

IMPACT

GOING FURTHER TOGETHER

\$832,677

IN NEW PUBLIC-PRIVATE RESOURCES GENERATED SINCE 2017



**NETWORK-BUILDING
+ STRENGTHENING**



**SUPPORT FOR
ENTREPRENEURS**



**STRATEGY +
INSIGHTS**

NETWORK-BUILDING + STRENGTHENING

The Genesee Valley (REDI) Initiative

In 2019, LGV was awarded technical assistance through the USDA's Innovation Center's Rural Economic Development Innovation (REDI) Initiative. Through this assistance LGV has **built a network of 70 partners** working together across the five-county region to develop the Genesee Valley's potential as an outdoor recreation and heritage tourism destination.

Together the network secured nearly \$1.2 million in federal resources for rural communities in the Genesee Valley over the next 2 years, including:

- **\$268K** to launch a **Trail Town initiative and a digital trail mapping project** that will grow the region's outdoor recreation economy by connecting cyclists, paddlers, equestrians, hikers and other outdoor enthusiasts with rural communities along the 200+ miles of trails, blueways and cycling routes within the Genesee River Valley.

- **\$153K** to establish a **Rural Innovation Institute** at the State University of New York at Geneseo that will create new, high-skilled jobs to support emerging market opportunities in heritage preservation, agro-tourism, downtown revitalization, and the digital economy.
- **\$750K** to establish the **Genesee Valley Rural Revitalization Grant Program**, an initiative to advance historic preservation for rural communities in the Genesee-Finger Lakes Region.

STRATEGY + INSIGHTS

Growing Food Tourism in the Genesee Valley

In 2019, LGV produced a **food tourism assessment** evaluating opportunities and challenges for growing food tourism locally, a **White Paper on the Role of Food Tourism in the Development of Rural Destinations**, and a storytelling toolkit for restaurants and other food and beverage purveyors on marketing our taste of place. This process has helped build a **network of 119 food industry stakeholders** in the region working to grow new food tourism market opportunities.

IMPACT

SUPPORT FOR ENTREPRENEURS

Digital Main Street

In 2019 LGV partnered with Digital Main Street (DMS), an innovative online learning platform specifically designed for small businesses and start-ups aspiring to go digital.

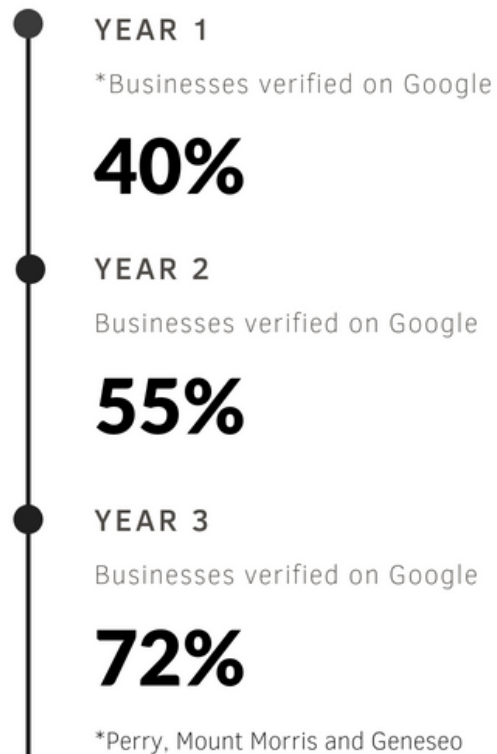
Digital Main Street was developed by Toronto's Association for Business Improvement Areas (TABIA) in partnership with Google, Shopify, MasterCard and other private sector partners. In less than 3 years, the platform has helped over 10,000 businesses with digital transformation. **LGV is Digital Main Street's first U.S. partner.**

What sets Digital Main Street apart is a personalized digital assessment that evaluates the business' current state of digital readiness and creates a step-by-step roadmap with recommendations on how to grow and manage their operations through technology.

Improved visibility for the region's unique attractions and businesses through digital coaching and training support.

Through innovative initiatives like ExploreGeneseeValley.com and Digital Main Street, LGV has provided digital technical assistance and raised visibility for **330 businesses in 13 communities in Livingston County** and **4 communities in Wyoming County.**

In 2017 only 40% of 270 tourism-related businesses were verified on Google in Perry, Mount Morris and Geneseo. **In 2019 that percentage has risen to 72%**, meaning more visitors are able to find our businesses when searching online and, most importantly, more of our businesses understand why digital matters.



BUSINESS SPOTLIGHT

IN 2019 LGV HELPED DIRECTLY CATALYZE 12 NEW HOSPITALITY AND OUTDOOR-FOCUSED BUSINESSES, CREATING 24 NEW JOBS AND RETAINING 47.

BUTTER MEAT CO.

One of the entrepreneurs we've been working with throughout the Growing Food Tourism Project is Jill Gould, Founder of Butter Meat Co., an innovative and sustainable business model that is taking her family's organically raised dairy cows and butchering, packaging and selling the meat once the cows are retired from milking.

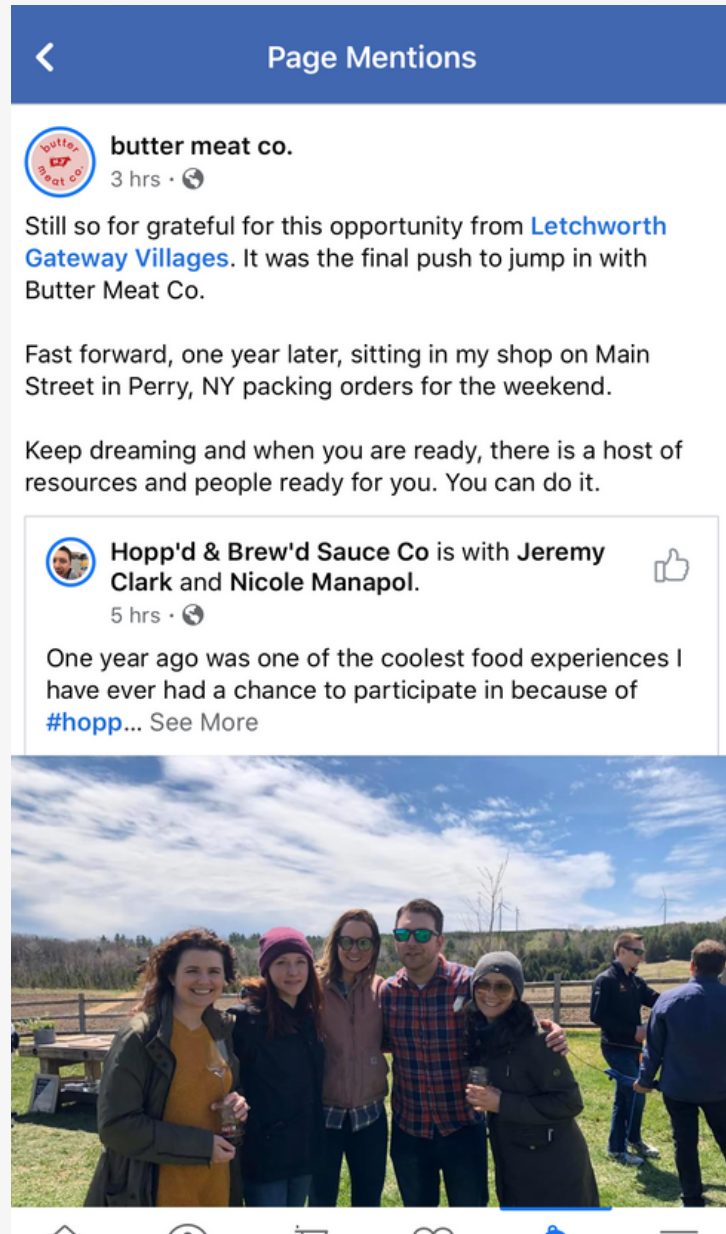
In late 2019, LGV got Jill connected to a retail space on Perry's Main Street and she opened up shop in February. Despite the COVID-19 shutdown, Jill's embrace of digital marketing and e-commerce had her business booming. So much so that she has now expanded her shop to fulfill all the packaging orders, consistently shipping her custom meat boxes to high-end customers across the country.

Jill who graduated from Cornell and worked on supply chains for Walmart and helped take the iconic meal delivery service, Blue Apron, public is a great example of the entrepreneurial talent LGV is working to cultivate and bring back to our area.

Jill has taken advantage of all the insight reports, training and networking opportunities LGV provided through the Growing Food Tourism initiative. Her business also demonstrates how local entrepreneurs with a strong digital strategy can build place-based businesses that attracts customers from all over the world.

You can learn more about Jill's innovative business model in Bloomberg, the Wall Street Journal and the Democrat and Chronicle (see links below image) or by visiting her shop in Perry!

www.buttermeatco.com



Bloomberg Article: [Meat Lovers Get Bullish on Beef That Comes From Old Dairy Cows - June 25, 2020](#)

Wall Street Journal: [BBQ: the Ultimate Guide - July 25, 2020](#)

Democrat and Chronicle: [Once considered "bad beef" meat from dairy cows is having a moment - August 26, 2020.](#)