - INTERMEDIATE TERM



5. Continue Efforts to Redevelop & Renovate American Can/GEDC



6. Commission Geneva Housing Market Analysis



7. Create a major industry employee incentive program



8. Facilitate Redevelopment of Rt. 5/20 Town & Country Plaza Area



9. Facilitate Priority Housing Types- Affordable, Middle, Senior



10. Facilitate Preparation of More Shovel Ready Sites



Town & County Plaza Site



Town & Country Plaza Site

LDC- SHORT TERM



1. Geneva Image
Building Campaign



2. Plan for Marketing
Economic Development
Successes



3. Neighborhood
Promotion Program



4. Annual Geneva
Economic Development
Awards Event

LDC - INTERMEDIATE TERM



5. Existing Housing
Improvement/Repair
Program



6. Improve Geneva
Presence at State Visitor
Center



NYS Finger Lakes Welcome Center

- Lakefront at NYS Finger Lakes Welcome Center

BID- SHORT TERM



1. Downtown Vacancy Reduction Plan



2. Downtown Building Renovation/Rehab Initiative



3. Annual BID Dashboard



4. Action Plan for Further Improving Connections with Lakefront

BID - INTERMEDIATE TERM



5. Implement
Downtown Vacancy
Reduction Program



6. Create a Geneva
tourist attraction plan



7. Support Cont. &
Expanded Downtown
Residential Growth



8. Research Possible
Traffic Generating
Projects



9. Implement Plan for
Improved
Connections with
Lakefront



Downtown Retail Storefront



Downtown Historic Architecture & Upper Stories

CLOSING THOUGHTS

Do Not Overlook Economic Development Processes

Role of Housing

Build on Downtown Strengths

Stretching Capacity Using Volunteers

Growing the Tax Base

Densification Can Make a Difference