

Green/Sustainability Trends on upswing:

- Walking
- Biking
- Outdoor dining
- Lower Consumption
- Local food/gardens
- Support local
- Simple appreciation for nature and “unplugged” activities
- No buffets!

Not Green Trends

- Plastic bags

Businesses that adapt:

- Using technology
- Developing new products
- Offering new services
- Market!
- Throwback industries, i.e. drive-in movie theaters, game and puzzle makers
- Local travel/staycations

Fox Valley Area Case Studies

a5 Branding
& Digital

Midwest Groundcovers

Wholesale grower of plant materials

- Promoted inside sales operation—phone to order
- Promoted shipping to job site
- Implemented clean operations, PPE and social distancing as of March 18
- Championed opening of locally owned garden centers in Illinois—with success May 1



Upstaging Inc.

Stage lighting company in Sycamore

- Concert rigging and lighting for Eric Clapton, Miley Cyrus, Fall Out Boy
- Shifted to making PPE—face shields, counter shields, floor stickers, etc.



Grow Geneva

Boutique indoor plant shop in Geneva

- Moved online, added delivery
- Doubled down on Instagram
- Sales better this year than last—community rallied around neighbors
- Looking at second location and national footprint



Legends Exterior & Construction

General Contractor: Residential and Commercial



- Considered an essential business, has remained open since the lockdown
- Strong e-commerce and online presence prior to pandemic
- Safety of staff and customers was top priority
- Staff learned to smile with their eyes for communicate
- Maintained recycling practices

Geneva Chamber of Commerce & Tourism

- Regional tourism draw
- Lockdown made area residents rediscover Geneva
- Bureau promoted delivery, curbside pickup, online aggressively
- Sold gift boxes of product from local merchants
- Farmer's Market busy as ever—with social distancing
- City helped restaurants add outdoor seating
- So far, have lost three businesses



