

Grow Liv Co

NY

2022 ANNUAL REPORT



WHERE BUSINESS

Livingston County Economic Development is invested in providing a future for our business community that balances the preservation of historical character and natural resources with forward focused development. Our work supports the vision of development, living, working, and learning in the 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.

Our programs provide funding and technical support that leverage Livingston County's historic downtowns, natural assets, and the economic drivers found in agriculture, food production, and small business industries and its innovative entrepreneurs to enhance the county's natural and cultural attractions. Our work aims to create an improved quality of life, new downtown living, retail, restaurants, entertainment and job opportunities with programs including the Dream-O-Vate Business Competition, First Impressions Program, Back to Business Program, and Extreme Makeover Competition.

Livingston County Economic Development is investing in our businesses. Making investments in infrastructure and broadband, in downtowns and building preservation, and in tourism and resident attraction. Our communities, businesses, history, and culture all contribute to the growth and prosperity in our future.



MEETS TOURISM



In 2021, our office welcomed Livingston County Tourism as part of our ongoing initiatives to enhance resident and visitor experience to the region. Since then, 2022 has seen Livingston County Tourism come into its own - with a fresh brand and website, and an identity that is attracting new visitors and giving Livingston County residents a sense of place and pride. We have brought the region, known as the Genesee River Valley, into the forefront of traveler's minds, with Samantha's Brown's episode airing early in the year, the success of the LivCo Walls Mural Festival in July 2022, and strategic partnerships with media and content creators to expand our audience (Step Out Buffalo, Wild Big Camp, Traveling Mitch, Bre'an Wilder).



The newfound partnership between Economic Development and Tourism was presented in September 2022 at the International Downtown Association's Annual Summit in Vancouver, BC by Economic Development Director Bill Bacon and Tourism Director Melissa Hughes who spoke jointly on the importance of "Breaking Down Silos" between economic development and tourism offices.



The impact of collaboration cannot be downplayed - Livingston County Economic Development has given Livingston County Tourism a foundation on which to enhance existing tourism-facing businesses and attractions and build brand-new experiences, all while increasing quality of life metrics for residents and tourists alike.



OUR OFFICES



Livingston County Economic Development (Grow LivCo) seeks to find solutions for our community through experience, creativity, and care. From small business startup grants to business retention and expansion projects, the Grow LivCo team is experienced in supporting the wonderfully diverse wants and needs of Livingston County businesses. Livingston County Economic Development houses and staffs the Industrial Development Agency (IDA), Livingston County Development Corporation (LCDC), and Capital Resource Corporation (CRC).



Livingston County Tourism (Visit LivCo) is the official tourism promotion agency for Livingston County. The mission of Visit LivCo is to drive economic growth through travel and increase the annual visitors and number of overnights in the county. Visit LivCo tells the story of the Genesee River Valley, an area rich with history, culture, and natural resources, while helping visitors take the stress out of planning a getaway and make it easy to find the best of what our region has to offer.



SCAN TO LEARN MORE ABOUT HOW WE WORK WITH OUR BUSINESSES



MEET OUR TEAM



Bill Bacon
Director



Maureen Wheeler
Deputy Director



Melissa Hughes
Director of Tourism



Louise Wadsworth
Downtown Coordinator



Molly Downey
Economic Development Specialist



Jennifer Clark
Economic Development Assistant



The Valley Shop

INVESTED IN BUSINESS



Local Brew



Woodlawn Distilling



Boriken Restaurant



Cosmic Charlie Cafe



Mill & Honey Cafe



Arvin Park Theater



Route & Roost



FIRST IMPRESSIONS

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.

First Impressions Funded 49 Projects in 2022

Total Project Cost

\$385,335.72

Grant Funding

\$188,053.76

Total Match

\$197,281.96





Activate
Outdoor
Spaces



Install
Public Art +
Murals



Transform
Building
Facade



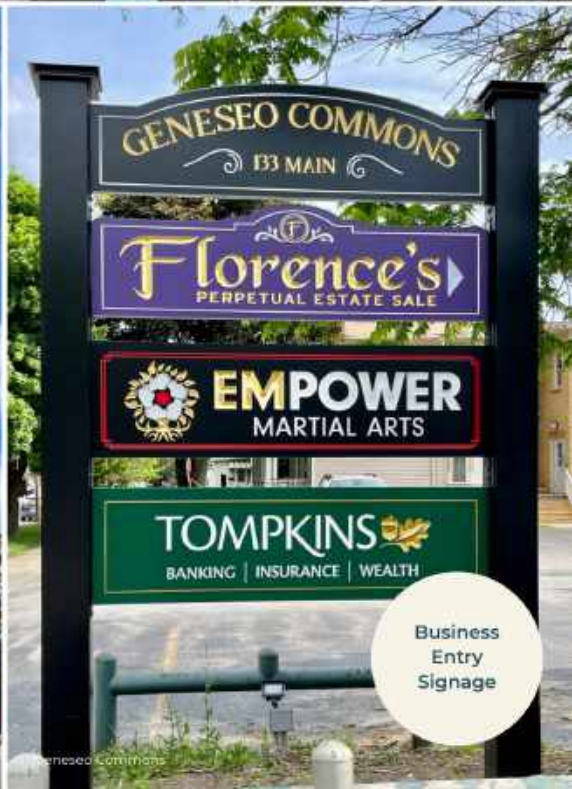
Interior
Lighting +
Signage



Wrap
Food
Trucks



Blade Signs
+ Exterior
Displays



Business
Entry
Signage

First Impressions: Winter Edition Funded 25 Projects

In 2022, Livingston County Economic Development introduced First Impressions: Winter Edition, an innovative funding opportunity designed to provide matching grants for local businesses seeking to create an inviting experience for potential customers during colder months.

Total Project Cost
\$63,437.85

Grant Funding
\$25,758.66

Total Match
\$37,679.19



BACK TO BUSINESS

Livingston County Economic Development established the Back to Business program in 2021 with a **\$1 million grant from the New York State Office of Community Renewal**. The purpose of the program was to help prevent, prepare for, and respond to the impacts of the coronavirus pandemic. Grants were used to spur innovation and adaptation to the new reality of economic life with a highly contagious virus.

As a result of the program's success, the County was able to secure an **additional \$1.1 million dollars in 2022** to continue providing grants to eligible businesses to improve business resiliency and expand businesses in an effort to recover lost revenue quickly.

Since the program's inception, **43 businesses** have been assisted across ten different Livingston County communities. As of December 31, 2022, **\$350,000 in funding remained available** and **12 additional businesses** were going through the application process to secure funds.

Every entrepreneur starts with a dream and the desire to innovate in their field. Our goal to help entrepreneurs bring their dreams to reality led to the creation of the Dream-O-Vate Business Competition. Starting a business is hard work and the first year can be the most difficult. Many startups struggle with finding the right location, accessing capital, managing overhead expenses, navigating the permitting processes, and the daily tasks of managing the business. The Dream-O-Vate Business Competition is a game changer. This county-wide, highly competitive program aims to recruit new businesses to the area and enhance their chances of success with support and funding.

The most recent round of Dream-O-Vate - focused on attracting and expanding unique businesses to the County with **\$300,000 in grants and technical assistance** - announced **15 winners in July of 2021**. Since that time and throughout 2022 our office has been working to get these businesses up and running!

Check out who is new to the neighborhood in 2022!

Milk & Honey Cafe

Located in: Lima, NY

Milk + Honey Café serves up coffee and non-coffee beverages, partnering with the award-winning Copper Horse Coffee from Ithaca, New York. Owner Christy Harrington is helping to revitalize Lima and bring local artists into her shop. This contemporary coffee shop offers beverages and food to attract a diverse group of people.

 Milk and Honey Cafe Lima

 @milkandhoneycafelima




Route + Roost

Located in: Avon, NY

In Avon, owner Kaylie Sturnick opened Route + Roost - Kitchen and Trading Post, a café and local fare destination serving wholesome, convenient food and beverage options with a well-rounded mix of familiar nostalgic choices, eclectic selections, and health-conscious options for the individual seeking a nutrient-dense diet.

 Route & Roost - Kitchen & Trading Post

 @route_and_roost_wny



Dansville Granola Company

Located in: Dansville, NY

Since moving from Maine, owner Mary Alioto Donahue launched Dansville Granola Company, a granola business in the village where granola was first invented. The Dansville Granola Company is a retail store in downtown Dansville selling homemade granola as well as mail order and wholesale. The business focuses on freshness, health, and taste.

 The Dansville Granola Company

 @dansville_granola

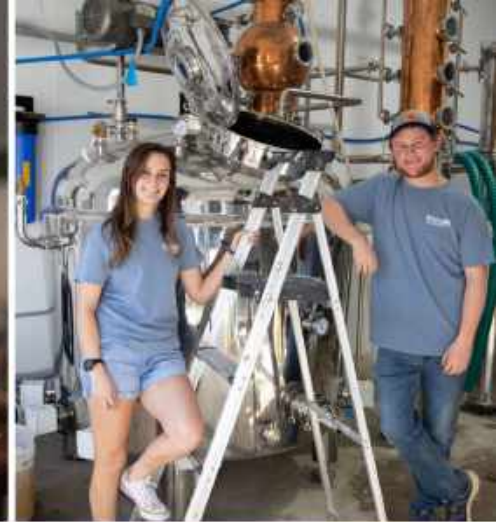
Woodlawn Distilling

Located in: Linwood, NY

Woodlawn Distilling is the first distillery in Livingston County and the surrounding areas to provide craft liquor to locals and visitors. This farm-based, family-run distillery owned by Matthew and Jaclyn Morgan offers high-quality, locally sourced liquor that is made with ingredients used from the family farm.

 Woodlawn Distilling

 @woodlawndistilling



Keep an eye out for another round of Dream-O-Vate in 2023!



Cosmic Charlie Cafe

Located in: Geneseo, NY

Cosmic Charlie Cafe is a new food truck serving coffee and breakfast burritos outside of Sunrise Bouldering (also a Dream-O-Vate) in Geneseo, New York. Officially opened in the summer of 2022, this food trailer is a unique addition to the dining landscape of Livingston County popping up at events in the area as well.

 Cosmic Charlie Cafe

 @cosmiccharliecafe





EXTREME MAKEOVER

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 grants to transform commercial and mixed-use buildings that are key to revitalization efforts. These renovations will attract visitors and boost the quality of life in the region by creating unique spaces for new and expanding businesses.

43 Genesee Street

Located in: Avon, NY

This building has been derelict for over 15 years and needed major renovations inside and out. HVAC, electric and plumbing were all updated. An apartment upstairs and 1 commercial unit on the first floor were completely renovated for new tenants. InSite:Architecture consulted on the façade design which included a new awning, lighting, doors, and storefront renovation.



Before



After



2nd Time Around

Located in: Leicester, NY

This project was a full façade renovation inspired by a design rendering commissioned from InSite: Architecture. Structured awnings were removed to create an updated, more commercial first impression. Lighting and design features were added around the pillars as well as new signs highlighting product categories within.



Minnehan's Fun Center

Located in: Lakeville, NY

This comprehensive façade renovation and expansion project was envisioned by: Design Works Architecture. It features a covered pavilion and remodeled entryway that facilitates more outdoor seating, handicap accessibility and guest dispersion. A new lighted sign was added



Lakeville Market Plaza

Located in: Lakeville, NY

Architectural renderings by Enso Architects informed this modern update to a derelict plaza. New façade treatments, windows, lighting, and hardscape make this an attractive location for a destination business.



Before



After



Before



After





AVON MAIN STREET

Avon received an **\$80,000 New York Main Street Grant** focused on improving outdoor gathering spaces in the downtown district.

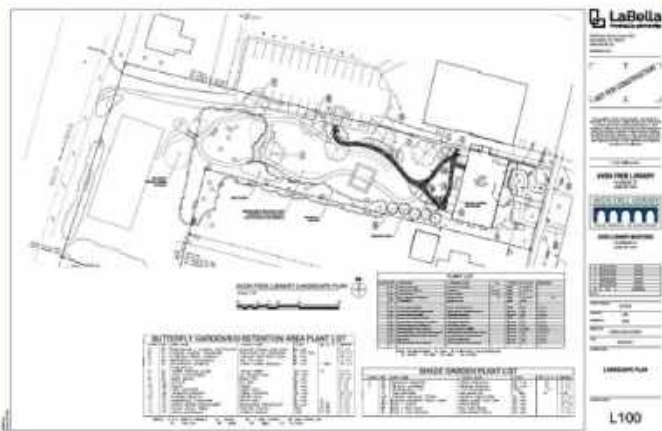
\$20,000 was a technical assistance grant for the Avon Free Library. Funding was used to better understand the Library's options to develop their ~1 acre backyard to create a learning lawn that will complement the library's program needs and create an outdoor community gathering spot that is inclusive, interactive, accessible and welcoming to residents and visitors of all age groups.

\$60,000 was a streetscape grant for the Village. Funding was used to create a new pocket park on a vacant parcel of land in the downtown district. A concrete pad and timber frame pavilion were added to the property.



LaBella

AVON FREE LIBRARY VIEW 5
AVON, NY





SOLAR IN LIVCO

A note from our Director:

Everywhere I go in Livingston County, I find residents on both sides of the issue with regard to solar generated power. Many believe that renewable energy is a responsible technology that can provide clean power and reduce our reliance on fossil fuels. Others believe it is inefficient and expensive, with excessive costs and incentives required to produce the equipment and power while attempting to maintain affordability for the consumer. Either way, New York State's current policy seeks to be a leader in the production and consumption of "green" energy.

The New York Independent System Operator ("NYISO") is primarily responsible for ensuring system reliability and operating price-competitive markets for New York. Simply stated, they manage the supply of power to make sure the demand for power can be met when needed. The shift toward renewable power generation has certainly created a challenge as fossil fuels and fossil fuel-generated electricity transitions to new clean energy sources. At peak times during our year, the demand for electricity can reach 30,000 megawatts or more. At other times, the demand could be as low as 15,000 megawatts. Currently in order to produce that supply of electricity, 70% is sourced through fossil fuels while the other 30% is produced by a renewable source. The solution for that challenge is the answer as to why we have seen such activity surrounding solar power generation in Livingston County. What's more is that as electric automobiles, appliances and HVAC systems come online, that conversion from natural gas, propane and heating oil is projected to have a significant impact, increasing peak demand to 46,000 megawatts and beyond.



New York Portage I, LLC

Located in: Portage, NY

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 FY2023.



Sunvestment Energy Group NY 64, LLC

Located in: Geneseo, NY

Renewable energy projects are finding their way to the forefront of New York State economic development. As the first of many, this project proposed a 2.75MW community solar array located at Lakeville Estates on the corner of Routes 256 and 20A in Geneseo. It has become typical practice to enter into a PILOT Agreement with the developer so that tax revenue can be procured from the project. It is not unusual that these types of projects will not generate jobs, which is a traditional indicator of economic impact. However, as a targeted industry of the current State Administration, renewable energy and the creation of a tax agreement provides the local municipalities with increased tax revenues while generating sustainable energy for the future.

By 2021, various townships in Livingston County had already approved twelve (12) solar projects generating ~52-55 megawatts of electricity spanning approximately 500 acres. In addition, three (3) large-scale utility projects are also working through the Article 94-C process at the State level to initiate another 450-500 megawatts in electrical production. These projects will look to locate on 3500-4000 acres in Livingston County. As we look toward the future and the outlined goals for renewable energy by New York State, it is likely that a more aggressive effort surrounding power production will be forthcoming. Whether that happens in Livingston County or in other counties, remains to be determined.

The economic impact of solar power generation has had some positive aspects associated with the increased revenues to various taxing jurisdictions. Real Property Tax Law Section 487 allows certain energy systems to declare an exemption from property taxes if the taxing entity does not notify them of the need for a PILOT Agreement. The payment-in-lieu-of-tax agreement is the method by which the jurisdiction can collect a payment from the company. So in many, if not all cases, our local towns, county and schools will require a PILOT in order to gather the appropriate income associated with the development. Thus far, we have been able to generate tax revenues on solar power facilities in the amount of ~\$300,000 annually for the associated entities. Once the larger-scale projects come online, that could increase to almost \$2 million annually.



Bill Bacon
Director



ECONOMIC DEVELOPMENT LOAN FUND

Livingston County Economic Development offers loans to new or expanding businesses. Revolving loan funds may be used for any justifiable business purpose including, but not limited to startup costs, working capital, expansion costs, and fixed assets including furniture, fixtures, and equipment. Loan terms vary based on the size and use of the loan but generally have a five-year term.

Project	Location	Loan Amount	Source	Status as of 12/31/22
Fox Wine & Liquor, LLC	Dansville	\$100,000	RLF	Closed
Firefly Dairy Goats, LLC	Caledonia	\$100,000	GAIN	Closed
JD Panda Properties, LLC	Dansville	\$100,000	RLF	Closed
KB White Farms	Conesus	\$50,000	GAIN	Closed
D & L Connexions, LLC	Dansville	\$100,000	RLF	Closed
Euro Café	Geneseo	\$60,000	RLF	Closed
Questa Lasagna	Mount Morris	\$30,000	RLF	Closed
Yo Berry Frozen Yogurt	Geneseo	\$72,000	RLF	Closed
The Normal BBQ, LLC	Lima	\$50,000	RLF	Committed



- Started year with 35 active loans
- Approved 5 new loans
- Three loans were paid off
- Ended the year with 37 active loans
- \$20,000 available in GAIN Loan Fund
- \$100,000 available in Revolving Loan Fund





INVESTED IN TOURISM



Letchworth State Park



Genesee Valley Hunt Races



Storm Brewing



Genesee River Valley



LIVCO Festival



Compassion



In Full



SHIFTING TOURISM STRATEGY

Since joining offices with Economic Development, Livingston County Tourism has focused on direct programming that enhances the quality of life, creates destination businesses, and elevates outdoor recreation in the Genesee River Valley. Our offices working together help increase destination marketing and promotion to visitors and locals. Our areas of focus for future businesses and development include local dining and craft beverages, outdoor recreation and agritourism, vibrant public art and music scene, and boutique hotels and glamping.

Programming and projects focus on supporting the following concepts from the LivCo Action Plan developed by destination expert Roger Brooks:

1.

“Tourism is the front door to your non-tourism economic development.”

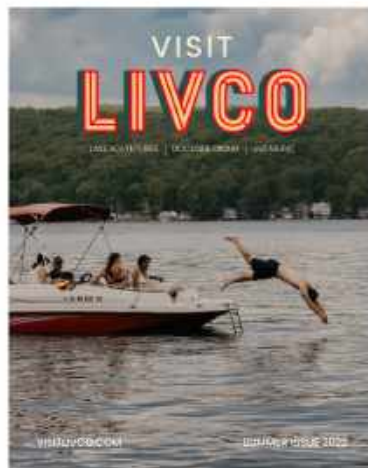
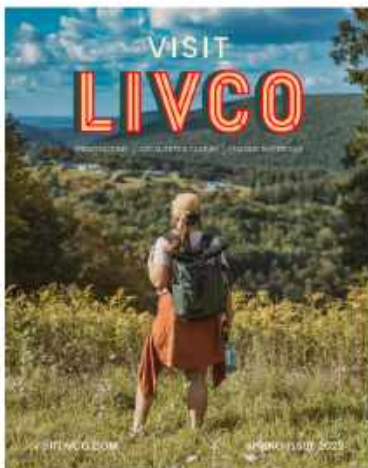
2.

“Jobs are going where the talent is or wants to be.”

3.

“Quality of life is leading both economic and tourism development.”

To enhance our visitor's experience in the Genesee River Valley, we have launched seasonal travel guides highlighting the must-dos, hidden gems, restaurants, attractions, and events in LivCo.





NEW BRAND + WEBSITE

In March 2022, after working the Destination Marketing Consultants at Simpleview, Inc. for almost ten months, Livingston County Tourism re-launched as "Visit LivCo" with a **new logo suite, visual identity, and comprehensive tourism website**, VisitLivCo.com. This rebrand also reinvigorated our social media accounts reaching new followers and increasing engagement on several platforms including Facebook, Instagram, TikTok, and YouTube.

Visit LivCo tells the story of the Genesee River Valley, an area rich with history, culture, and natural resources, welcoming new and returning visitors to the region with the help of our new website. Visitors and locals can take the stress out of planning a getaway or vacation by finding the best of what our region has to offer online today.

With the new brand and message in place, Livingston County Tourism launched a merchandise line in conjunction with the LivCo Walls Mural Festival. Visitors and locals are able to purchase hats, t-shirts, stickers, dog water bowls, and more at the Visit LivCo booth at events and locations throughout the region as well as online.





SAMANTHA BROWN'S "PLACES TO LOVE"

Livingston County Tourism kicked off 2022 with the premiere of an episode focused on the Genesee River Valley for 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 experiences by taking viewers on a discovery of the heart of travel and highlighting the people who are strengthening a destination. With over 200K followers on Instagram, Samantha's promotion of the region reached thousands of new visitors. The episode highlighted locations visitors love to visit in the Genesee River Valley including Letchworth State Park, the Abbey of the Genesee, the Genesee Country Village & Museum, Linwood Gardens, Boriken Restaurant, and murals of Livingston County. Our episode aired at the end of January 2022 and is continually accessible online.



FESTIVAL + EVENTS FUND

In 2022, Livingston County Tourism launched the Festival and Events Fund, a matching grant program that assists community groups, non-profit organizations, and businesses in promoting and marketing festivals and events to increase tourism and promote quality of life, outdoor recreation, cultural experiences, and agritourism. The Festival and Events Fund focused on addressing the needs of producers seeking to reestablish (post-COVID) events, festivals, and celebrations in a safe environment as well as establish new events that will enhance tourism and visitor spending in Livingston County. These events increase the economic impact of visitors on regional and local economies, increase spending by visitors, generate media awareness of Livingston County, and enhance the quality of life for residents of Livingston County. Several projects were awarded including the promotion of Rising Storm Brewing Company's Other Peoples Pints Festival and the installation of the first synthetic ice rink in the region at the Avon Holiday Spectacular.



INTERNATIONAL DOWNTOWN ASSOCIATION

Our offices were invited to present at the International Downtown Association's Annual Summit in Vancouver, British Columbia this past September. Economic Development Director, Bill Bacon, and Tourism Director, Melissa Hughes spoke jointly on the importance of **"Breaking Down Silos"** between economic development and tourism offices. Ongoing trends support the fact that the lines are blurring more and more between locals and visitors, with one silver lining of the pandemic being the rise in remote work opportunities and a measurable "urban exodus" of city folk seeking fresh air and down-to-earth communities like ours.

The presentation highlighted how our office partnership is creating new opportunities for tourism and businesses including the Dream-O-Vate Competition. Our offices work closely together to target entrepreneurs that will create a buzzworthy draw to our area. Other collaborative projects include the LivCo Walls Mural Festival, creating a trail of large-scale murals inviting visitors from near and far.



Breaking Down

Friday, September 23 | 3:45pm – 5:00pm

Moderator:

Larisa Ortiz, Managing Director, Streetsense

Speakers:

William Bacon, Director, Economic Development, Livingston County, New York

Melissa Hughes, Director, Tourism, Livingston County, New York



#IDAVAN22



URBAN EXODUS PODCAST

A multimedia platform celebrating people reconnecting with nature, community, creativity, and self, the Urban Exodus Podcast invited our Tourism Director, Melissa Hughes, to discuss her experience as a "Boomeranger", returning home and helping the community thrive. As Director of Tourism, Melissa focuses on business and economic development instead of the more traditional tourism approach of focusing on advertising and marketing. By offering grants, education and consulting services, she helps new and existing business owners expand their customer base and attract more visitors to the area. This is a story about rural revitalization, returning to your hometown, and prioritizing quality of life and family connection.



JON SCHALLERT WORKSHOP

In October 2022, our offices hosted a day-long workshop featuring **keynote speaker, Jon Schallert**, who shared his destination business expertise using his 14-step Destination Business process, which he developed by studying and interviewing over 10,000 independent business owners across over 500 cities and towns. Over **120 local business owners, community leaders, and various local organizations** were in attendance at the Wadsworth Homestead to learn how to become a destination during the holidays and beyond.

Attendees had the opportunity to network with each other, community leaders, and County staff and access to several incentives for attending including raffles, one-on-one consultations with Schallert, and other prize packages all designed to help attract customers and capitalize on different marketing opportunities.





DESTINATION CREATION COURSE

The Destination Creation course 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.

Livingston County Economic Development staffs the **only certified facilitators** of this course in New York State: Louise Wadsworth and Maureen Wheeler. In 2022, Livingston County's Destination Creation course **graduated 31 business owners** and employees, bringing the list of Destination Creation grads to 53.

Hear what our LivCo business owners are saying about Destination Creation:

"Oodles and oodles of practical ideas for entrepreneurs who want to improve the performance of their business!"

"The Destination Creation Course armed me with several tools and useful frameworks to innovate within my existing business model, and gave me some great ideas for future improvements as well."

"The Destination Creation course was a really fun and cool way to connect with other business owners in the area."

"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."





SHOP LOCAL CAMPAIGN

Encouraging our visitors and locals to shop small is critical to keeping our businesses open to new visitors for years to come. Every time people shop at a local business, our visitors are putting money into the community and in an increasingly homogenized world, communities that preserve their one-of-a-kind businesses and distinctive character have an economic advantage. Our locally owned businesses build strong communities by sustaining vibrant town centers, linking neighbors in a web of economic and social relationships, and contributing to local causes.

This year, Livingston County Tourism focused on messaging and merch to encourage shopping local. Starting with an ad campaign in the Genesee Valley Pennysaver using the slogan **"Put Your Money Where Your Heart Is"** readers were encouraged to shop local and capitalize on discounts and promotions offered by businesses. Leading up to Small Business Saturday, Livingston County Tourism ordered, assembled, and distributed **50 free "Shop LivCo" kits** which included posters, gift bags, gift card holders, packaging tape, tissue paper, wrapping paper, hang tags, tote bags, hanging pennants, lawn signs, stickers, buttons, and tent cards to display in stores, villages, and engage with customers shopping during the holidays.



In July 2022, Livingston County hosted the first-ever county-wide mural festival in New York State. The LivCo Walls Mural Festival welcomed **nine international artists** to paint **large-scale murals in each of the nine villages** of Livingston County. Every wall is located within a village and the mural design is inspired by the history, nature, culture, or stories of the local community.

Our mural festival drew media attention and outside visitors while inviting residents to be part of the public art creation. Festivals like this can increase the quality of the regional labor force and positively affect business and talent attraction efforts. The arts and culture generate tax revenue far beyond any government investment, adding dollars to budgets. On average, for every dollar invested into the nonprofit arts, six dollars in taxes are generated.

This regional mural festival builds on the quality of place efforts accelerated by Livingston County Economic Development, growing regional pride and garnering significant attention and exposure nationally.

“Forward-thinking cities are showing their support for the arts through urban mural festivals. These vibrant events make art accessible, free of charge to their communities, create Instagram-worthy backdrops to attract visitors, and provide a platform for both local and international talent.”

-- Lea Lane, “It’s Not Graffiti, It’s Street Art: The Best Urban Mural Festivals Around The Country”



SCAN TO LEARN MORE
ABOUT LIVCO WALLS

CHECK OUT THE NINE NEW MURALS:

1.

Horse Country

Painted by Ivan Roque from Miami, Florida
Located at 79 Genesee Street in Avon, NY





2.

Trout Culture

Painted by Tim Parsley from Fort Wayne, Indiana
Located at 3103 Main Street in Caledonia, NY

3.

Wild Mustang

Painted by Arlin Graff from São Paulo, Brazil
Located at 175 Main Street in Dansville, NY



4.

Wisdom

Painted by KEY DETAIL from Minsk, Belarus
Located at 125 Main Street in Geneseo, NY



5.

Big Heart

Painted by Kacy Jackson from Louisville, Kentucky
Located at 134 Main Street in Leicester, NY





6.

Farmer's Spectrum

Painted by Abigail Penfold from East Aurora, New York
Located at 1883 Rochester Street in Lima, NY

7.

First Flight

Painted by Justin Suarez from Rochester, New York
Located at 16 Commercial Street in Livonia, NY



8.

Flowers of Letchworth

Painted by Louise Jones from Detroit, Michigan
Located at 83 Main Street in Mount Morris, NY

9.

Seed

Painted by Matthew Mederer from Chicago, Illinois
Located at 60 North State Street in Nunda, NY



SIDEWALK SHOWCASE

The Sidewalk Showcase is an outdoor art show that displayed **149 pieces** of locally created, inspirational art in downtown storefront windows throughout the nine villages of Livingston County during July and August 2022. The works of art were created by local artists of all ages on two-foot square wooden boards.

Local schools that participated in 2022:

- Lima Christian
- Honeoye Falls-Lima Central School
- Avon Central School
- Caledonia Mumford Central School
- Geneseo Central School
- Mount Morris Central School
- Keshequa Central School

Additional boards from local schools that had participated in 2020 Sidewalk Showcase:

- Dansville Central
- Adventures in Art-Caledonia





WHAT'S NEXT?

Our team accomplished a tremendous number of projects in the past year supporting our goals to elevate business, culture, and quality of life in the region. We've painted over **16,000 square feet of murals**. We gave out over **\$3.5 million to businesses** - that's **\$9,500 a day**. We were featured on PBS. We worked with a new business, on average, every other day! And much more, our office consistently focused on initiatives designed to take advantage of the transformation of our 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. And next year our work will continue with a number of new projects.



Upcoming Projects



Grow LivCo and Visit LivCo have engaged Streetsense to prepare a comprehensive economic development and tourism strategic plan and implementation strategy.



\$500,000 in New York Main Street funding has been awarded to 7 projects on Dansville's Main Street to historically restore storefronts and create new residential units on upper floors.



Grow LivCo received \$500,000 from the Office of Senator Chuck Schumer to continue supporting small businesses in 2023.



\$157,500 in New York Main Street funding has been awarded to the Riviera Theater Complex on Center Street in Geneseo to create a new coffee shop and restaurant connected to the theater.



A third round of the Dream-O-Vate Business Competition will be announced in 2023, helping entrepreneurs to turn their dreams of starting a business to reality.



Grow LivCo will continue the already successful First Impressions and Back to Business Programs.



Visit LivCo will introduce a regional campaign promoting the Genesee River Valley as a "dark-skies" destination for the 2024 Total Solar Eclipse.



Visit LivCo will help implement and market a new Craft Beverage and Music Festival planned for October 2023.





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

Livingston County Economic Development
6 Court Street, Room 306
Geneseo, NY 14454
(585) 243-7124 | info@growlivco.com

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