

## Overview

- In the 1980s Geneva became part of the "rust belt" & the construction of highways routes 5 and 20 meant that people no longer need to drive through the town → Vacant storefronts
- Store owners describe downtown Geneva in the 1990s: "hit a kind of bottom", "bad place for business", "crime in the area"
- In the past 15 years, Geneva's downtown commercial landscape has been changing, low rent has allowed new stores, restaurants, cafes, and bars continue to open; the majority of which are upscale.
- Revitalization campaigns Geneva such as "Geneva Night Out" and "Love Geneva"
- Tourist destination: Wine-tourism, trout fishing, and Waterloo outlets → stop downtown to wine, dine, be entertained

Research Question: Is Geneva undergoing gentrification?

If so: What does this mean for Geneva residents?

Non-residents EITHER shop OR eat while HWS affiliates & residents do BOTH

Crosstab				a3_CollapsedRES			Total
Shop High				Resident	HWS Affiliate	Non-Resident	
No	Restaurant High	No	Count	42	8	19	69
			% within a3_CollapsedRES	61.8%	42.1%	35.2%	48.9%
		Yes	Count	26	11	35	72
			% within a3_CollapsedRES	38.2%	57.9%	64.8%	51.1%
Total			Count	68	19	54	141
			% within a3_CollapsedRES	100.0%	100.0%	100.0%	100.0%
Yes	Restaurant High	No	Count	51	10	80	141
			% within a3_CollapsedRES	78.5%	76.9%	93.0%	86.0%
		Yes	Count	14	3	8	23
			% within a3_CollapsedRES	21.5%	23.1%	7.0%	14.0%
Total			Count	65	13	88	164
			% within a3_CollapsedRES	100.0%	100.0%	100.0%	100.0%
Total	Restaurant High	No	Count	93	18	99	210
			% within a3_CollapsedRES	69.9%	56.3%	70.7%	68.9%
		Yes	Count	40	14	41	95
			% within a3_CollapsedRES	30.1%	43.8%	29.3%	31.1%
Total			Count	133	32	140	305
			% within a3_CollapsedRES	100.0%	100.0%	100.0%	100.0%

## Initial Discoveries & Questions

Interviews with commercial store owners revealed:

- The "new downtown customer" (summer time tourist, desire to consume "experiences", and has disposable income)

"...We do almost 50% more business in the summertime. And years ago [1990's]...it was totally the opposite." (café)

- Spurs demand for upscale spaces to accommodate "new downtown customer"
- If Geneva is gentrifying, its not by an influx of upper-class residents but through a change in the commercial landscape

Q: Do these trends continue in the off-season: Has Geneva been permanently reshaped?

Q: How do residents versus non-residents use these spaces?

Q: Do factors other than residency explain this phenomena?

## Downtown Demographics: Upscale Stores

Stores

Consumer Profile (82.4%)



Female (62%)  
Non-Residents (61.4%)  
50+ years old (71%)



Where are Geneva Residents?

- Stores: 48.9% (-12.5%)

## Results

305 Surveys, aprx. 50% response rate, Generalizable!

5.23% Margin of error & Confidence Interval of **89.44%**

Residency Residents (43.8%) Non-Residents (46.1%) **HWS Affiliates (10.5%)**

There is not an equal "1/3<sup>rd</sup>" distribution of customers like store owners thought

Gender **Females (62.3%)** Males (37.7%)

"Gentrified enclaves...[have] a female population increasing faster than a male population"

Race **White (87%)** Black (3.3%) Hispanic (5.0%) Asian (1.0%) Other (3.7%)

White 87.0%  
Black or African American 7.0%

Age 18-29 (32.6%) 30-49 (34.3%) 50+ (33.2%)

There is an equal "1/3<sup>rd</sup>" distribution across age groups consistent with Census data

17 Shops  
Total Network: 56 Shops  
31/56 "Upscale"



## What's happening!

- Geneva's "new downtown customer" does exist, has already shaped Geneva in its image, but is still relegated to summertime tourist season
- In the off-season, upscale stores become the primary site of gentrification. They are disproportionately frequented and perpetuated by "textbook" gentrifying groups (female non-residents over 50).
- This group is not relegated to downtown shopping as they represent the majority of "uptown" shoppers. Additionally, 68% of these non-residents come from the NY area
- The majority of non-residents are either shopping OR eating, while only 1/5<sup>th</sup> of HWS affiliates and residents do BOTH
- Non-residents are 81.3% likely to shop and go to a high-end café, which suggests that they are day time shoppers that leave before dinner.
- HWS affiliates disproportionately eat at high-end restaurants

## Is Geneva Gentrifying?

- Definition: is the influx of **capital and 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 patrons willing consume new and 'hip' things.
- I believe Geneva is undergoing an atypical form of consumption-based gentrification, spurred by the new downtown customer's demand to consume experiences and perpetuated by a few affluent groups in the off-season. This is in contrast to classic gentrification where by gentrifiers move to the neighborhood (e.g. Harlem or Williamsburg) and consequently drive up rent prices.

# Mapping Gentrification:

# Exploring Patterns of Consumption in Downtown Geneva