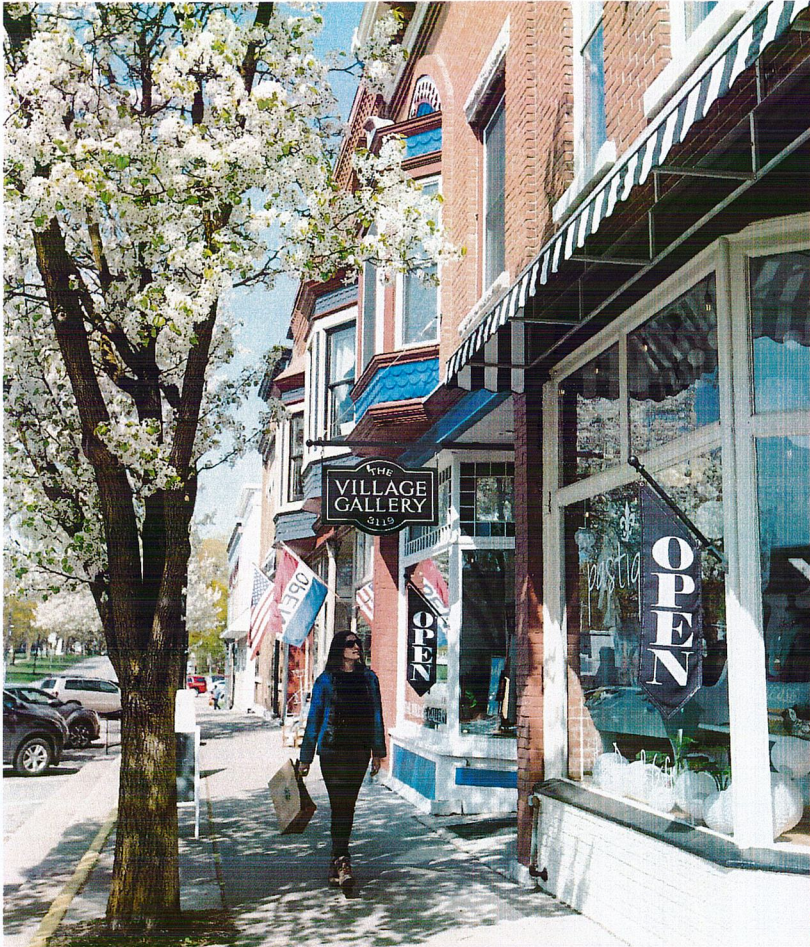


Did you know that 70% of first time sales are the result of curb appeal?

Announcing Livingston County's 2025

# First Impressions Program



*Projects in all LivCo  
downtown villages  
are eligible!*

**This is your chance to:**

- *Attract New Business*
- *Increase Sales*
- *Create a Destination!*

**Awards up to \$5,000 for improvements  
to:**

- Facade & Lighting
- Signage
- Professional design services

Applicants are required to watch our First Impressions video prior to applying. The video is available on our website at [growlivco.com/first-impressions](http://growlivco.com/first-impressions).

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

**Application Deadline: 4 pm, April 25 2025**

Questions? Contact Louise Wadsworth at [lwadsworth@co.livingston.ny.us](mailto:lwadsworth@co.livingston.ny.us)  
6 Court Street, Geneseo, NY 14454 | (585) 243-7124 | [GrowLivCo.com](http://GrowLivCo.com)

