

Geneva Wine & Culinary Center Feasibility Study Geneva, Ohio

Challenge:

Determine the feasibility of developing a regional wine and culinary center at the former Geneva Elementary School site in downtown Geneva

Approach:

- Benchmark the proposed center against the New York Wine & Culinary Center in Canandaigua, New York
- Analyze wine and culinary industry trends
- Review trends in culinary tourism
- Assess competitive wineries and their economic impact within the region
- Identify Lake Erie region demographics and epicurean-friendly lifestyle clusters

Recommendations:

- Proceed with development of an 80,000 sq. ft. Wine and Culinary Center
- Reconsider use of Geneva Elementary School site as location, due to high renovation costs
- Include a banquet facility, hands-on kitchens, and a demonstration amphitheater
- Include space for incubation of new wine and food service businesses
- Cross-promote with northeast Ohio wineries to increase/improve the area's culinary tourism

