

LDG  
**DOWNTOWN PARTNERSHIP**  
REVITALIZING COMMUNITIES



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The Livingston County Development Group • 6 Court Street • Room 306  
Geneseo, New York 14454 • [www.livingstoncountydevelopment.com](http://www.livingstoncountydevelopment.com) • 585.243.7124



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The mission of the **Downtown Partnership** is to develop unique, authentic and vibrant communities that will create sustainable economic growth for Livingston County. The Partnership will provide programs and assistance in:

- Downtown revitalization and community development
- Preservation and enhancement of downtown buildings
- Integrated marketing of the existing businesses and community
- Entrepreneurship development and recruitment of new businesses

Below is a brief description of the **Downtown Partnership** program components.

For more information, please visit [www.livingstoncountydevelopment.com](http://www.livingstoncountydevelopment.com) or call 585.243.7124.



### DESIGNATED DOWNTOWN DISTRICT

- Map of designated downtown area will be established with guidance from the Livingston County Development Corporation
- All buildings or businesses requesting funding must be within this district

### DOWNTOWN COORDINATOR

- Develops programs to encourage new investment downtown
- Assists with business and community marketing
- Assists local business or community associations
- Maintains inventory of businesses and buildings
- Supervises college student interns

### DESIGN GUIDELINES

- Developed by local steering committee to preserve and enhance the community's unique heritage and character
- Adopted by the village board for use in the designated downtown district
- All buildings or businesses requesting grant funding must comply with design guidelines

### LIVINGSTON COUNTY SIGN & FACADE IMPROVEMENT PROGRAM

- Building or business owners within the Downtown District may apply for up to \$5,000 in matching funds for sign and/or façade improvements
- Each community will provide two (2) representatives to a county-wide steering committee to score grant applications
- All projects must comply with local design guidelines

### NEW YORK MAIN STREET GRANT PROGRAM

- Assist local stakeholders, building and business owners to prepare for NY Main Street funding
- Assist Thoma Development to develop and submit a NY Main Street Grant application

### COLLEGE STUDENT INTERN PROGRAM

- Interns will be supervised by Downtown Coordinator for identified community revitalization projects
- Community and/or business marketing and public relations assistance can be provided by designated student teams

### DOWNTOWN ROUNDTABLE

- Seminars provided for education and networking of stakeholders, businesses owners and community partners

### ENTREPRENEURSHIP TRAINING

- Kauffman Foundation FastTrac New Venture entrepreneurship class offered
- 10 weeks of interactive instruction for startup or expanding businesses
- One on one business coaching
- Lifetime use of Kauffman Foundation online business tools
- Participants are encouraged to locate in designated downtown districts when appropriate

### SMALL BUSINESS TECHNICAL ASSISTANCE SUPPORT

- Coordinate assistance from the Small Business Development Center
- Provide one-on-one technical assistance referrals for local businesses and aspiring entrepreneurs

### REVOLVING LOAN FUND

- For new and expanding small businesses
- Fixed rate financing for manufacturing, wholesale, retail and service businesses
- Funding available for inventory, supplies, furniture, fixtures and equipment

### BUY LOCAL CAMPAIGN

- Develop and coordinate local marketing initiatives into the county-wide *Find it in Livingston* campaign
- Develop and maintain local business directory

### ADVOCACY

- Identify resources to assist in community revitalization efforts including but not limited to State and Federal programs
- Advocate for improved community revitalization programs with local, state and federal representatives
- Promotion of revitalization accomplishments through media

