

Letchworth Gateway Villages: Background

Overview

Letchworth Gateway Villages is a collaborative initiative established jointly by the villages of Perry, Mount Morris and Geneseo to advance regional economic growth and new tourism-related market opportunities. The program's primary activities will focus on:

- Promoting stakeholder collaboration and networks that maximize economic opportunities across participating municipalities.
- Connecting entrepreneurs, businesses and property owners with technical assistance services and other resources that support main street revitalization efforts.
- Developing cross-promotional marketing and branding strategies that reduce duplication and increase visibility of the region's tourism.
- Identifying new and complimentary tourism-related market opportunities across the three target villages.

Program Implementation and Oversight

Each village has designated a representative volunteer group in their communities (Geneseo Tourism, Perry Main Street Association, and Mt. Morris' Partners for Progress) to serve as their proxies to the program.

The LGV program is supported by a full time director and overseen by an advisory committee comprised of representatives from Geneseo Tourism, the Perry Main Street Association, and Partners for Progress of Mt. Morris as well as Mayor Rick Hauser from the Village of Perry and Livingston County Downtown Partnership Coordinator Louise Wadsworth.

Outreach to businesses, community groups and other stakeholders will begin in February 2017.

FAQs

What is the Letchworth Gateway Villages Program?

Letchworth Gateway Villages is a collaborative initiative established jointly by the villages of Perry, Mount Morris and Geneseo to advance regional economic growth and new tourism-related market opportunities for the communities.

What organizations are involved?

Each village has designated a representative volunteer group (Geneseo Tourism, Perry Main Street Association, and Mt. Morris' Partners for Progress) in their communities to serve as their proxies to the program.

The advisory committee for the program includes representatives from Geneseo Tourism, the Perry Main Street Association, and Partners for Progress of Mt. Morris as well as Mayor Rick Hauser from the Village of Perry (a sponsor of the grant) and Livingston County Downtown Partnership Coordinator Louise Wadsworth.

Why Geneseo, Mount Morris and Perry?

The three communities that partnered to establish the program, i.e., the Villages of Perry, Mount Morris and Geneseo have much in common. All three villages are small in size and scale, with Main Street corridors that have similar characteristics and are located near entrances to Letchworth State Park. They serve as gateway communities for visitors to Letchworth. Each village designated a community organization to provide a volunteer representative to the program's advisory group.

Why these organizations?

All three (3) organizations (Geneseo Tourism, Perry Main Street Association, and Mt. Morris' Partners for Progress) are volunteer associations/committees that have been active for numerous years in their respective communities. The Geneseo Tourism and Promotions Committee has been in operation for 20 years, the Perry Main Street Association has been in operation 10 years, and Partners for Progress have been in operation for 3 years. Each organization is actively involved in organizing joint promotions, marketing, special events planning, and the like within their respective communities.

How will the program work? How will Letchworth Gateway Villages partner with existing organizations already serving the local business and tourism industries?

Letchworth Gateway Villages seeks to enhance (not duplicate or recreate) existing marketing efforts, services and technical assistance opportunities through improved collaboration across the villages Perry, Mt. Morris and Geneseo. Towards this end, the program's primary activities will focus on:

- Promoting stakeholder collaboration and networks that maximize economic opportunities across participating municipalities.
- Connecting entrepreneurs, businesses and property owners with technical assistance services and other resources that support main street revitalization efforts.
- Developing cross-promotional marketing and branding strategies that reduce duplication and increase visibility of the region's tourism.

- Identifying new and complimentary tourism-related market opportunities across the three target villages.

How long will the program run?

Currently there is funding for 1-2 years. The launch of program activities and outreach to businesses, community groups and other stakeholders will begin in February 2017.

Where is funding for the program coming from?

The program is funded jointly by each participating village along with grant funding from the USDA's Rural Business Development Grant Program.