Overview

- In the 1960s Geneva became part of the “guns belt” & the explosion of highways routes 5 & 39 meant that people no longer had to drive through the town to access the interstate.
- Small businesses were relocated.
- In the past 15 years, Geneva’s downtown commercial landscape has been changing, with new stores opening, restaurants, cafes, and bars continue to open, the majority of which are specialty shops.
- Radio- and TV-driven campaigns Geneva such as “Geneva Night Out” and “One Geneva”
- More destination: Wine stores, local dining, and wine bars in a deep downtown to wine, dine, be entertained
- Research Question: Is Geneva undergoing gentrification?

What’s happening!

1. Geneva’s “new downtown customer” does exist, but has only started shopping in Geneva in the last 15 years.
2. In the off-season, upscale stores become the primary site of gentrification. They are more important for personal and non-personal reasons. (male residents)
3. This group is a larger segment of the downtown shopping scene. They represent the majority of “younger” shoppers. In addition, 86% of these non-residents come from the NY metro area.
4. The majority of non-residents are either shopping OR eating, while only 45% of HWS students and residents do BOTH!
5. Non-residents are 83% likely to shop and go to a higher-end, which suggests that they are off-campus shoppers, not those before dinner.
6. HWS students are disproportionately eat at high-end restaurants

Is Geneva Gentrifying?

- Definitions: The influx of middle-class people into an otherwise economically depressed & previously undesirable location. Characterized by low barriers to entry (cheap rent), the incentive of strategic geographic location, and the presence of amenities willing to move new & “cool” things.
- Traditional Gentrification is an undesirable social form of consumption based gentrification, spurred by the real estate market to attract more upscale residents.
- Historical Gentrification is a traditional form of consumption based gentrification, spurred by the real estate market to attract more upscale residents.
- Gentrification is a complex process that can occur in any city, regardless of age or economic status.