

Podcasting Across Nebraska

2006-2007 Application

Applicant: Revitalize Geneva, a Lied Main Street program

Address: P.O. Box 85, 145 N. 9th Street
Geneva, NE 68361

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1. Is this application from:

_____ A single community

XXX A single community with multiple partners (Please list partners below.)

_____ A regional group of communities (Please list participating communities and organizations below.)

Participating communities and organizations:

Geneva Chamber of Commerce, FBLA (Future Business Leaders of America),
Fillmore County Courthouse Volunteers

Who will act as the lead for this project? Lori Loontjer, Manager

Where will the equipment be housed? The Revitalize Geneva and Geneva Chamber of Commerce office.

2. Why is your community or region interested in podcasting?

Revitalize Geneva's plan is to tackle the effort in making downtown Geneva a shopping destination. Revitalize Geneva is on a mission to beautify and restore downtown Geneva's historic splendor. Geneva's recently renovated historic courthouse stands as a testament to community pride. With the help of podcasting, we can continue to promote this historic courthouse, and preserve the historic quality to its downtown. Revitalize Geneva was established to generate and support economic development for its historic downtown, but also to revitalize the entire community.

3. Please describe how your community or region plans to use audio and/or video content to promote tourism, events, recreation, historic sites, and other activities. Please include project goals (i.e., to promote the county fair) and expected outcomes (i.e., an increase in visitors from outside the county) for at least two podcasts which will be made available over the Internet.

Our courthouse features many beautiful historic values. It is listed on the National Register of Historic Buildings. Our objective of the podcasts would be to promote this historic value, the renovated project (the before, during and after of the project); interviews with the architect, and the many volunteers who helped raise 1.25 million plus \$1 million in inheritance tax and other funds. The first podcast presenting the works of the courthouse; the second podcast further enhancing the community - promoting the courthouse, the historic downtown and a walking tour. Currently, Revitalize Geneva is also renovating a historic gas station to make a Visitor's Center and Revitalize Geneva office. The podcasts would also promote this National Registered Historic Building.

4. How do you plan to promote the podcasts created through this project?

The promotion of this project would be established by the Revitalize Geneva program. The RG consists of four committees (Economic Restructuring, Promotion, Design, and Organization). The Promotion committee would utilize the podcasts in promoting the community through advertising, educating our youth, and working together with the organizations of the community for any assistance.

5. Please list the regional or community Web sites which could link to the podcasts produced through this project?

www.fcps.esu6.org - Fillmore Central Public School's web site
www.fillmorecountydevelopment.org
www.fillmorecounty.org - Fillmore County Government agency web site
www.ci.geneva.ne.us - City of Geneva
www.visitfillmorecounty.org - Fillmore County Visitors
www.cityofgeneva.org/Revitalize/ - Revitalize Geneva

6. Will this project involve youth? If so, how will they be involved?

The Future Business Leaders of America at the Fillmore Central Public Schools work closely with the Revitalize Geneva program and the Geneva Chamber of Commerce. The FBLA students will help write and implement this project. The business classes would also be a vital part of the program in helping to designing and writing the podcast.

7. Are any other uses of podcasting within your community or region in place or planned?

Currently, there are no other programs in place or planned.

E-mail completed applications to anne.byers@cio.ne.gov by 5:00 CT, October 13, 2006.