



NEW YORK STATE SENATOR

Patrick M. Gallivan

Senator Gallivan Announces Funding Through Regional Economic Gardening Program

JIM RANNEY February 8, 2016

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Senator Patrick M. Gallivan (R-C-I, Elma) announces \$250,000 in state funding through the Regional Economic Gardening Program to support existing companies in Livingston, Wyoming and Monroe counties. The program targets so called second stage businesses to help them grow and create more jobs. Second stage businesses typically have 10-99 employees and generate \$1 million to \$50 million in annual revenue.

“We all know it’s important to attract and invest in new companies, but a key part of economic development is to provide support to businesses and entrepreneurs already in the community,” Gallivan said. “These are proven job generators in need of technical support in order to get beyond the start-up stage and expand.”

The funding includes \$150,000 to the Greater Rochester Enterprise (GRE) to provide technical research to businesses by helping with sales, marketing and business strategies. GRE serves nine counties, including Monroe, Livingston and Wyoming.

The Livingston County Development Corporation, meanwhile, will receive \$100,000 in funding to assist expanding businesses in various downtown districts, including Geneseo and Perry. The program will provide instruction on best business practices, including financial management and marketing. A marketing plan for the region using Letchworth State Park as an anchor will also be developed.

The funding was included in the 2015-16 state budget. Senator Gallivan is seeking similar funding as part of the 2016-17 budget.