Appendix A

First Impressions Program Promotional Materials

Did you know that 70% of first time sales are the result of **curb appeal**?

Introducing the 2020 Livingston County

First Impressions Program

Attract new business ▶ **Increase Sales** ▶ **Create a Destination!**

Awards up to $5,000 for improvements to:

- Facade & Lighting
- Signage
- Public Art & Streetscape
- Digital First Impressions

Three chances to apply!

Until available funds are depleted

Deadlines are:

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

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

For more information, application & design guidelines, visit:
Livingstoncountydevelopment.com/downtownpartnership
or contact Louise Wadsworth at 585-243-7124

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

- Cleaning and repointing of brick
- Repair or replacement of windows, doors, paint, etc.
- Awnings
- Exterior lighting including architectural, pathway, and signage
- Interior display lighting

SIGNAGE

- Wall signs
- Perpendicular signs
- Awning lettering
- Window lettering
- Free standing signs (such as sandwich board or A-frame signs)

PUBLIC ART AND STREETSCAPE

- 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.

DIGITAL FIRST IMPRESSIONS

- 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:	**Date of approval/denial:**
January 24, 2020	February 7, 2020
April 17, 2020	May 1, 2020
July 24, 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

First Impressions Program

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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):

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

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 architects 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 makers 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 _____

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

CALLING ALL BUSINESSES

The Inspirations Trail is part of Livingston County's First Impressions Program

Follow the art...

MAY 01 *through* MAY 24

AVON • CALEDONIA • DANSVILLE • GENESEO • LEICESTER • LIMA • LIVONIA • MT. MORRIS • NUNDA

The Inspirations Trail is a self-guided art tour through all nine downtown villages featuring storefront installations of inspirational words or phrases.

WE INVITE YOU TO BECOME PART OF THE TRAIL!
WITH YOUR $25 REGISTRATION FEE, YOUR BUSINESS WILL:

- Be listed on the Inspirations Trail Map & marketing materials
- Be promoted regionally from April to May 2020

IF YOU ARE INTERESTED IN DISPLAYING PIECES OF ART MADE FOR THE INSPIRATIONS TRAIL IN YOUR DOWNTOWN BUSINESS STOREFRONT CONTACT:

Louise Wadsworth, Downtown Coordinator
(585) 243-7124 or wadsworth@livingstoncountydevelopment.com

For More Information & To Register Online Go To

→ www.InspirationsTrail.com ←

Yes! I would like my business to be part of the Inspirations Trail from May 1st-May 24th.

Business _____ Phone _____

Address _____ Email _____

Make checks payable and mail payment to:
Livingston County Development, 6 Court Street, Room 306, Geneseo, NY 14454
Deadline: Friday, February 21st 2020

☐ **I have a downtown storefront window where I can display artwork.**

Appendix B

Full List of Downtown 2.0 Programs

Recommendation	Implementation	More Information
1. Alley Improvement Program	First Impressions Program	Offers awards of up to $5,000 for improvements that promote a lasting first impression of the county's business districts, including façade & lighting, signage, public art, and digital first impressions.
2. Wayfinding/Signage	Livingston County Wayfinding Master Plan	A wayfinding master plan is underway that will inventory local sites and assets to create a unified, consistent impression across Livingston's nine downtown districts.
3. Public Art on Main Street	First Impressions Program Inspirations Trail	The Inspiration Trail will place 100+ pieces of permanent and temporary art throughout the Main Street Corridors of the county's nine villages between May 1 – May 24 2020.
4. Downtown Façade/ Rehab Improvements	New Design Guidelines First Impressions Program	The County has reinvented its Design Guidelines and creates a single, comprehensive user-friendly set of guidelines that also include references to signage and awning codes – outcomes of the Downtown 2.0 plan.
5. Downtown Livingston Brand	Downtown Brand Development underway	The County has secured funding to move forward with a cohesive brand for the downtown districts that will embrace the distinct qualities of each district and will promote businesses and attract visitors.
6. Promotion + Event Partnership	My Livingston Life	Mylivingstonlife.com provides a constantly changing calendar of upcoming events and a biweekly newsletter, as well as a visually appealing, easy to navigate guide of local businesses that could appeal to the interests of any consumer.
7. Omni-Channel Retail Assistance Program	Digital Training Series	The county's digital training series offers free classes to local small business owners to help them better advertise and grow their business in the digital age.
8. Retail Attraction Program	Dream-O-Vate Competition	Nine new businesses opened as a result of the "Dream-O-Vate" business competition, an effort to increase retail occupancy in the county's nine downtown districts. Thirty-eight applicants applied and winners were announced in May 2019. All new businesses benefitted from press coverage and ribbon cuttings that helped raise awareness and drive sales.
9. Pop-Up Storefront Program		The County has sponsored workshops in partnership with local Chambers of Commerce to support networking between property owners and pop-up shop operators.