



Livingston County Development initiated a downtown revitalization program in 2003. The **Downtown Partnership** is the only comprehensive county-wide program of its kind in the state.

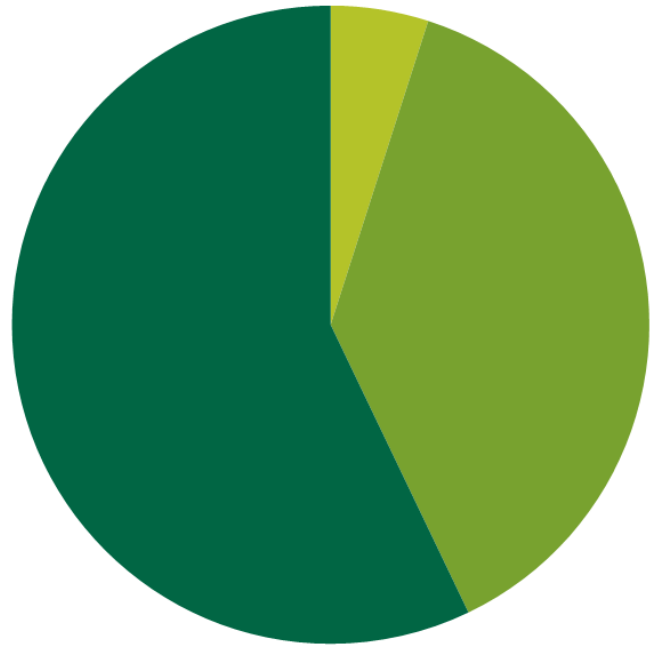
The Partnership provides programs and assistance in:

- 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

For more information, visit LivingstonCountyDevelopment.com or call 585.243.7124



Since their inception, the Sign & Façade and New York Main Street Programs have resulted in an investment of \$7,289,795 In Livingston County's downtowns.



- Sign and Façade Improvement Program
\$314,291 | 100 projects
- New York Main Street Program
\$2,714,000 | 74 projects
- Private Investment
\$4,261,504



THE MISSION OF THE **DOWNTOWN PARTNERSHIP** IS TO DEVELOP UNIQUE, AUTHENTIC AND VIBRANT COMMUNITIES THAT WILL CREATE SUSTAINABLE ECONOMIC GROWTH FOR LIVINGSTON COUNTY.



DANSVILLE, NY | BEFORE



DANSVILLE, NY | AFTER



NUNDA, NY | BEFORE



NUNDA, NY | AFTER



LIMA, NY | BEFORE



LIMA, NY | AFTER

DESIGNATED DOWNTOWN DISTRICT

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

DOWNTOWN COORDINATOR

- Develop programs to encourage new investment downtown
- Assist with business and community marketing
- Assist local businesses or community associations
- Supervise 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
- Guidelines will be revised as needed

LIVINGSTON COUNTY SIGN & FAÇADE IMPROVEMENT PROGRAM

- Building or business owners within the downtown district may apply for up to \$5,000 in matching funds (50/50) for sign and/or façade improvements
- Applications accepted on a rolling basis by the 15th of each month from January - September
- All projects must comply with local design guidelines

NEW YORK MAIN STREET GRANT PROGRAM

- Assist stakeholders, building and business owners to prepare for New York Main Street funding
- Assist with development and submittal of New York Main Street grant applications
- Available for grant administration

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
- Adopt-a-Business program pairs students with businesses for social media assistance

DESTINATION UNIVERSITY

- Monthly workshops to help businesses grow their sales, profits and customer traffic
- Available online training from over 50 business experts and world-class authors
- Chance to network and brainstorm with other small business owners

AVAILABLE SPACE INVENTORY

- Site location services
- Complete and current inventory of available downtown buildings including current assessments
- Database of all building and business owners
- Coordinate contact with property owner as needed

SMALL BUSINESS TECHNICAL ASSISTANCE

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

REVOLVING LOAN FUND

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

FIND IT IN LIVINGSTON

- Develop and maintain *Find It In Livingston* website and business directory
- Plan and manage year-round *Find It In Livingston* campaign
- Develop and coordinate local marketing initiatives with the county-wide *Find It In Livingston* campaign

COMMUNITY 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