The purpose of our research was to assist the Executive Director of the Geneva Community Center to recover from its financial instability, primarily by improving the center’s marketing strategies.

Additionally, we sought to find potential clients from around the area whose services and/or organizations could be housed in the GCC.

Research Hypothesis: The Geneva Community Center’s financial crisis is salvageable, and with the right use of the space it offers it can be financially revitalized, profitable, and most importantly, sustainable.

**Survey**

We administered a survey for key informants in the Geneva community and distributed these surveys via email. The survey allowed us to better understand the needs of future collaborative partners and how the Geneva Community Center can help achieve these needs. Some examples of these key informants will be: daycare owners, charter Schools, HWS club sport teams, senior citizens, and food vendors.

**Organization Leaders Survey:**
1. Are you in need of a space to run your business or hold activities (early day care, charter schools, sport teams etc.)?
2. What type of organization, activity or business do you run?
3. How long will you want to use the space for?
4. How much space will you need to maintain your organization, activity or business?
5. How much will you be willing to pay to use the space?
6. If early hours do not work for you to use the space, would you be interested in using the space during later hours of the day?
7. (Optional): Do you know of anyone else who may want to use and pay for the space?

**Phone Interview Questionnaire**

We conducted phone interviews with other community centers that are comparable to the GCC, in order to gain a better understanding of how to help keep the community center financially stable and how to best utilize the space that the GCC offers.

**Phone Interview Script:**
1. What is your affiliation with the community center?
2. What are the hours of your community center?
3. What opportunities do your community center offer?
4. How do you occupy the space of the community center?
5. How do you draw members to the community center?
6. How do you find funding to keep the community center?
7. Is your community center free of membership or what is your membership fee for your community center?
8. Could you refer us to two more community centers?