

MEDIA ADVISORY

For Immediate Release – 2/6/07

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Highlights from Cazenovia Market Survey to be Presented

Cazenovia, NY - On Wednesday, 28 February 2007 at 7 pm, a presentation highlighting the results of the Cazenovia market development study and survey will be held in the Cazenovia Library Community Room at 100 Albany Street. The meeting is open to the public. Sponsors for the program include the Greater Cazenovia Area Chamber of Commerce (GCACC), Syracuse University Whitman Consulting Group and Cazenovia Area Community Development Association, Inc. (CACDA).

More than 4000 surveys were mailed to residents in the greater Cazenovia area in November of 2006 to update a previous study completed ten years ago. An alternative electronic version of the survey was available on the internet.

Working with representatives from GCACC and the CACDA Business Development Committee, graduate students from the Whitman Consulting Group reformatted the earlier survey to address existing conditions. Results from all the surveys that were returned are being compiled and will be presented by the students.

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The new study is intended to identify potential changes that could help improve the prosperity of the Cazenovia business district, which encompasses Albany Street and the area through the Plaza on Route 20 East. Survey questions asked residents about various local opportunities they are currently utilizing, and how any proposed changes could more efficiently meet current and future community needs.

Overall customer experience with the Cazenovia area and how it could be improved was also a focus of the study. Residents were encouraged to be candid with their responses and include any additional comments that could help with the assessment process.

Educate ☆ Build Consensus ☆ Implement

Cazenovia Area Community Development Association, Inc. is an independent 501©(3) not-for-profit community based organization representing a broad cross-section of stakeholders.

CACDA seeks to facilitate the planning and implementation of various projects and programs that will enhance the quality of life, for all residents in the greater Cazenovia region, through education and consensus-building activities.

CACDA offers assistance in accomplishing community goals and objectives. It provides a non-political clearinghouse for discussion and a resource for fact finding as well as dissemination of information.

Individuals and corporations can support CACDA's programs through donations and volunteer efforts. For more information, please call Barbara Henderson, Executive Director, at 655-7651 or e-mail director@cacda.net.