

MEDIA ADVISORY

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CACDA Partners with Whitman School for Cazenovia College Student Survey

Cazenovia, NY – Cazenovia Area Community Development Association (CACDA) recently partnered with the Syracuse University Whitman School of Management to produce a report that focuses on Cazenovia College student spending habits.

“The study adequately highlights the economic impact that our students have on the businesses in the village,” states Cazenovia College President Mark J. Tierno. “The percentages (in the study) clearly indicate that students are genuine consumers who regularly frequent a number of Cazenovia businesses that offer products of interest.”

Barbara Henderson, CACDA's Executive Director said, “This document is a valuable source of information for existing and potential business owners, because it shows how students and their families currently spend money when in the area. It also explores what they might like to see as future opportunities.”

CACDA completed a 2007 community-wide study in conjunction with the Whitman School and the Greater Cazenovia Area Chamber of Commerce. Those results have provided business owners and community leaders with insights into demographic changes and trends in the types of businesses that residents support or would like to have available.

You can view both reports on CACDA's website at www.cacda.net.

CACDA enhances economic vitality and preserves the rural, historic character of our region through education, consensus-building and project implementation. Since inception, for each \$1 of individual investment, CACDA has facilitated \$26.28 in community projects – a 2628% return on investment.

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