

geneseo students unveil neighborhood branding strategies



SUNY Geneseo students presented branding strategies to Castle Heights, City Central, Hildreth Hill and Historic North neighborhood representatives and City officials. Ideas included logo designs, taglines, facebook pages, web sites, neighborhood signs, and social events.



The neighborhood associations will be implementing their branding strategies in the coming months.

city central's seneca 634 mural dedicated at the GNRC

Geneva Community Projects, Inc. held a dedication celebration at the GNRC for the Seneca 634 mural located on Castle St. in City Central. A crowd of over 40 people came to applaud the new community asset. The artist, Ken Milligton, described his art work and inspirations from Geneva's history.



three streets selected for great geneva neighborhood challenge 2011

Three groups with a total of thirteen homes in Castle Heights, Hildreth Hill and Western Gardens neighborhoods were selected for the 2nd Annual Great Geneva Neighborhood Challenge.



Participating residents will work together to do curb appeal projects this summer such as scraping and painting porches, sprucing up landscaping, and adding flower boxes.

grant submitted for hildreth hill homes

The City recently submitted an application to the state for funds that will help repair homes in Hildreth Hill. If successful, the GNRC will have \$500,000 to help as many as 18 homeowners make critical repairs and upgrades during 2012 and 2013.

bicentennial park hosts spring bicycle tune up



The Pride in Our Pocket Parks Campaign group and the Geneva Police Department hosted a spring bicycle tune up in Bicentennial Park and a safety course at Lakefront Park. Bicycles were cleaned up and everyone had a great time celebrating our downtown park amenities.

gnrc visitor, volunteer, website & media log

145 visitors:

- 101 residents
- 17 city employees
- 3 partners
- 5 students
- 25 other

11 architectural design resident clients and 3 active landscape design resident clients

1,227 website hits this month

9 volunteer hours

1 Finger Lakes Times article: Brownfield Opportunity Area Grant

remember to find us on facebook

Search "Geneva Neighborhood Resource Center" and don't forget to click the "Like" button to stay on top of GNRC activities.



hws interns on board



Laura Butera and Claire Leavengood-Boxer, William Smith College Architectural Studies students, began their summer internship with the GNRC. The internships are funded through HWS CCESL's Americorps Summer of Service Program and Offices of the President and Provost.

The interns will assist with design, construction, and neighborhood association projects such as the implementation of neighborhood association branding strategies, creating a signage plan, curb appeal projects, and more.