

# Business

## DEVELOPMENT

# County economic marketing efforts receive 2 awards

### SPECIAL TO THE LCN

Livingston County received two awards for marketing achievements, including a certificate of excellence from the New York State Economic Development Council.

This was the second consecutive year that the state EDC had recognized Livingston County with awards.

The Certificate of Excellence was awarded for Livingston County Development's Downtown Partnership brochure. The piece was designed by Tracy Clarry of Tracy Design, Avon.

The mission of the Downtown Partnership is to develop unique, authentic, and vibrant communities that will create sustainable economic growth for Livingston County. The cover of the brochure features the new Downtown Partnership logo that resembles a historic street sign and includes the tagline "Revitalizing Communities." The inside panels reveal a clean, simple design that highlights the Downtown Partnerships' 12 program components, which are color-coded to help increase recognition across marketing materials.

Livingston County Development received an honorable mention award for its "2013 Annual Report: A Year of Transformation."

The marketing piece was developed in-house by Livingston County Development staff. The cover of the report features an image of Questa Lasagna, a business that has started and expanded in Livingston County, helping to "transform" Mount Morris. The report, the first of its kind for the County's Economic Development Department, highlights the initiatives, programs, and projects that are transforming Livingston County and unveils the office's new logo and

### Where to view

**Livingston County Development's Downtown Partnership Brochure** can be viewed here:  
<http://www.co.livingston.state.ny.us/DocumentCenter/View/503>

**Livingston County Development's 2013 Annual Report** can be viewed here:  
<http://www.co.livingston.state.ny.us/DocumentCenter/View/1048>

graphic identity.

The awards were presented at NYSEDC's annual meeting in Cooperstown last month.

Most categories had 10 to 20 pieces submitted, said Livingston County Director of Economic Development Julie Marshall.

Marketing materials were judged by a panel of three experts in public relations and marketing: Cara A. Grassie, president of Cara A. Grassie Communications Inc., Albany; Michelle Bissonette, principal and CFO of L&P Media Inc., Troy; and Megan Connor-Murphy, vice president, economic development of Dixon Schwabl, Victor.

The NYSEDC is New York's principal organization representing economic development professionals. Its 900 members include the leaders of IDAs, local development corporations, commercial and investment banks, underwriters, bond counselors, utilities, chambers of commerce, and private corporations.

NYSEDC's mission is promoting economic development, encouraging sound regional development practices and conducting professional education programs for its members.

## CAREERS

### 2 Bank of Castile managers promoted

**KIMBERLY ISAAC** has been promoted to branch manager from assistant branch manager of Tompkins Bank of Castile's Caledonia office.



Isaac



Mattice

Isaac replaces **ANNE MARIE MATTICE**, who has been promoted to branch manager of Tompkins' Chili office.

As manager, Isaac will be responsible for daily branch operations and the growth and development of the branch.

Isaac has been in banking for more than eight years.

"Kim is a great asset to Tompkins Bank of Castile, and we are extremely happy she is going to lead our Caledonia branch," Jim Fulmer, bank president and CEO, said.

Isaac, who lives in Batavia with her husband, Jim, is a member and board secretary of Batavia Rotary Club, a Leadership Livingston County graduate and a Junior Achievement volunteer at Caledonia-Mumford School. She is active in St. Mark's Episcopal Church, where she serves as a lay Eucharistic visitor, Vestry member and lay reader.

The Isaacs have two grown sons, Brian and Christian.

At the Chili office, Mattice replaces Chris McCartney who retired. Mattice, who will be responsible for

expanding awareness of the bank brand in Monroe County, has been in the industry for more than 28 years.

"Anne Marie has been a leader in our Caledonia branch and the community," Fulmer said. "We are looking forward to utilizing her knowledge and talent to help our continuous growth in the Monroe County area."

Mattice, a graduate of New York State Bankers Association consumer lending program, is active in her community in both Genesee and Livingston counties. She is a graduate of both Leadership Genesee and Leadership Livingston County. She has served as the chair for the Genesee County Chamber of Commerce, is a board member of the Livingston County Chamber of Commerce, a volunteer for Junior Achievement and is a board member and secretary for the Big Springs Historical Society, Caledonia.

She resides in Le Roy with her husband, Gary. They have two grown children and two grandchildren.

## HOUSING



Michael Johnson/Livingston County News

**Now open.** A stone sign welcomes visitors to the Hammocks at Genesee. The residential development has begun taking its first residents as work continues on the property's other buildings.

# Ready for occupancy

## First of 16 buildings completed at The Hammocks

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**K**athryn Fitzsimmons of Genesee was the first to reserve her unit at The Hammocks of Genesee. She did so two years ago when the site of the new residential development was an undisturbed grassy field.

On June 5, Fitzsimmons was among those holding taut a ribbon that was severed by David Reidman, founder and president of Reidman Development, to mark the official opening of The Hammocks.

Fitzsimmons, formerly of Second Street in Genesee, is The Hammocks' first occupant.

The recent ribbon cutting celebrated the opening of the first buildings in phase one of the development, which broke ground in spring 2013. Phase One will eventually consist of 90 apartments, or 10 per building. The full build-out will see 16 buildings and 160 apartments, served by the looping "Hammocks Drive," which makes a single intersection with Veterans Drive.

Each building will have five different styles of units. The first three buildings will be identical, but the later buildings will vary the interior arrangements, with single bedroom and three bedroom units moving from the second to the first floor.

Reidman said The Hammocks is by no means an age restricted community, although the single level design and full maintenance services will certainly be attractive to senior citizens. He said the Hammocks will also appeal to single families and individuals seeking a quality living environment with the conveniences of the Genesee community close at hand.

All the apartments are "flats," offering a single level unit, occupying either a first or second floor. Every apartment unit has its own patio or veranda and its own garage, with parking nearby for a second vehicle. All maintenance is performed by a landlord-contracted crew, leaving no responsibilities for the tenants.

The Hammocks is a non-smoking complex, with smoking not allowed on the grounds or in the apartments, by dwellers or visitors. Individual units all have laundry hook-ups;



Michael Johnson/Livingston County News

**Inside look.** The living room and kitchen area of one of the single bedroom apartments of the Hammocks at Genesee is shown.

postal mail is delivered to private boxes in the community clubhouse, which has a gym, a computer-equipped business office, kitchen and a great room for relaxing.

There are five apartment styles available, each offering optional standard, courtyard or wooded views. Single bedroom units are 865 square feet; two bedroom units are 1,253 and 1,277 square feet, and three bedroom (alternately two bedroom and den) units are 1,366 and 1,497 square feet. Units have a common general arrangement with joined great room -dining room -kitchen, spacious bathrooms, abundant closets and full outside views from all rooms through large double, and in some cases triple windows.

A second story, two bedroom unit featured two baths, glass doors opening onto the veranda, and living space illuminated through three large windows. The master bedroom had a very large bathroom, which in turn accessed a closet the size of a small room.

Units are obtainable on 12-month leasing plans. Rents range from \$1,015 to \$1,505 per month.

The Hammocks are built, owned and managed by Reidman Companies in partnership with Wegman Companies.

### Words of praise

Livingston County Area Chamber of Commerce President Laura Lane opened the ribbon cutting ceremony with a welcome to this newest of Genesee residential developments.

"We could not be more



Michael Johnson/Livingston County News

**The ribbon cutting.** From left, Genesee Mayor Richard Hatheway, Town Supervisor Will Wadsworth, Reidman Development founder and president David Reidman and Livingston County Administrator Ian Coyle cut the ribbon during the June 5 grand opening ceremony for the Hammocks at Genesee residential apartment development.

pleased to have this investment in our county, as well as this opportunity to diversify our housing market," she said.

Reidman told the gathering, "We work in a lot of communities, and Genesee has been a particularly great place to work. The approval process, the construction process and the welcome we've gotten here today has been really fantastic. We look forward to a long and prosperous future here."

Reidman went on the thank his Wegman partners, First Niagara financing partners, and his co-workers, vendors and trade partners for their accomplishments.

County Administrator Ian Coyle expressed surprise at his title of "dignitary," and, on a more serious note, touted the benefits the development is bringing to the tax base along with a new and needed style of housing.

Town of Genesee Super-

visor Will Wadsworth spoke of the county's involvement building Volunteer Road and its utility infrastructure 16 years ago, made possible by the contribution from the landowners, and setting the stage for this grand opening.

Wadsworth said the project is a "perfect fit" for the area's planning and zoning.

"So it was easy to say 'yes' and keep saying 'yes' as the project developed," Wadsworth said. "It's been a big project, but it's been easy."

Mayor Richard Hatheway humorously described his village's role as "providing for the water to come in and to go out," meaning, of course, the public water and sewer lines.

"We are pleased with this different kind of housing — whether its meant for residents already living here or bringing new folk here, where Genesee has so much to offer," Hatheway said.