

# Grow Liv Co

NY

2021 ANNUAL REPORT



*Invested in You.*

# DIRECTOR'S STATEMENT

While the pandemic has continued to place new challenges upon all of us, the resiliency of our residents and businesses remain as strong as ever. Thankfully the COVID-19 landscape avoided business shutdowns amidst the emerging delta and omicron variants, however, the constantly changing conditions associated with masking, vaccines, vaccine boosters and case trends made it very difficult to navigate the everyday operations associated with being a business owner or manager.

Adding insult to injury, supply chain concerns hampered inventory levels thereby increasing costs for raw materials. Transportation costs increased as the average price of a gallon of gasoline reached \$3.57 (regular) and \$3.76 (diesel). This represented an 87% increase over the average cost of \$2.22 (regular) just one year ago. Payroll costs were driven higher due to a decrease in the labor participation rate and the scheduled increase in the minimum wage rate. The result was a 12-month 6.2% inflation rate through October 2021, the highest on record since November 1990.

## Whew...

Despite all of this, we have been witnessing a shift in the behaviors of our residents and visitors in certain retail sectors. Some locally-owned businesses are seeing increased sales and traffic by those seeking a unique experience as opposed to the ordinary or common delivery. While the existing challenges continue to make it difficult to provide a good event, the opportunity to service new

consumers that may not have otherwise been using a local option does exist. As we continue to develop our communities and promote local business, it is imperative that we prioritize our spending locally, wherever and whenever possible.

Our office has also pivoted and worked to address the areas of need by our businesses. The pandemic depleted capital reserves and raised new concerns that owners were not prepared to handle. The following pages identify the areas where we were able to help and our businesses responded! This year, we worked with hundreds of owners to provide loans, grants, incentives and instruction for businesses and industries of all sizes. We have heard from many that these additional efforts made the difference between staying open and shutting down – an unenviable position where thankfully we were able to help.

I continue to serve this County with great pride and pleasure while remaining in awe of the fantastic work done by our staff and the resiliency of our businesses. While 2022 promises to be a new year, I cannot predict whether it will bring additional challenges, a reprieve from the existing hurdles or more of the same. I can predict that it will be a new year and that we will be here to help where we can.

**Bill Bacon**  
Director



# WELCOME TO *Grow* LivCo

## Agencies

Livingston County Industrial  
Development Agency (IDA)

Livingston County Development  
Corporation (LCDC)

Livingston County Capital  
Resource Corporation (CRC)

Rising Storm Brewery

In 2021, Tourism +  
Economic Development  
partnered to elevate  
destination businesses  
and quality of life in LivCo

## Tourism

Craigs Station Creamery

# MEET OUR STAFF



**Bill Bacon**  
Director



**Maureen Wheeler**  
Deputy Director



**Louise Wadsworth**  
Downtown Coordinator



**Melissa Hughes**  
Director of Tourism



**Molly Downey**  
Economic Development  
Specialist



**Tessa Taylor**  
Economic Development  
Assistant



# INVESTED IN YOU

In 2021, the Livingston County Board of Supervisors announced the “Invested in You” Promise and committed \$1 million in new funds towards small business, tourism, and economic development activities to help businesses rebound from the pandemic.

“Invested in You” combines funding and technical support with destination development and visitor attraction to leverage the region's historic downtowns, natural and cultural assets, and innovative entrepreneurs to enhance Livingston County's quality of life. The ensuing result will create an improved sense of place, new downtown living, retail, restaurants, entertainment, and job opportunities.

Livingston County Economic Development and Livingston County Tourism are invested in providing a future that balances the preservation of community character and natural resources with economic development. The organizations envision the development of a living, working, and learning community that retains and attracts residents, businesses, students, and visitors that want to be part of a place where nature and culture reinforce one another.

**LivCo is ready for investment. Investment in infrastructure and broadband, investment in downtown and agriculture, investment in tourist and resident attraction. Our communities, our small businesses, our history, and our culture all contribute to the growth and prosperity of our future. Grow LivCo is committed to investing in that future and to investing in you.**

**Back to Business  
First Impressions  
Dream-O-Vate  
Extreme Makeover**

**Invested in  
*Business.***

**Invested in  
*Culture.***

**Tourism  
Destination Creation  
Wayfinding  
Public Art**

"Invested in You" is a recognition by Livingston County that our businesses and culture are worth investing in to make LivCo a great place to live, work, and visit. Post pandemic, people will be looking for a slower-paced lifestyle and a close-knit community, and we can offer that with the investments we are making in our communities.

By partnering and assisting with the evolution of our business economy, we are dedicating ourselves to the future and to the process of showing aspiring business owners and prospective residents that we do things a little differently here.

- Bill Bacon, Director of Economic Development





# INVESTED IN BUSINESS



Grow  
LivCo  
*Back to Business*  
Program



Battle Street Brewery

Livingston County Economic Development received supplemental Community Development Block Grant (CDBG) funding that was awarded to businesses to help prevent, prepare for, and respond to the impacts of the coronavirus pandemic. These funds provided grants to eligible businesses to support customer and staff safety, improve business resiliency, reopen Livingston County businesses to full capacity, and expand businesses to recover revenue quickly.

The Back to Business Program made grants to for-profit businesses located in Livingston County with 25 or fewer employees. Grants were meant to spur innovation and adaptation to the new reality of economic life with a highly contagious virus.

Awards ranged from **\$10,000 to \$60,000**

Average award amount: **\$35,714**

**\$1,000,000** in grants approved to retain, restore and create **65 jobs**

More than **\$250,000** in private investment leveraged



Downtown Avon

**28 Businesses Assisted in the Communities of:**

- |           |              |
|-----------|--------------|
| Avon      | Leicester    |
| Caledonia | Lima         |
| Dansville | Livonia      |
| Geneseo   | Mount Morris |



# First Impressions



Downtown Caledonia

**57 Projects Completed in the Communities of:**

Our First Impressions Program funds projects that promote a lasting and genuine first impression of Livingston County’s communities and businesses. The program contributes to creating a sense of place for residents, businesses, and visitors while driving the economy for future success. First Impressions provides reimbursement of up to 50% for signage, interior or exterior lighting, façade improvements, public art or streetscape enhancements, and digital first impressions.

**Total Grants: \$191,410.49**

**Private Investment: \$217,029.54**

**Total Investment: \$408,440.03**

- |           |           |              |
|-----------|-----------|--------------|
| Avon      | Lakeville | Linwood      |
| Caledonia | Leicester | Mount Morris |
| Dansville | Livonia   | Nunda        |
| Geneseo   | Lima      |              |

**Before**



Margaret Graf Linsner Attorney at Law

**After**



Margaret Graf Linsner Attorney at Law





Easton's Food + Drink

Awnings & Blade Signs

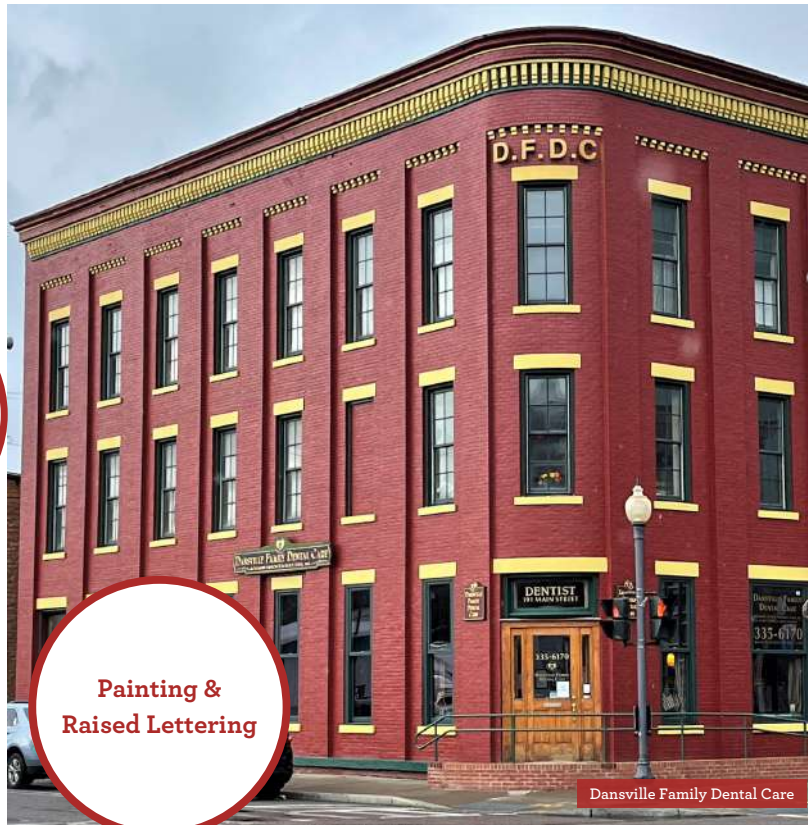


Simply Positive



Not Dot Shop

Planters & Signage



Dansville Family Dental Care

Painting & Raised Lettering



Mount Morris Mural

Public Art + Streetscape Improvements



Mount Morris Banners



Caledonia Entrance Sign



Livonia Mural



Avon Mural





# DREAM-O-VATE

## 2021 Winners



Dream-O-Vate applicants completed Business Boot Camp before submitting their business plans. Plans were evaluated on the concept, community need and impact, readiness, viability, and financial feasibility. The winners of the 2021 Dream-O-Vate Competition were:

### little Lake Brewing, LLC

Owned by Donald Carll, a micro beverage center in Lakeville with small-batch, artisan beverages complemented by a morning menu and seasonal evening menu.

### Milk + Honey Cafe

Owned by Christin Harrington, a contemporary coffee shop in downtown Lima that will offer decadent beverages and food to attract a diverse group of people.

### Route & Roost - Kitchen & Trading Post

Owned by Kaylie Sturnick, a café and local fare destination serving wholesome food and beverages with a mix of nostalgic choices, eclectic selections, and health-conscious options.

### Six Sprouts Farm Market

Owned by Elizabeth George + Jordan Guadalupe, a destination market in Avon offers local goods including meats, produce, dairy products, flowers, and seasonal items sourced from local farms.

### The Barn at Fire Creek Farms

Owned by Kyli + Jake Stevens, located in Livonia, the Barn at Fire Creek Farms will be a place where visitors can experience products from bakeries and breweries paired with local food.

### The Dansville Granola Company

Owned by Mary Alioto Donahue, a retail store in downtown Dansville selling homemade granola as well as mail order and wholesale.

### The V.A.U.L.T. (Vintage and Upcycled Lasting Treasures)

Owned by Nicole Alioto, an existing retail business in Dansville that will expand to create an immersive shopping experience that changes throughout the year.

### Woodlawn Distillery

Owned by Matthew + Jaclyn Morgan, a farm-based, family-run distillery offering high-quality, locally sourced liquor made with ingredients from the family farm.

### Zeppo's Creekside Creamery

Owned by Melissa Keen, an ice cream shop located in Mount Morris that offers premium homemade ice cream, milkshakes, floats, and more.

### Angie's Ice Cream

Owned by Jessica Van Zee, a recently opened vintage-themed ice cream parlor in downtown Dansville serving up homemade ice cream, custard, and more.

### A.N. Wine + Liquor House

Owned by Andrew Doerflinger, a retail wine and liquor store in Geneseo that offers a large selection of products at competitive prices.

### Avon Park Theatre

Owned by Ann Younger, a unique regional destination for classic and independent movies, live entertainment, parties, and corporate events in Livingston County.

### Easton's Food + Drink

Owned by Pamela King, a restaurant and bar in Lima offering great food, superb cocktails, live entertainment, outdoor space, and igloos for winter dining.

### Florence's Perpetual Estate Sale

Owned by Julie Meyers, an existing business located in Geneseo that offers estate sale services and retail goods including antiques, furniture, jewelry, and home decor.

49

Registered for  
Info Sessions

31

Attended  
Info Sessions

35

Completed  
Business Boot  
Camp

24

Submitted  
Applications for  
Funding with  
Business Plans

14

Awarded Funding  
(9 Start Ups & 5  
Expansions)

3

Awarded Kick  
Start Grants

35

FTE Jobs will  
be Created



2021 Dream-O-Vate Winners





"A lot of our customers ask us how did we survive the pandemic? The answer is: it was not easy... but more difficult to survive was and still is the post pandemic time... 2021 brought us skyrocketed cost increases and shortage in finding people to work. There is so much we could do in order to survive... For the past seven years Krystyna and I as well as our dedicated mostly academic (students) staff, we created a unique, very home based place where Culture and International Cuisine meet enthusiasm and passion of its Cooks and Bakers. However all of the above and our hard work were not enough for us to survive the hardship of post pandemic existence.

Livingston Economic Development came to rescue and offered us grants and a loan. We definitely could use any financial help and use it for needs in operation of EuroCafe. Maureen, Louise and Bill were and still are a huge support and help to our little Restaurant. Thank you for understanding that big Corporations can absorb the high cost but small businesses like ours have a really hard time to do that... Thank you again for everything that you have done for us."

## **Euro Cafe - Real Food and Deli**

Owners Margaret Zdzieszynski and Krystyna Skrzypek



# INVESTED IN RESTORATION



Strange Design Public House



# Extreme Makeover

LIV CO EDITION



Battle Street Brewery

Grow LivCo is committed to transformative revitalization that preserves and enhances the charm and character of the communities in Livingston County. Extreme Makeover provided matching grant funds to transform commercial and mixed-use buildings that are key to revitalization efforts. These renovations will attract new visitors and boost the quality of life in the region by creating unique spaces for new and expanding businesses.

40 applications requested **\$2.3 million** in funds to assist with **\$4.7 million** in projects.

19 projects were approved for **\$891,000** in funding to leverage **\$1.9 million** in private investment to complete **\$2.8 million** in projects across the county.

An additional **\$65,000** was allocated to 8 projects for First Impressions improvements.

## Eligible Activities:

All projects will be completed in 2022.



Angie's Ice Cream

### Façade Restoration

Preservation projects, reopening storefronts, signs, awnings, re-pointing brick, window, door, roof repair or replacements



Avon Park Theater Apartment

### Residential Improvements

Converting vacant upper stories into apartments, correcting code violations, updating existing apartments

### Preparing Commercial Space for Tenants

Electrical, plumbing, fire alarms, sprinklers, HVAC, ramps, elevators, flooring, lighting, permanent fixtures, drywall, insulation, paint and finishing



Trail Otter

### Site Work

Patios, decks, landscaping, fences, and free standing signs



Caffè Tazza

## Avon Park Theater - 71 Genesee Street, Avon NY 14414

Located in the heart of the village of Avon, the Park Theatre originally opened in July 1938. The Park Theatre originally had over 400-seats and would show 6-8 different movies per week. By 1960, small-town movie theatres were often abandoned as television became a mainstay in people's homes. In July of 2018, 80 years after the theatre opened, it was sold yet again.

With the help of Grow LivCo and funds from Restore New York, the new owner renovated the theatre to a more multi-use layout and added residential units on the second floor. The Avon Park Theatre reopened in 2021 showing independent and classic movies, with a concession selling some more unique, upscale offerings. It is available for parties, private screenings, and corporate events.







Before



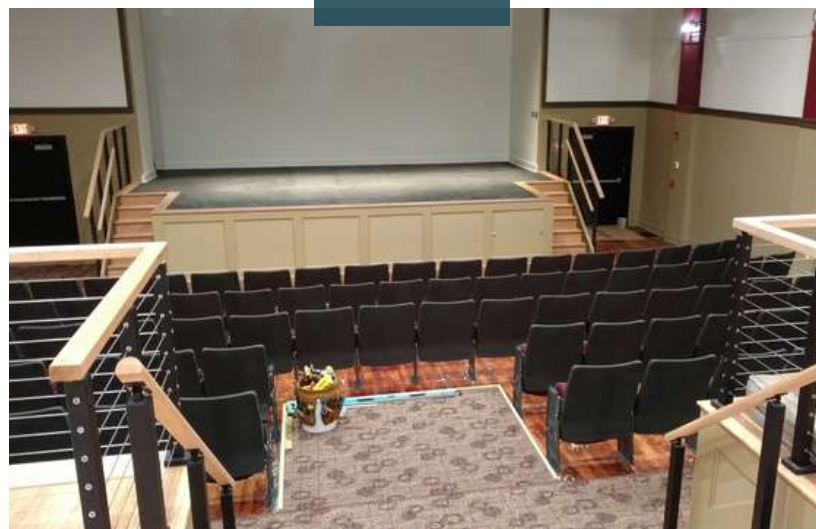
After



Before



After





RESTORE  
NEW YORK  
PROJECT

## The Poorhouse - 4570 Millennium Drive, Geneseo NY 14454

In 2010, developer Greg O'Connell purchased three brick buildings, known as the first Livingston County Poorhouse. With the help of Grow LivCo, in 2018, O'Connell received a large state grant to invest in the development of the westernmost building as a restaurant and brewery, the first major renovation of this building since its construction in 1879. In 2021, Strange Design Public House celebrated its grand opening. With their locally brewed craft beverages and extensive special event schedule, Strange Design is an exciting addition to the Geneseo community.







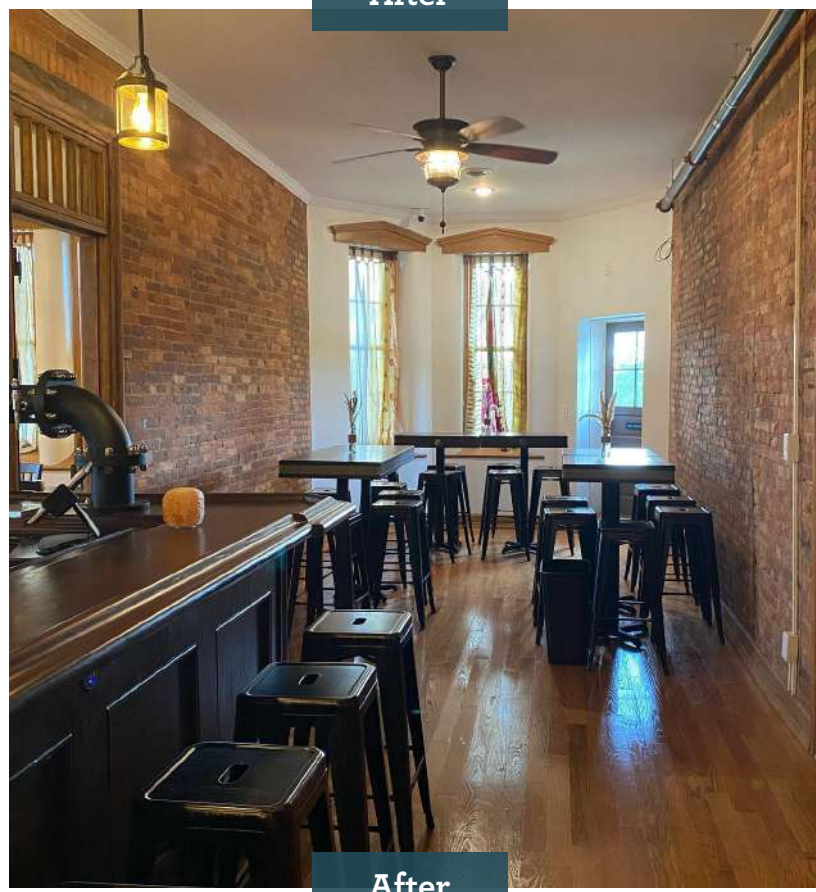
Before



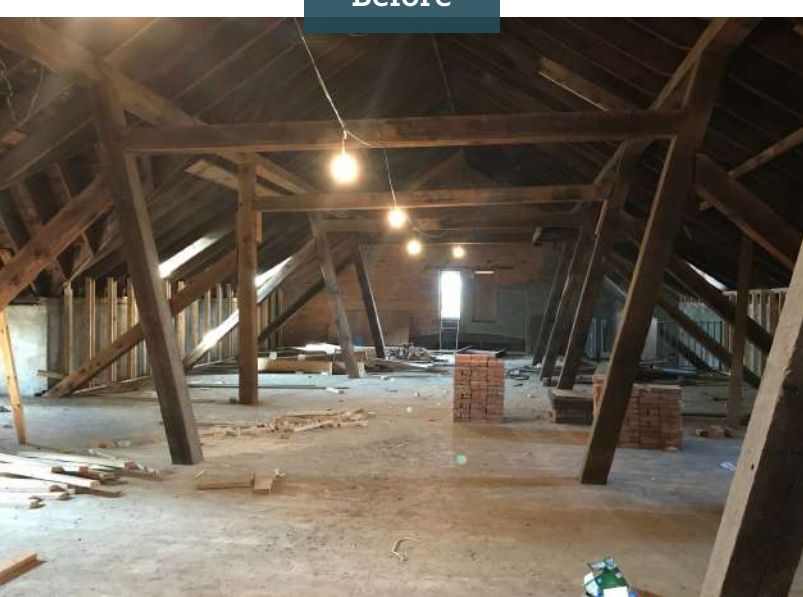
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Before



After



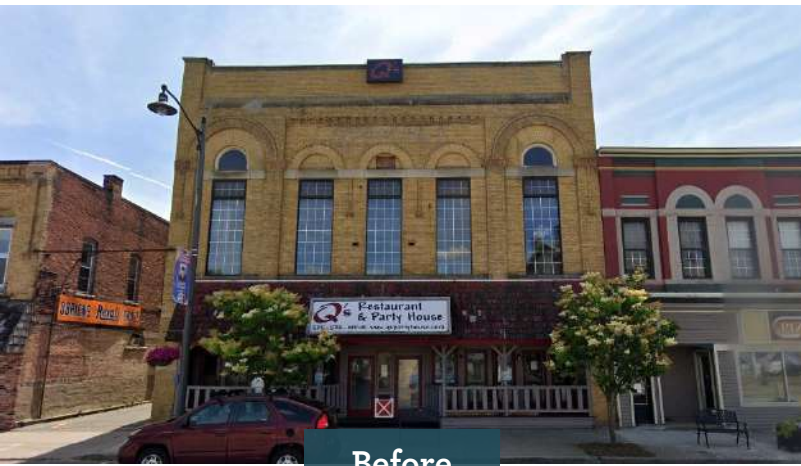


NY MAIN  
STREET  
PROJECT

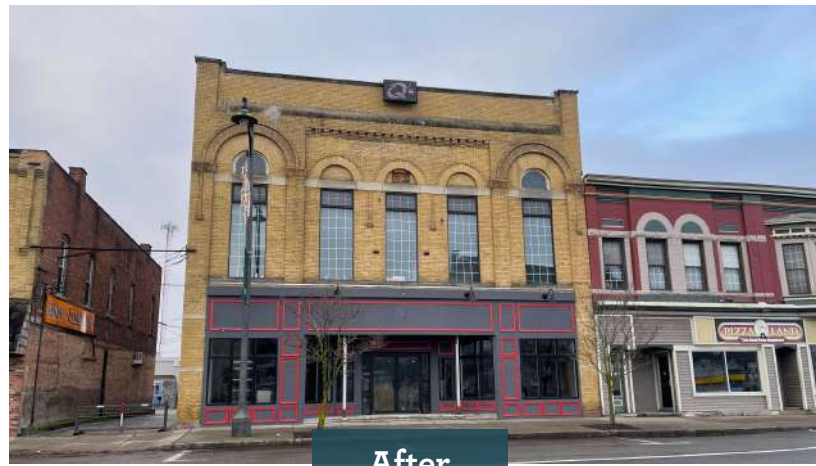
3154 State Street, Caledonia, NY 14423

A \$375,000 New York Main Street Grant was used to create a downtown destination located at 3154 and 3156 State Street in Caledonia: a restaurant, event center, and bowling alley with outdoor seating connecting the two spaces where customers could move from one building to the other.

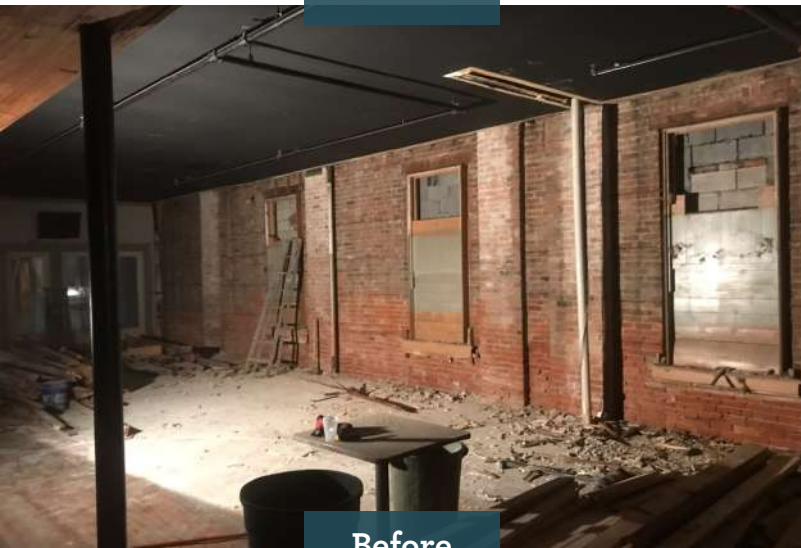
3154 State Street had been vacant for several years and required façade and interior renovations. This building will house a restaurant with a craft beer bar, arcade, coffee shop, and second-floor event center.



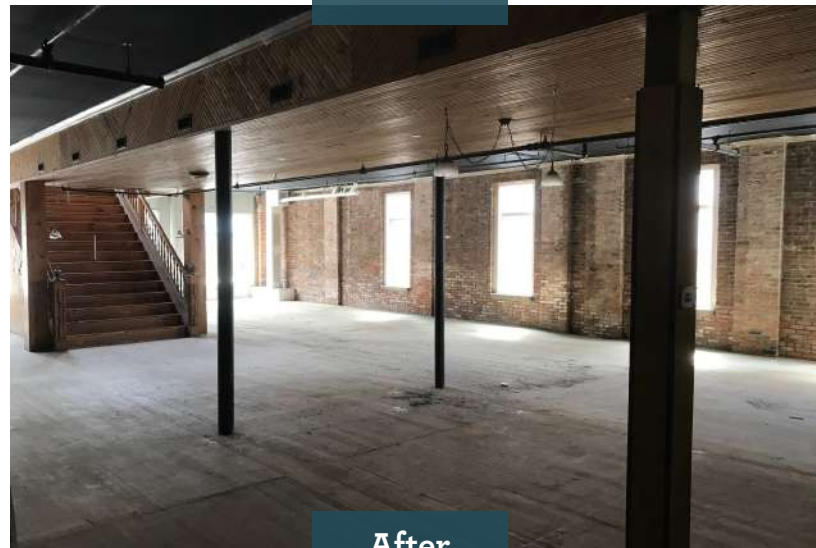
Before



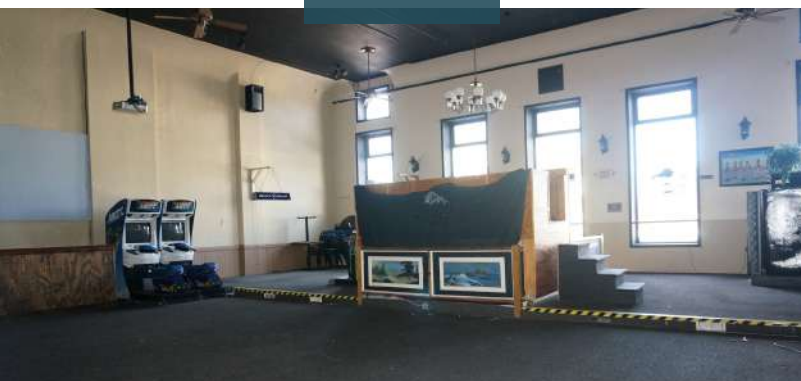
After



Before



After





NY MAIN  
STREET  
PROJECT

3156 State Street, Caledonia, NY 14423

This building currently houses Raider Lanes Bowling Alley. Façade renovations added an entrance/locker area. This was critical to the operation of the business as it created a separate entrance for families who previously had to enter through the bar to get into the bowling alley. This new entrance has created a front façade that is visible and inviting from the parking lot.

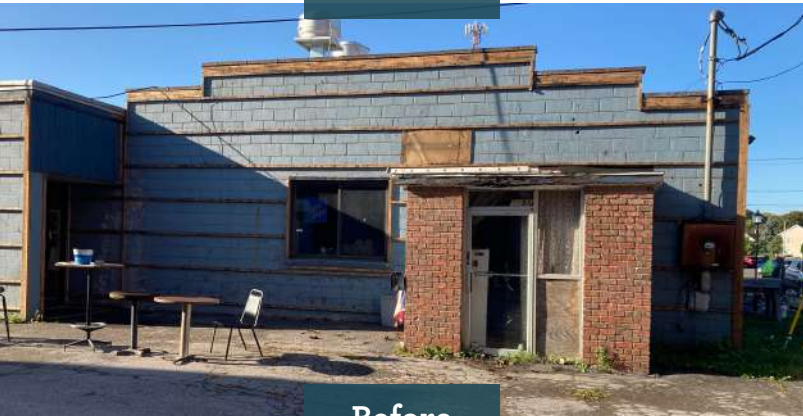
Along with these two buildings, the parcels include a private alley that is approximately 12' x 65' and an outdoor courtyard area that is approximately 60' x 90'. This type of outdoor space in a downtown location is hard to come by. This project connected these two buildings to create a downtown destination. The outdoor area now includes pavers, ample seating, and ambient lighting. This is a place where people can gather with family and friends, listen to live music, and play yard games in the heart of downtown Caledonia.



Before



After



Before



After







# Preservation Award from the Landmark Society of WNY

Since working with Grow LivCo and receiving funding from various sources, the Avon Inn in Avon, New York and Battle Street Brewery in Dansville, New York both received a 2021 Preservation Award from the Landmark Society of Western New York.



Avon Inn



Avon Inn



Avon Inn



Battle Street Brewery



Battle Street Brewery



Battle Street Brewery





"Our relationship with the Livingston County Economic Development began when we entered the Brew In Livingston competition in 2016. The competition was carefully crafted to set up entrepreneurs for success. A series of classes and events designed to motivate, inspire and inform, culminating in a live pitch event and submitting a business plan. Next steps were carefully encouraged and planned by them to maximize available grants and loans needed to bring our business plan to life. To say the process was long and arduous in our case is true. Securing and renovating our dream space, coupled with a crippling pandemic added years to the process. The team at Livingston County Economic Development never wavered in their support and sharing of their expertise."

## Strange Design Public House

Owners Tom and Kristi Streamer





# INVESTED IN INDUSTRY





# Economic Development Loan Fund

- Started the year with 22 active loans
- Approved 9 new loans (listed below)
- One loan was paid off
- Ended the year with 30 active loans
- ~\$10,000 available in revolving loan fund
- ~\$120,000 available in GAIN loan fund
- \$750,000 available in IRP loan fund

Project	Location	Loan Amount	Source	Status as of 12/31/21
D & L Connexions, LLC	Dansville	\$100,000	RLF	Committed
Euro Cafe	Geneseo	\$60,000	RLF	Committed
Questa Lasagna	Mount Morris	\$30,000	RLF	Committed
YoBerry Frozen Yogurt	Geneseo	\$72,000	RLF	Committed
Black Paw Properties	Dansville	\$100,000	RLF	Closed
G&C Design & Fabrication	Avon	\$100,000	RLF	Closed
Paul Didas Trucking	Dansville	\$49,000	RLF	Closed
SturmINC	Avon	\$100,000	RLF	Closed





PROJECT HIGHLIGHTS

## New York Portage I, LLC

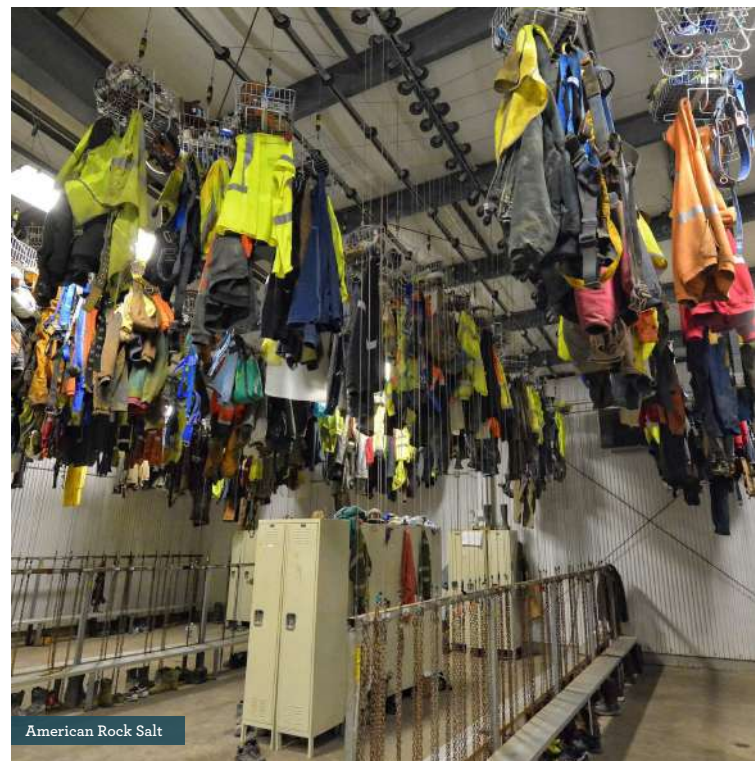
This 5 megawatt project was the first of its kind for the Town of Portage. Located on the Therrien Farm property, developer Delaware River Solar has invested almost \$7 million on this project which occupies approximately 30 acres of vacant farmland. NY Portage I, LLC will contribute over \$27,000 annually to the taxing jurisdictions in the form of a PILOT as well as over \$5,000 directly to the Town of Portage for a host community agreement. The project remains under construction and looks to be operational in FY2022.

PROJECT HIGHLIGHTS

## American Rock Salt

This past year was very busy for American Rock Salt! A mortgage recording tax exemption approved by the Livingston County Industrial Development Agency provided the business with additional capital to make significant investments in the mine. An accompanying sales tax exemption assisted with the acquisition of 600 rail cars to upgrade the rolling stock for the operation.

Interestingly, American Rock Salt was able to acquire rail cars that were manufactured to haul sand, however, another local company - LMC Industrial Contractors from Dansville, has entered into a contract with the mine to retrofit the sand cars so that they can haul salt and better withstand the corrosion that comes with it. What a great win-win scenario for Livingston County!





PROJECT  
HIGHLIGHTS

## URMC Noyes Health - Noyes Mental Health

The addition of mental health services to the north-end of Livingston County fills a void that, up until now, has either been filled using services offered in Rochester or the UR-Noyes facility in Dansville. This 3,000sf clinical space offers counseling for those individuals who require in-person mental health care. The recent increase in demand for this type of assistance is a necessary asset for our County and one that affords quality care, close to home.



Noyes Mental Health

PROJECT  
HIGHLIGHTS

## Amp Me Up, LLC

Upstate Breaker Wholesale Supply looks to buy and sell electrical components including fire alarm equipment, circuit breakers, panels, transformers, and many other various supplies. The company sought to acquire a vacant property in the Village of Caledonia that had a similar previous use and proposed a substantial expansion along with that. The 60,000sf property transitioned at the end of FY2021 and the company will soon break ground for their additional 30,000sf building. This will result in an investment of over \$4 million with 30 new jobs to Livingston County in the center of Caledonia.



PROJECT  
UPDATES

## James Steele Commerce Park, Avon, NY

Over the past five years, we have made remarkable progress in our development of James Steele Commerce Park. The recent additions of UET Controls and Piranha Milling & Paving brought a significant amount of construction to the Town of Avon! UET is fully operational with 7 employees and a nationwide customer base that has kept them very active. Piranha Milling and Paving began with a 15,000sf facility to house and maintain a large fleet of construction vehicles and equipment. An additional 10,000sf mixed-use space was quickly leased by various parties, resulting in the proposal of a 2nd similar building. The Agency currently has another 5 acres under contract and several inquiries and proposals for the remaining lands. We look forward to an exciting 2022!





## East Avon Plaza

Matthews Buses was able to acquire the former East Avon Plaza with the intent to use approximately 30% of it to house their bus sales and service operation. They immediately gutted the entire facility and renovated their space to include several service bays, office space, a paint booth, and a large parts department. The installation of a vertical geothermal system provides energy-efficient heating and cooling to the entire structure. It was not long before two (2) additional tenants were convinced to establish their businesses at the location as well!

Sports Medicine Concepts and Soter Technology have occupied another 30,000-40,000sf of amazing business operations! Sports Medicine Concepts provides a lifelike emergency response training course as it related to sports injuries. Soter Technology is an advanced manufacturing and engineering company developing ultraprecise optic lenses used in satellite applications. This new activity to a longtime vacant plaza is a welcomed sight to the area!



Matthews Buses



Sports Medicine Concepts



Matthews Buses



Soter Technology





"Evening Star Coffee Roasters feels blessed to have the Livingston County Industrial Development Agency (Maureen Wheeler, Bill Bacon, and Staff) available to assist in the success of stabilizing and growing business in Livingston County. The team has been wonderful in reaching out to local businesses during Covid-19 to see how they could assist during the many challenges the local economy faced. Their concern for Livingston County Businesses shows how much they care about supporting our overall community."

## Evening Star Coffee Roasters

Owner Mr. Jody Wolfanger





# INVESTED IN TOURISM





# LIVCO

LIVINGSTON COUNTY

NEW YORK



Locals Making Apple Cider

Livingston County Tourism joined offices with Economic Development this year in a continued effort to enhance the quality of life, create destination businesses, and elevate outdoor recreation in the Genesee River Valley. These offices coming together will increase destination marketing and promotion to visitors and locals.

Working with the Destination Marketing Consultants at Simpleview, LivCo Tourism has rebranded with new logos, fonts, colors, and visual identity elements and is in the process of launching a new comprehensive tourism website in early 2022.

## Produced & Distributed the First Seasonal Tourism Guide

Explore the hidden gem that is Livingston County, New York - home of Letchworth State Park and westernmost gateway to the Finger Lakes. Make LivCo your basecamp for a one-of-a-kind outdoor recreation, shopping, dining, lodging, historical and cultural experiences – all in the heart of the Genesee River Valley of Western New York.

The villages of LivCo are packed with one-of-a-kind shopping, dining, and entertainment experiences. Enjoy a stroll through Americana architecture in our Main Streets districts, explore shops offering the best in local products, taste authentically made eats from restaurants, bakeries, and cafes, and explore our unique lodging options throughout the region.



Livingston  
**Libation  
Loop**



**Down  
towns**  
with heart





# SAMANTHA BROWN'S PLACES TO LOVE



Samantha Brown

Livingston County was chosen as a location for an episode of the PBS Travel Show, Samantha Brown's "Places to Love".

For over 20 years, TV host Samantha Brown has been exploring the world, visiting more than 260 cities in 62 countries. Unlike a traditional travelogue show with a formulaic itinerary, "Places to Love" delivers refreshing and enriching experiences by taking viewers on a discovery of the emotional heart of travel and highlighting the people who are changing, challenging, and strengthening a destination. From Brooklyn to Shanghai, Samantha seeks out the little-known spots and haunts where innovators and disrupters are creating a new travel experience.

In May 2021, Samantha and her team visited Livingston County to film locations and highlight the unique destinations of the Genesee River Valley. Our episode aired at the end of January 2022 and is accessible online.



Boriken Restaurant



Letchworth State Park



Genesee Country Village & Museum



Linwood Gardens



Abbey of the Genesee



Mural Painting in Livonia



# DESTINATION CREATION



Jon Schallert

Destination Creation teaches the proven 14-point business success strategy developed by internationally-known business consultant Jon Schallert. Schallert created this methodology after three decades of coaching independent business owners to make their businesses irresistible to customers. Businesses that follow Schallert's process can attract both local consumers and customers from far beyond their typical geographic market.

## 17 Businesses Graduated in 2021:

- |                             |                         |
|-----------------------------|-------------------------|
| 2nd Time Around Consignment | Not Dot Shop            |
| Avon Park Theater           | Simply Positive         |
| Boriken Restaurant          | Six Sprouts Farm Market |
| Deer Run Winery             | Sunrise Bouldering      |
| Dublin Corners Farm Brewery | Sweet Arts Bakery       |
| Easton's Food & Drink       | The Little Fruit Stand  |
| Honeygirl Gourmet           | The Livonia Inn         |
| little Lake Brewing, LLC    | Trail Otter             |
| Milk and Honey Café         |                         |



Trail Otter

"If you're thinking about drawing more customers to your business, collaborating with your community's business owners and improving your overall success, this course is absolutely spot-on. From the first day we knew it was well worth the price. It shifted our focus onto what's truly important and allowed us to learn how to amaze, entertain and inspire our current and future customers to think of Trail Otter as a destination, not just another retail store."

### Bill Waterhouse

Owner of Trail Otter

"The Destination Creation course was a really fun and cool way to connect with other business owners in the area. I was able to learn a lot and come away with some really great new ideas and resources for my business! Louise and Maureen are awesome. They are so helpful and willing to go the extra mile to make all businesses in Livingston County reach their potential... Thanks for everything!"

### Jake Caplan

Owner of Sunrise Bouldering



Sunrise Bouldering



# LivCo Walls

NINE MURALS. NINE VILLAGES.



Alexandra Hall

In 2021, Livingston County Economic Development kicked off LivCo Walls, a 2022 mural festival taking place across the nine villages of Livingston County.

In July 2022, regional, national, and international artists will create nine high-quality, large-scale murals in each of the nine downtown districts – providing another asset to our walkable, pedestrian-friendly downtowns. Leaders of the LivCo Walls mural festival project are working in strong support and collaboration from Alexandra Hall with A H Public Spaces Consulting as well as the Genesee Valley Council on the Arts and Village Public Art Committees.

Nine mural locations have been selected with input from Village Public Art Committees and all nine muralists will be contracted in early 2022.



Dansville Mural Site



Genesee Mural Site



Lima Mural Site



Alex Hall Visiting Livonia



Mount Morris Mural Site





2021 marked Livingston County’s bicentennial. Throughout the year, the County organized events to celebrate 200 years by sharing interesting stories about people, places, and events that are a significant part of our history.

As part of the bicentennial celebration, our office partnered with local breweries, wineries, and cideries to offer special beverage releases in honor of the remarkable figures and events from those two hundred years of history. Locals and visitors will get to enjoy locally crafted wine, beer, cider, and coffee made with New York State products and locally sourced ingredients.

This year-long event offered the perfect opportunity to enjoy time with friends and family. The release schedule was:



## MAY 2021

### BATTLE STREET BREWERY

Livingston Smash | Pale Ale

## MAY 2021

### OSB CIDERWORKS

Razzle Dazzle Berry Blast | Berry Cider

## JUNE 2021

### DEER RUN WINERY

Declare | Blush Wine

## JULY 2021

### O-NEH-DA® VINEYARDS

Bishop’s Best | Finger Lakes Natural Pure Grape Wine

## JULY 2021

### LITTLE LAKE BREWING

Livingston Bicentennial Blend | Infused Coffee

## AUGUST 2021

### MORTALIS BREWING COMPANY

Five Arch Bridge Over Styx | Imperial Stout

## SEPTEMBER 2021

### DEER RUN WINERY

Allegiant | Port Style Wine

## SEPTEMBER 2021

### RISING STORM BREWING COMPANY

The Blue Knight | Sour Ale

## OCTOBER 2021

### DUBLIN CORNERS FARM BREWERY

The Gentleman Boss | Bourbon Barrel Aged Irish Ale

## NOVEMBER 2021

### LITTLE LAKE BREWING

McPherson | Lager

## NOVEMBER 2021

### NO BS BREW COMPANY

Turtle Stone | Honey Brown

## NOVEMBER 2021

### STRANGE DESIGN BREWING COMPANY

Three Bricks | Rye IPA







## Best Practice Award from the American Planning Association

The New York Upstate Chapter of the American Planning Association has announced the recipients of the 2021 Professional Awards. Seven projects have been selected and will be recognized at the 2022 Conference. These projects were deemed to meet the criteria of the award and illustrate great planning in Upstate New York.

“Each year, the New York Upstate Chapter has the wonderful challenge of reviewing applications from our colleagues and communities and learning more about what is happening around the state,” said Sean Maguire, Chapter Vice President and Chapter Awards Chair. “We are pleased to announce the recipients of the 2021 Professional Awards highlighting the best in planning across Upstate New York creating great communities for all.”

Awards were made in two of the categories available – Best Practice and Comprehensive Planning. The Livingston County Wayfinding Strategy won a Best Practice Award from the New York Upstate Chapter of the American Planning Association.



Wayfinding Study in Geneseo



Wayfinding Study in Avon

### About the LivCo Wayfinding Strategy

Livingston County identified the need to undertake a County-wide wayfinding study to improve vehicular and pedestrian navigation, support economic development and visually connect the nine villages and destinations throughout the County with uniform and consistent signage. Incorporating feedback from a robust public engagement strategy and building off of numerous County and Regional initiatives, this study lays the groundwork for an informative, functional and identifiable wayfinding system. Detailed cost estimates and implementation strategies were identified for each of the nine Villages to plan for future capital improvement programming and grant opportunities.

In addition to wayfinding, this study provides recommendations and general streetscape design guidelines to help create inviting, comfortable and navigable environments in each of the nine Villages.



# WHAT'S NEXT: 2022

The past two years have brought about a tremendous change in the way people approach their work and personal lives. Our Office has focused on a series of initiatives designed to take advantage of this transformation by creating communities where people choose to live, public spaces where people want to gather and an off-the-beaten-path experience that visitors seek for rest and relaxation.

For example, we have designed ways to introduce the County to those who are not as familiar with who and where we are located. The airing of Samantha Brown's Places to Love premiered in January 2022 and visited our greatest attraction at Letchworth State Park along with some amazing hidden gems! The new Visit LivCo tourism website is set to launch in March with new content and an engaging new brand developed around the Genesee River Valley. LivCo Walls will be taking place the entire month of July; this event will proudly create a world class mural in each of our nine downtowns showcasing artists known across the globe for their incredible vision and talent.

New trends have begun to reinforce the theory that people are choosing where they want to settle before choosing what they want to do for work.





# WHAT'S NEXT: 2022



Remote work has certainly opened that door even further, where online meeting platforms and tools have quickly become part of our work norms. The timing on the County's \$15 million broadband initiative, Light Up Livingston!, will help us to prepare for the connectivity speeds sought by prospective residents, students and businesses. Retaining and attracting people to our communities will increase spending and drive sales tax, business viability, and by association, more opportunities for new businesses.

As we move forward, you will continue to see this Office address the opportunities that exist to build our tax base through (re)development and revitalization, while further working to provide the necessary amenities that make Livingston County a destination and desirable place. There are some very exciting things happening throughout the County and with the incredible support we receive from our residents, the leadership in our communities, our Board of Supervisors, and the Economic Development Office Board, we are destined to continue building on our past successes.

## Stay tuned!





**Invested in LivCo.  
Invested in You.**

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