The most effective storefronts in downtown Galena were the shops with colorful storefront windows filled with interesting items for sale inside. Our group took a stroll in downtown Galena at 9:30am and we noticed that while most of the stores weren’t opening until 10am, the food (breakfast) diners were moderately filled. We stopped into a coffee shop to purchase some early-morning caffeine and while we were in there, two other customers came in for their morning coffee. Most of the storefront windows were colorful in Galena with a nice window display to entice the customer to enter. The aroma of a hearty breakfast as we approached the Victory Café was very effective at grabbing our attention. This café had several other people inside that may agree as they appeared to be happily enjoying their meal.

On the other hand, there were some stores that were not as appealing. The first part of not being so eye catching is the fact that many of the shops and boutiques were closed while we were there. A majority of the stores did not open until 11 a.m. This made it a bit challenging to look through the dark stores and to capture the atmosphere of the stores. Had they been open they may have been more appealing to us and to the public. They could of provided more data regarding what kind of costumer base was appealed to the store, and what kind of marketing efforts they were putting fourth.

**The American Old Fashioned Ice Cream Parlor**

**102 N. Main Street**

**Galena, IL 61036**

**Cole Mariottini**

The American Old Fashioned Ice Cream Parlor is exactly what it sounds like. Walking up to window or going inside reveals a typical ice cream case, but the décor is what makes it so ‘old fashioned’. Nearly everything looks like it was transported directly from the past and you can tell that the place probably hasn’t changed much since opened all those decades ago. The tables and chairs are wrought iron, and the walls are lined with very old wood cabinets. Being that the Ice Cream Parlor is located in Galena, you can tell that this store, like many, is designed to lure in tourists with their appearance of nostalgia. Any tourist has some disposable income, and the prices at the Parlor are appropriately inflated. When walking past, you can expect parents or grandparents to be inside with the young one sin tow to show them what “it used to be like”.

On first impression, The American Old Fashioned Ice Cream Parlor appears to be just another ice cream joint with a nice door and a window. However, after getting a bit closer, we see the phrase “Old Fashioned” in the name, which of course brings you closer. In the window there are giant cans of caramel for dipping and chocolate syrup as well. A peer inside reveals the appropriately old-timey décor, with the wrought iron and old looking wood.

The three best things about the shop window are probably the use of just an awning that simply says “ICE CREAM”, the caramel and syrup in the window, and the wrought iron seen inside. The use of the simple awning is good attention getter. Nowadays, awnings and store signs are filled with fluff: silly names and even bad art. When you boil it down, you’re left with the bare minimum of advertisement. “ICE CREAM” is simple yet powerful. Everyone knows what they’re being served there, and will go there for that reason. It isn’t till you reach the door that you see the words ‘American’ and ‘old fashioned’, more words that describe the place. In the window there are also the large cans of syrup and caramel these show just what they use here, and the kinds of things they serve. Lastly, we have the wrought iron in the store. You can see from the window the wrought iron tables and chairs inside the store. The wrought iron really helps with the aesthetic of the place and completes their image.

The three worst elements play off of the best. The words “ICE CREAM” causes many to investigate, but the younger generation might walk past because it doesn’t pull them in enough. Secondly, the window as a whole, though you can see behind it to the wrought iron, needs some sprucing. The front of the window is simply a counter with some popcorn items and American flags. Maybe some more old items would help? Lastly, the fact that the cans in the window are not a well-known brand, with name like Hershey’s, people might just walk past.

What The American Old Fashioned Ice Cream Parlor needs to do is to add to the nostalgia the aim to invoke. Add some cans of Hershey syrup to the window, and add some antiques to the window to show people what they just a little more.

**Savvy Scavengers**

**219 Diagonal St.**

**Galena IL, 61036**

**Elizabeth Eversole**

Savvy Scavengers may have a street address that is located on Diagonal St, but really it is about four stores that are all put together and are located along Main St. These four stores include: Specialty Gifts, Razzle Dazzle, Galena Gallery, and Galena Gallery: Electric Art. Like many boutiques, these stores carry cute and unique clothes, shoes, accessories, and other house hold decorations, that you probably would not be able to find replicas of in almost all other stores. The target market of these stores seemed to be girls, or women, from early teenagers to about late thirties. These stores also try to appeal to any woman who loves the word “SALE!” These reasons are exactly why this store was very appealing to me. Upon first seeing this store I noticed all of the shiny crystal figures they had hanging in the window. I thought they were all very pretty, and I loved the way they were capturing the sunlight. I was also intrigued by all of the fun, colorful accessories I saw along the window sill, such as: jewelry, scarves, wallets, etc. Then I saw the sign that said “All Hanging Crystal 50% Off!” At that moment, I just knew I wanted to buy something.

 Inside the store was very overwhelming. You want to look at everything, but you don’t know where to start. However, once you start looking at the items more closely you will see that it is all very cute, fun, fashionable, and chic. After you look around some more, you can see how these four stores come into play and how they are connected. It made since that each of these features were all individual, but at the same time connected. It was easy to tell which store was witch, and what role it played as a part of a whole. However, although these stores were interesting and the items were very attractive, it is also quite a bit pricey.

Over all, I believe consumers would like Savvy Scavengers for a few reasons. The first reason is because of the fact that it is four stores combined into one. This adds a little bit of flare, that is not found it many stores. Another feature that provides some quality to the store is the fact that these items’ designs seemed to be rarer, and not something you would find in a department store. Consumers might like this, because then they can be more original. A third positive feature of this store was that the workers were all very friendly and helpful. This provided a welcoming environment. On the other hand, there were some qualities of the store that were not so good. The first thing is the fact that the only lighting seemed to come from natural light and display light. This made things a bit darker, and not as inviting. Something else that was not overly attractive about this store was its prices. One wallet was $25, and full priced crystals ranged any ware from $20-100 plus. A final aspect that was not that great was that some of the items seemed to be a bit dusty and dingy. This makes you wonder how often is this place cleaned, and do people actually buy things here?

If there was one thing I would do to improve the store, I would lower the prices by 20-25%. By doing this costumers would probably be more likely to want to stop in and buy some products, without hurting their wallets. Along with that, if prices were cheaper, people will probably be more willing to buy more items at one time. Other than that, I really liked this store. I did end up buying one of the 50% off crystals, and would like to return some time.

**Gobbies Sports Pub and Eatery**

**219 N Main Street**

**Galena, Il 61036**

**Steve Wilke**

Gobbies’ is centrally located in Galena to keep you in the heart of it all. There menu is quite varied and appealing to wide range of people. An overview of the menu would be pizza, salads, burgers, steaks, chicken and authentic gyros. Since I have eaten there before I can attest to their wonderful menu and say the food is rather good. The burger I got was too big for one meal and I had to take half the meal home for another meal. I like to people watch and see who comes and goes. I was with a friend and we would play a game we called “So who’s from Chicago?” There are several hotels and bed and breakfast places in and around town where people can stay so it’s pretty normal to see people here from surrounding towns. We noticed that the men wearing button down shirts with leather suede shoes and leather belts tended to be from the bigger city (about a three hour drive from here). The women would be wearing dress suits or brightly colored, obviously expensive, sun dresses with their name brand purses and matching shoes. We usually refer to these folks as ‘yuppies’. This place seemed to attract a lot of people in the upper middle class as well as the average person in their jeans and tee-shirts. There are 13 televisions inside if you want to be wrapped in the latest sporting events or you could retire to the outside patio to enjoy the weather and passersby. The target market would have to be the middle aged male who in turn drags along their families. My first impression of the place was that it looked light hearted and inviting, I always enjoy a comfortable outdoor eating place. I thought the prices were justified for a tourist town, and the people inside were very friendly and approachable. On closer inspection of the place I thought the front windows should have some advertisement toward family friendly atmosphere to attract even more people. The glass was a little dirty and would have looked nicer cleaned when you’re trying to read the menu through the glass and there was a dried up pickle down in the corner which was not overly appealing. I would add a little advertising to the store front about being family friendly and have something for the kids to do to keep them entertained till food arrives. I would also work on keeping the front windows clean and inspect them for things like dried pickles stuck in the corner. During busy times I would post someone outside to answer any questions and be inviting to passersby with a warm smile, weather permitting of course. Overall I found the window and the lights to be a good attraction and having the menu in the windowwould keep people from being embarrassed to come in and ask about prices or what all is offered.

**Irish Cottage/Frank O’Dowds Irish Pub**

**9853 U.S. 20**

**Steve Avenarius**

The Irish Cottage is an inn as well we a pub/restaurant. The Irish Cottage caters to the traveler who’s looking for nice place to stay with the look and charm that you’re staying in a high-class Irish hotel. While classy and cozy in the inside, the outside storefront gives the look of an entire city block filled with small Irish shops. Irish music plays over the speakers outside of The Irish Cottage which adds a nostalgic Irish feel to your visit. There’s a stone Dolmen in the parking lot that is hard to miss from the road. While looking for stores in Galena with Irish influence, it was hard not to notice The Irish Cottage.

 While taking a tour of Inn, we were handed information about the different Irish artifacts that were on display. They had a painting by Irish artist, Roisin O’Shea (her storage building with all of her original prints had recently just burned to the ground), a picture of The Blarney Stone, a painting of the 6th century monastic site- Glendalough, a master suite aptly named, The Brian Boru Suite, inside every room they have St. Bridget’s Cross hanging about the doorway, an outdoor Faerie Ring, a picture of Queen Maeve’s Tomb, and the pub located inside was built by an Irishman, Frank O’Dowd.

 My first impression upon walking up to the front of the store (and hearing the music) is this is what stores in old Ireland must’ve looked like. It had an old-fashioned feel to it and mock-storefront had the name of the store written in an Olde English style print. When I walked inside the “store”, I realized that these people weren’t just running a store that appeared to be Irish, these people were of strong Irish descent who truly wanted to share their culture with everyone who entered their inn. They had little nooks named after W.B. Yates and James Joyce as well as entire large wall with the images of notorious Americans who were part Irish. They had their own shillelagh that they were extremely proud of and we were able to take a picture with that. Inside the pub was numerous memorabilia that were personal belongings of Frank O’Dowd when he came from Ireland to the United States in the early 1900’s. Walking in and spending time inside The Irish Cottage almost made me feel like I had traveled all the way to Ireland.

 The three best elements to The Irish Cottage were the historical Irish relics and artifacts mentioned earlier, the rustic- Irish feel to the building, and most importantly the music. Even someone who had no knowledge about the specifics of Ireland would’ve felt a strong sense of being in Ireland just by spending ten minutes outside. The Irish Cottage did a great job of portraying their image of being an Irish Inn & Pub.

 The three worst elements of The Irish Cottage is a very hard question. They did such a great job and were very hospitable to our requests that it’s hard to pin-down some faults. If I had to knit-pick, I might say that from the outside looking in, it was hard to tell if the building was a collection of stores or one great big building. On the outside it appears that there are many stores but that’s just the look of the inn from that side of the street. Second, there weren’t many windows so it was a little difficult to do a lot of window-shopping. There were some windows on the pub side of the building with one big Guinness neon light shining in the window. Lastly, The Irish Cottage is somewhat hidden from view from the highway so it doesn’t quite stand out as much as it should to motorists. This would be a wonderful place for travelers to stay but the fact that it’s tucked away at the far end of a parking lot as well as not fully labeling themselves as an “Inn”, might deter customers from staying there. It’s of my belief that The Irish Cottage is one of the neatest inns I’ve ever visited so I don’t think there’s room for much more improvement other than I didn’t get the impression (having never heard of it before) that this place was a place to stay overnight. I thought it was a store or a restaurant. Therefore, I would make it clear that it was an inn as well as a pub.