

Galesburg Advantage

Overall theme: Galesburg will position itself within the Midwestern region as a desirable place to live, work, learn and play while offering superb quality of life.

<i>Theme 1:</i>	<i>Galesburg will provide high-quality infrastructure to its residents, businesses and industries.</i>
<i>Key Areas</i>	<i>Focus Areas</i>
Surface Transportation	<ol style="list-style-type: none"> 1. Street resurfacing upgrades 2. Develop I-74 interchange
Water	<ol style="list-style-type: none"> 1. Market and expand potable water infrastructure
Airport	<ol style="list-style-type: none"> 1. Air freight terminal 2. Commercial Service
Rail	<ol style="list-style-type: none"> 1. Passenger <ol style="list-style-type: none"> a. Amtrak service improvements b. Amtrak depot improvements c. Passenger rail – QC/Peoria metro areas d. High-speed rail corridor 2. Freight <ol style="list-style-type: none"> a. Quiet zone b. Grade separations
Telecommunications	<ol style="list-style-type: none"> 1. Fiber optic infrastructure 2. Wireless network
Centralized internet presence	<ol style="list-style-type: none"> 1. Web portal 2. Search engine short-listing
Bicycle/pedestrian facilities	<ol style="list-style-type: none"> 1. Bike trail/park system connectivity 2. Expanded sidewalk connectivity
Transit	<ol style="list-style-type: none"> 1. Develop van-pool between Quad Cities/Peoria
Secondary infrastructure	<ol style="list-style-type: none"> 1. Corridor enhancements 2. Aesthetic improvements <ol style="list-style-type: none"> a. Community entrances b. Community cleanup c. Infrastructure maintenance

Theme 2:	Galesburg will serve as the hub of educational opportunities and workforce development for all generations throughout the western Illinois region.
Key Areas	Focus Areas
Youth & Education	<ol style="list-style-type: none"> 1. Adding ambition in attempts to improve drop-out/graduation rates <ol style="list-style-type: none"> a. Motivate kids through technology b. Survey students to find out what exactly they need in order to succeed c. Keeping parents in-the-know about their child's progress, programs available, and teaching plans d. Offering more outside of school activities <ol style="list-style-type: none"> 1. Expanding Discovery Depot or having similar facility/environment 2. Youth based community center with programs that offer students learning assistance(tutoring) and incentives <ol style="list-style-type: none"> a. These programs could then lead to getting youth more involved in the community e. Educating youth about future opportunities: trade schools and non-traditional jobs
Adult Education/Parenting	<ol style="list-style-type: none"> 1. Emphasizing the importance of trade schools 2. Offering computer/technology training for adults <ol style="list-style-type: none"> a. If job expansion occurs, perhaps in the realm of technology, then this type of training is a must 3. Offering more classes, in general, to adults 4. Having businesses offer some sort of parenting briefs
Community Education	<ol style="list-style-type: none"> 1. Educating everyone about Galesburg's past, present, and future 2. Informing colleges about events/opportunities in the city

<p>Theme 3:</p>	<p>Business development is encouraged and rewarded through efficient and accessible business development programs, focused growth in key markets and a network of entrepreneurship mentors.</p>
<p>Key Areas</p>	<p>Focus Areas</p>
<p>Retail development</p>	<ol style="list-style-type: none"> 1. Mall redevelopment <ol style="list-style-type: none"> a. Food cart vendors (Macomb & Peoria) b. Not limiting to retail (i.e. office, etc.) 2. Niche retail <ol style="list-style-type: none"> a. Parks: water park, amusement park (old Days Inn/Shopko area) b. Arts: bookstore, craft store, gallery, antiques (rail and non-rail related) c. Food: bagel store, Andies Candies, juice bar, health food, ice cream parlor, Thai restaurant d. Other: train enthusiast store, teenage store (record, music, etc.), 5c&10c 3. Arts community <ol style="list-style-type: none"> a. Create art center b. Have festivals and exhibitions c. Promote local artists/musicians
<p>Jobs expansion</p>	<ol style="list-style-type: none"> 1. Key markets <ol style="list-style-type: none"> a. Healthcare: develop specialized medical service center (i.e. cancer center, bone & joint center) b. Transportation: intermodal, LPG, shuttle service QC/Peoria c. Agriculture: expand farmers market, ship out to other cities, have more space, provide for local restaurants and grocery stores. Involve in greener, more efficient ways of farming. Also, alternative farming methods 2. Future opportunities <ol style="list-style-type: none"> a. Alternative energy: green jobs are recession resistant for now b. High-tech: coveted jobs right now c. Service-based industry: need to move away from manufacturing
<p>Careers</p>	<ol style="list-style-type: none"> 1. Job shadowing opportunities <ol style="list-style-type: none"> a. Available to all GHS, CSC, and Knox students b. Single-visit, or intern-type showing methods 2. More opportunities for young professionals to start companies <ol style="list-style-type: none"> a. Have list of ordinances and available resources when they start up b. Help them to utilize resources and do their homework 3. More emphasis on service rather than manufacturing <ol style="list-style-type: none"> a. Need to change mindset of population (Maytag is gone and never coming back)
<p>Coordinated efforts</p>	<ol style="list-style-type: none"> 1. Centralized process and web presence <ol style="list-style-type: none"> a. Business tab on city website with resources and contacts 2. Mentors or liaisons to walk business developers through the process <ol style="list-style-type: none"> a. Utilize mentors and surrounding entrepreneurs for info/advice/advertising & marketing help b. Create programs to help and promote entrepreneurial business 3. Make Galesburg more developer friendly <ol style="list-style-type: none"> a. Develop task force to streamline process b. Work with that task force to help with permits, regulations, zoning, inspections, etc... 4. Make community aware of local business opportunities, products, and

	<p>services offered</p> <ul style="list-style-type: none">a. Low-cost or free advertising for home-based business (ex. Transformations in G-burg)b. Business retention/expansion program provides area entrepreneurs with a "one-stop shop" <p>5. Persuade SCORE to open up a Galesburg branch office</p> <ul style="list-style-type: none">a. Involve branch in all community committees and associations that relate to business development in Galesburg
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Theme 4:	Galesburg welcomes visitors to celebrate its unique character through its historic downtown, rail-related features, parks and recreation facilities and destinations such as the Seminary Street Historic Commercial District, Carl Sandburg Birthplace, and the planned National Railroad Hall of Fame.
Key Areas	Focus Areas
Guest relations	<ol style="list-style-type: none"> 1. Marketing materials: <ol style="list-style-type: none"> a. Market Galesburg through pamphlets, flyers, billboards, etc... b. Market all assets to create a positive and progressive image 2. Visitors center <ol style="list-style-type: none"> a. Have pamphlets and maps with activities available for visitors b. Ex. Historic district walk around, seminary walk around 3. Web presence <ol style="list-style-type: none"> a. Use travel sites and trade publications (ex. Antiquary) to promote G-burg image 4. Lodging options <ol style="list-style-type: none"> a. Diverse accommodations (1-4 star rated hotels) b. Possibility of additional 4- or 5-star hotel with conference center to attract business and pleasure
Tourism areas	<ol style="list-style-type: none"> 1. Colton park <ol style="list-style-type: none"> a. Possibility of putting in Ferris wheel b. Will promote positive image either coming to or thru Galesburg on the Amtrak 2. Sandburg birthplace <ol style="list-style-type: none"> a. Have some sort of museum or tour set up to entice visiting 3. Rail yards <ol style="list-style-type: none"> a. Have viewing platform available for visitors to watch and get very close to the trains while still staying safe 4. Stearman <ol style="list-style-type: none"> a. Have tour/museum available to entice visiting b. Expand the fly-in to help more people come in and spend their money while visiting Galesburg 5. Events <ol style="list-style-type: none"> a. Railroad days, Knox County fair, Taste of Seminary, Hot air balloon race, etc.
Tourism marketing	<ol style="list-style-type: none"> 1. Interstate signage <ol style="list-style-type: none"> a. Have continuity between state, local, and private signage to focus image of Galesburg 2. Depot improvement <ol style="list-style-type: none"> a. Make bigger/better so there is more shopping/food/entertainment for people arriving on Amtrak 3. Tours <ol style="list-style-type: none"> a. Architectural, attraction, agricultural 4. Attractions <ol style="list-style-type: none"> a. Ferris wheel, NRRHoF, Stearman, underground RR, mini-golf, fun parks, etc.
Niche retail	<ol style="list-style-type: none"> 1. Food 2. Clothing 3. Antiques
Housing	
College-related	<ol style="list-style-type: none"> 1. Party district

development	<ul style="list-style-type: none"> a. 1st Friday/Saturday of month allow late partying in certain districts (downtown) 2. Businesses downtown staying open later (evening downtown activity)
Recreation venues	<ul style="list-style-type: none"> 1. Armory conversion <ul style="list-style-type: none"> a. Concert/seminar venue (ex. Aragon ballroom Chicago, IL) 3. Lake Storey <ul style="list-style-type: none"> a. Connects trails to make a criss-cross of whole property (600 acres of fun!) 4. Orpheum <ul style="list-style-type: none"> a. Can be used to bring bigger/younger acts to Galesburg (bands, comedians, etc.) 5. Standish <ul style="list-style-type: none"> a. Movie in the park 6. Drag Strip/Race track <ul style="list-style-type: none"> a. Possible out by Knox County fairgrounds
Entertainment	

Theme 5:	We are a community of neighborhoods, encouraging residential areas that are safe and accessible to all populations with diverse housing options and access to community amenities.
Key Areas	Focus Areas
Neighborhood beautification	<ol style="list-style-type: none"> 1. Gateway Improvements <ol style="list-style-type: none"> a. I-74 Entrance <ol style="list-style-type: none"> i. Beautify- The first impression people get when entering town ii. Adding more signage/advertising at the exit b. Street <ol style="list-style-type: none"> i. Possibly having more brick streets to spread the old school feel similar to that of Seminary Street c. Rail <ol style="list-style-type: none"> i. More advertising and aesthetics when arriving on Amtrak d. Airport <ol style="list-style-type: none"> i. Taking advantage of area around airport ii. Beautify area- First thing people see when arriving (especially if airport becomes commercial) 2. Increase Neighborhood Pride <ol style="list-style-type: none"> a. Promote "good neighbor" attitude b. Encourage neighborhood "buy-in" c. Implementing more Neighborhood Watch Programs d. Providing incentives for neighborhood beautification by having neighborhood improvement contests e. Give tax breaks for rehab. to houses/neighborhoods 3. Improve appearance of buildings, amenities, and surrounding <ol style="list-style-type: none"> a. Promote rehabilitation of existing homes b. Enforce nuisance ordinances c. Cleanup and maintain public areas <ol style="list-style-type: none"> i. Holding landlords accountable for appearance of properties ii. Encouraging community volunteer clean-up, litter control, and adopt-a-highway iii. Amping up the city square and existing parks iv. Preserving Historical character of worthy buildings v. Community gardens vi. Improving Store facades-No more plywood! vii. Any new development should blend in with existing historical fabric
Identify and address building code barriers	<ol style="list-style-type: none"> 1. Organize training or seminars for new codes or often violated codes 2. Uniform enforcement of building codes
Provide quality affordable housing	<ol style="list-style-type: none"> 1. Encourage development of affordable housing <ol style="list-style-type: none"> a. Family housing b. Young professionals/Students <ol style="list-style-type: none"> 1. Developing upper floors in downtown for students and young professionals c. Senior citizens <ol style="list-style-type: none"> 1. Condos for active retirees
Expanded recreation opportunities	<ol style="list-style-type: none"> 1. Target 18-30 demographic <ol style="list-style-type: none"> a. Once you bring in young professionals and students you have to have places for them to not only live and work, but also play b. Party Districts 2. Better venues and programs

	<ul style="list-style-type: none"> a. Bike paths that go to and from sites in city b. Transit c. Utilizing current venues: Lake Story, Orpheum, etc. 3. More recreational opportunities in the south of town <ul style="list-style-type: none"> a. More parks a.
Residential relocation marketing	<ul style="list-style-type: none"> 1. Peoria/ QC 2. Chicago/ St. Louis/ Kansas City metro area <ul style="list-style-type: none"> a. Billboard ads. In most high-traffic areas (ex. "Hate Gridlock?") 3. General promoting of city <ul style="list-style-type: none"> a. Low cost of living, location in relation to Peoria and QC, low interest loans, tax reliefs
Age-specific marketing	<ul style="list-style-type: none"> 1. Retirees <ul style="list-style-type: none"> a. Condos b. Promoting a retirement community 2. Young professionals <ul style="list-style-type: none"> a. Increasing green awareness will attract educated and productive young professionals to the area 3. Families with children <ul style="list-style-type: none"> a. Generally, this is done by promoting good education opportunities