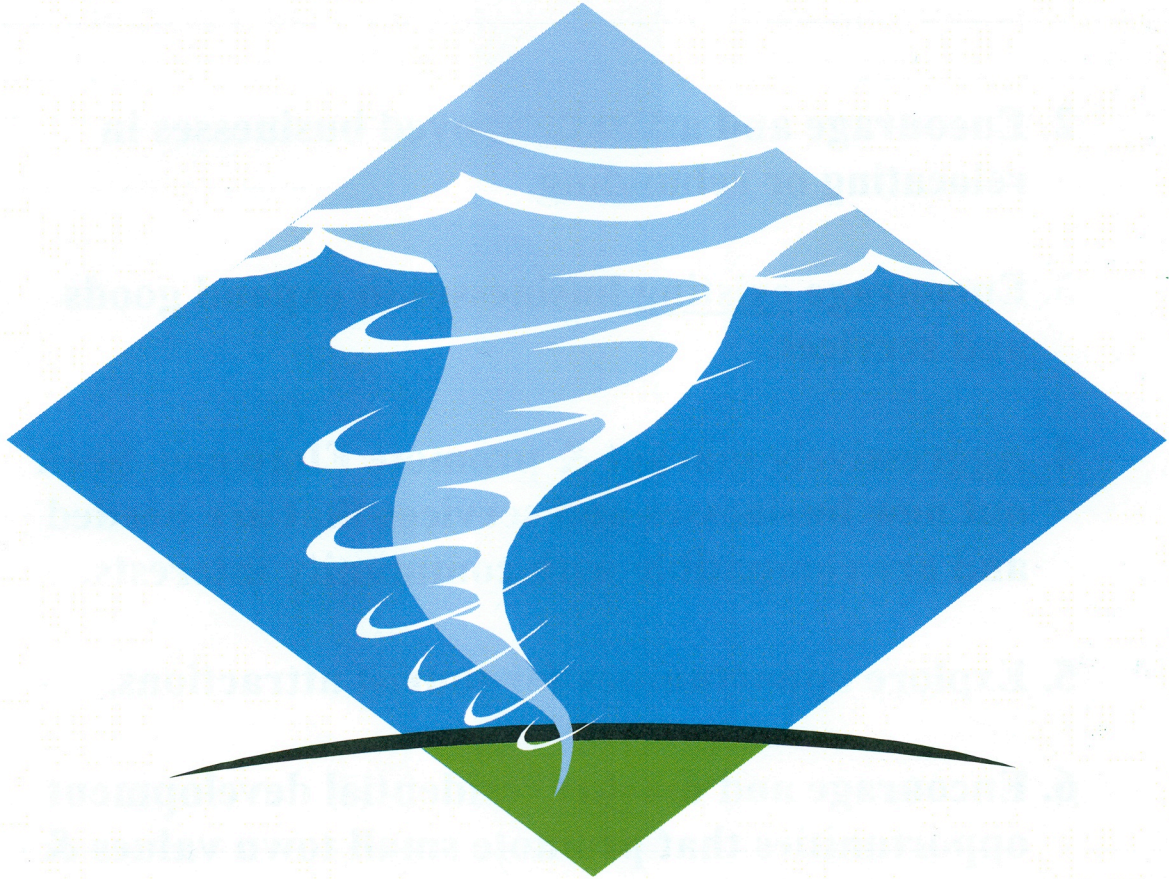


# ***ELMWOOD***



# **ECONOMIC RECOVERY**

September 2010



## GOALS & OBJECTIVES

1. Get surviving businesses repaired and re-opened.  
*(Approximately 90 % complete by Fall Festival)*
2. Encourage and assist destroyed businesses in relocating or rebuilding.
3. Encourage existing businesses to expand goods and services.
4. Aggressively market & promote Elmwood. Seek out new businesses and services that are needed and are compatible with community interests.
5. Explore opportunities for tourist attractions.
6. Encourage and market residential development opportunities that promote small town values & advantages.

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**1. Get surviving businesses repaired and re-opened.**  
*(Approximately 90 % completed by Fall Festival)*

List surviving businesses **not** repaired and re-opened.

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**2. Encourage and assist destroyed businesses in  
relocating or rebuilding.**

List destroyed businesses.

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**3. Encourage existing businesses to expand goods and services.**

*Survey customers and residents to determine what types of additional goods and services are wanted or needed. Use a standard form in all businesses so that customers are familiar with the process.*

**EXAMPLES:**

Grocery \_\_\_\_\_

Gas station \_\_\_\_\_

Medical \_\_\_\_\_

Laundromat \_\_\_\_\_

**4. Aggressively market & promote Elmwood. Seek out new businesses and services that are needed and are compatible with community interests.**

The "Elmwood Disaster Recovery Plan" listed many suggestions and ideas for new businesses and services that survey participants desired. This



information seems to be consistent with comments and discussions that occur frequently in the community and at various meetings. The business association may want to prioritize this list and concentrate on 5 - 10 top priority types of businesses.

Some ideas might include:

General mercantile store \_\_\_\_\_

Computer/electronics \_\_\_\_\_

Hardware store \_\_\_\_\_

Bakery \_\_\_\_\_

*(co-ops or remote location stores?)*

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Most residents may not have a need for professional services that only need office space. Examples might be a surveyor's office, accounting office, engineering office, consulting office, government office, etc.

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Agriculturally related \_\_\_\_\_

Industrially related \_\_\_\_\_

Transportation related \_\_\_\_\_

Recreation related \_\_\_\_\_

Other \_\_\_\_\_

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## **5. Explore opportunities for tourist attractions.**

*Expand on current festivals and events and explore new opportunities for festivals and activities.*

### *Existing*

Strawberry & \_\_\_\_\_ Festival?

Fall \_\_\_\_\_ Festival?

Elmwood \_\_\_\_\_ & Outdoor Show ?



Bed & Breakfast

Fishing, hunting, canoeing, hiking, model airplane, kites,

WiFi

Strip mines

Cemetery walk

Old bridges or structures.

Famous (or infamous) people or events

Seasonal events

Others

**6. Encourage and market residential development opportunities that promote small town values & advantages.**

*Establish and promote a consistent image, theme, motto and logo that promotes small town values and advantages.*

*Advertise and promote Elmwood as a residential community with small town values and advantages.*

*Market through realtors, events, media, trade shows, etc.*

*Provide incentives such as TIF and Enterprise Zone.*

*Provide developer friendly atmosphere.*



## *New possibilities*

Arts festival centered around Larado Taft and/or arts center similar to Pekin Speakeasy Art Center, 353 Court Street. c/o Todd Thompson (309-613-0254).

Hot air Balloon event

Expand on Spoon River Drive

Municipal Band

Other music events to square

School events

- Sports events

- Band events

- Tournaments

- Vocal/choir events

- Conferences/seminars

Church events

Civic club events

- AMVETS

- Kiwanis

- Lodge

Collectors/Clubs

- Automobiles

- Horses

- Reenactors

- Tractors

Parades

Holidays

Races

- Marathon

- Bicycle

- Tornado days

- Snowmobile event

Food festivals

- Sweet corn, etc.

Paint Ball

Haunted house