

Geneva BID hosts FLX Chamber's March Mixer

Finger Lakes Times

GENEVA — The Finger Lakes Area Chamber of Commerce held its March Business After Hours Networking Mixer March 13. The event was held at the offices of the Geneva Business Improvement District. Located inside the historic One Franklin Square building in downtown Geneva, the BID is a suite neighbor to the FLX Chamber, which also has offices inside of One Franklin Square.

Various businesses and organizations were represented at the event with a large turnout of chamber members who attended to learn more about what the BID does. Catherine Price, executive director for the BID, spoke about the programs and services offered and highlighted events such as the return of the Glorious Garlic Festival. She also talked about Cruisin' Night, and the annual Film Fest as well as new promotions including specials that their office has coordinated for the upcoming solar eclipse.

Responsible for promoting and representing an 18.5-acre area within the City of Geneva, the BID also works to improve and enhance the vibrancy of downtown by serving as stewards of



David Forbes

Event attendees gather for a group photo at the Finger Lakes Chamber of Commerce's March Business After Hours Mixer. Featured in the front row (from left) are Chamber staffers Justin Blue, design and digital content; Tara Sauve, director of marketing and member engagement; and Miranda Odell, president; Business Improvement District staffers Catherine Price, executive director; Lauren Bohrer, event coordinator; and Jill Byington, Master Gardener. Also pictured in the second row (center) is BID Board Chair Mark Varvayanis.

local resources to assist businesses and property owners through supporting the maintenance, operations, events, and infrastructure of the district.

The next Business After Hours Mixer will be held on Wednesday, April 10 at the National Me-

morial Day Museum in Waterloo. The Museum is an arm of the Waterloo Library and Historical Society. Reservations are required one week in advance. Please note that the cost for Business After Hours has increased to \$10 for members and \$20 for non-members

unless individuals have purchased a BAH Season Pass, which has been extended. This event is included for all 2024 Season Pass Holders. contact the Chamber via email at info@flxchamber.com for more information.