



First Impressions Program

2020 Program Guidelines and Application



First Impressions Program

You never get a second chance to make a first impression!

Purpose

The First Impressions Program funds projects that promote a lasting and genuine first impression of Livingston County's downtown districts and businesses. The program contributes to creating a sense of place for residents, businesses, and visitors along with driving the economy for future success.

Program Description

The First Impressions Program will provide reimbursement of up to 50% of signage, interior or exterior lighting, façade improvements, public art installations or streetscape enhancements, and digital first impressions. The reimbursement shall not exceed \$5,000 for any individual project.

Eligible Project Areas

All projects must be located in a designated downtown district in one of Livingston County's nine villages: Avon, Caledonia, Dansville, Geneseo, Leicester, Lima, Livonia, Mount Morris and Nunda. Maps of each district are available online at <http://livingstoncountydevelopment.com/business-resources/downtown-partnership/>

Eligible Applicants

- Building owners: owners of commercial or mixed-use buildings located in a designated downtown district
- Business owners: owners of a retail or service business located within a designated downtown district. Tenants must provide written acknowledgement from the building owner if their application involves renovations to the building.
- Unit of Local Government: Towns, Villages or established community groups are eligible to apply for public art and/or streetscape projects within a designated downtown district.
- All applicants must be current on all County, Town, Village and School real property taxes in order to be eligible to participate.
- All applicants should discuss project with Louise Wadsworth, Downtown Coordinator, prior to applying as requirements can vary based on the type of project being proposed.

Eligible Activities

FAÇADE AND LIGHTING	SIGNAGE	PUBLIC ART AND STREETScape	DIGITAL FIRST IMPRESSIONS
<ul style="list-style-type: none">• Cleaning and repointing of brick• Repair or replacement of windows, doors, paint, etc.• Awnings• Exterior lighting including architectural, pathway, and signage• Interior display lighting	<ul style="list-style-type: none">• Wall signs• Perpendicular signs• Awning lettering• Window lettering• Free standing signs (such as sandwich board or A-frame signs)	<ul style="list-style-type: none">• Permanent public art• Murals• Sculptures• Gateway and wayfinding signage• Street furniture including benches, trash cans, planters, etc.• Public fixtures including informational kiosks, banners, plaques, etc.	<ul style="list-style-type: none">• Professional product photography• Professional design services• Branding• Website development• E-commerce setup

Eligible Activities continued

Projects undertaken prior to receiving formal approval will not be eligible for funding. If project funding is awarded the final scope of work must be approved by the Economic Development Office before construction can begin. All improvements must follow the Livingston County Downtown Design Guidelines (available here: <http://livingstoncountydevelopment.com/business-resources/downtown-partnership/>) to ensure compatibility with the existing Main Street, helping to create a uniform and coordinated streetscape that is attractive and functional.

Depending on your scope of work, you may need to apply to the Village for a building permit. If your project includes any signage, you will need to apply to the Village for a signage permit. While permits do not need to be submitted with your First Impressions Program application, they must be in place before any work can begin.

Application Deadline

There will be three application deadlines (until available funds are depleted). Applications must be received at the Livingston County Economic Development Office no later than 4pm on the deadline date. To receive funds, an applicant must submit a complete application package for consideration.

Deadline to apply:

January 24, 2020
April 17, 2020
July 24, 2020

Date of approval/denial:

February 7, 2020
May 1, 2020
August 7, 2020

Application Review

Funding will be awarded through a competitive process. If an application is denied, the Livingston County Economic Development Office will notify the applicant and specify the reason for disapproval. Approved projects will receive a written commitment letter detailing any supplemental information needed. The Downtown Coordinator will meet with the applicant to review the proposed project and confirm the scope of work prior to executing a grant agreement. Once a grant agreement is in place, the project can begin. Approved projects must be started within 30 days of entering into a grant agreement, and completed within 90 days. Grant awards may be revoked if the project is not underway within 30 days.

Reimbursement Procedures

Funds shall not be provided in advance of construction, project completion or full payment for the project by the grant recipient. Once the applicant provides verification that the work has been completed and that all vendors have been paid in full, reimbursement will be processed. Applicants must document project expenditures and the required match to receive reimbursement. Proof of payment to the contractor/vendor is required in the form of an invoice and cancelled check or credit card statement. Cash payments are not an acceptable form of payment and cannot be reimbursed. Sales tax is not a reimbursable expense. The LCDC will only reimburse those costs deemed to be reasonable and appropriate to complete the project which was approved and agreed to. Personal labor by the business or property owner is not a reimbursable project cost.

Application Assistance & Questions



Application requirements can vary depending on the type of project being proposed. Before applying, please contact:

Louise Wadsworth, Downtown Coordinator
585-243-7124 | lwadsworth@co.livingston.ny.us



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Applicant Information

Applicant name: _____

Preferred mailing address: _____

Preferred e-mail address: _____

Preferred phone: _____

Applicant is: Building Owner Tenant Village Other: _____

Location of proposed project: _____

Business (if applicable): _____

Project Information

Proposed project includes (check all that apply):

- | | |
|--|--|
| <input type="checkbox"/> Façade: Cleaning and/or repointing of brick | <input type="checkbox"/> Streetscape: Gateway and/or wayfinding signage |
| <input type="checkbox"/> Façade: Repair or replacement of windows | <input type="checkbox"/> Streetscape: benches |
| <input type="checkbox"/> Façade: Repair or replacement of doors | <input type="checkbox"/> Streetscape: trash cans |
| <input type="checkbox"/> Façade: Painting | <input type="checkbox"/> Streetscape: planters |
| <input type="checkbox"/> Façade: Awnings | <input type="checkbox"/> Streetscape: informational kiosk |
| <input type="checkbox"/> Exterior lighting: architectural lighting | <input type="checkbox"/> Streetscape: banners |
| <input type="checkbox"/> Exterior lighting: pathway lighting | <input type="checkbox"/> Streetscape: plaques |
| <input type="checkbox"/> Exterior lighting: signage lighting | <input type="checkbox"/> Digital: photography |
| <input type="checkbox"/> Interior lighting: display lighting | <input type="checkbox"/> Digital: design services |
| <input type="checkbox"/> Signage: Wall sign | <input type="checkbox"/> Digital: branding |
| <input type="checkbox"/> Signage: Perpendicular sign | <input type="checkbox"/> Digital: website development and/or e-commerce set up |
| <input type="checkbox"/> Signage: Awning lettering | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Signage: Window lettering | |
| <input type="checkbox"/> Signage: Free standing sign/A-frame sign | |
| <input type="checkbox"/> Public Art: Mural | |
| <input type="checkbox"/> Public Art: Sculpture | |

Project Description

Please submit a typed explanation of the current condition of the building, signage, or site, the proposed scope of work, and the expected impact of the project. Photographs can be included to illustrate current condition.

Cost Estimates

The First Impressions Program requires 2 cost estimates to be submitted for all work to be completed. Please list all work to be completed in the table below, and indicate to total of each estimate. The lowest estimate should be used to compile your total project cost and grant request.

If you are proposing a streetscape, public art or digital first impressions project, please contact Louise Wadsworth, Downtown Coordinator, prior to obtaining quotes.

Work to be completed	Estimate #1	Estimate #2	Lowest Estimate

Total Estimates Project Cost: \$ _____ (total of lowest estimates)
Grant Request: \$ _____ (50% of total project cost, not to exceed \$5,000)
Applicant's Matching Funds: \$ _____ (project cost minus grant request)

Eligibility Requirements

1. Are Village, County, Town and School taxes current?
 Yes No Unsure

If "no" or "unsure" please explain: _____

2. Are proposed improvements in compliance with the Livingston County Downtown Design Guidelines?
available here: <http://livingstoncountydevelopment.com/business-resources/downtown-partnership/>
 Yes No Unsure

If "no" or "unsure" please contact Louise Wadsworth, Downtown Coordinator PRIOR to applying.

3. Have you contacted your Village to inquire about required building permits and/or signage permits?
 Yes No

If "no" please ensure you do so. While permits do not need to be submitted with your First Impressions Program application, they must be in place before any work can begin.

Application Attachments

The following items **may** be required to accompany your First Impressions Program application.

Please contact Louise Wadsworth, Downtown Coordinator, before applying to confirm which items apply to your project.

- Two cost estimates for all work to be completed. Estimates submitted should match the information listed above in the cost estimates table.
- Current photograph(s) showing existing condition of project building or project site.
- Annotated photograph(s) of project building or site identifying location(s) of improvements to be made.

☐ Images/specs of items to be purchased:

- **For façade projects**, this may be an architect's rendering of the work to be completed including paint colors, door, window and/or awning selections
- **For lighting projects**, this may be online or catalog images of the fixtures and specs for the bulbs
- **For signage projects**, this may be a sign maker's rendering including dimensions of signage, location of signage, materials, colors, and description of mounting hardware and brackets
- **For public art projects**, this may be a rendering of the work to be completed, or if not yet designed, the résumé of the artist and samples of past work
- **For streetscape projects**, this may be online or catalog images of items to be purchased

Certification

Please read and initial the following statements, indicating that you understand and agree to each:

___ I am eighteen years of age or older. I have read the program guidelines and application, understand its contents and agree to comply with program requirements.

___ I hereby certify that to the best of my knowledge, all of the information provided in this application is true and correct. I understand that any willful misstatement of material fact will be grounds for disqualification. Livingston County is hereby authorized to verify any of the above information in any appropriate matter, and to inspect the property prior to grant approval and following work completion.

___ I understand that any contract for improvements to be paid for, in part, by the Program shall be between the contractor and myself, and that I should not sign any contract for work under this program until authorized to do so in writing. I understand that the grant payment is subject to satisfactory completion of the approved work.

___ I also understand that Livingston County is not responsible or liable for any breach of contract, faulty workmanship, accident, liability or damage, which might arise from (my/our) relationship with the contractor.

___ I hereby grant the Livingston County Development Corporation the unrestricted right to use, for any lawful purpose, photographs taken of the property listing herein, which I own and/or for which I have the authority to grant such permission, and to use my name in connection therewith if it so chooses. I release and discharge the LCDC from any and all claims or causes of action arising from the use of such photographs, including, without limitation, claims for libel or invasion of privacy.

Applicant's Signature

Date

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