



LIVCO

LIVINGSTON COUNTY

— NEW YORK —

Regional
Perspective

About Visit LivCo

HELLO!

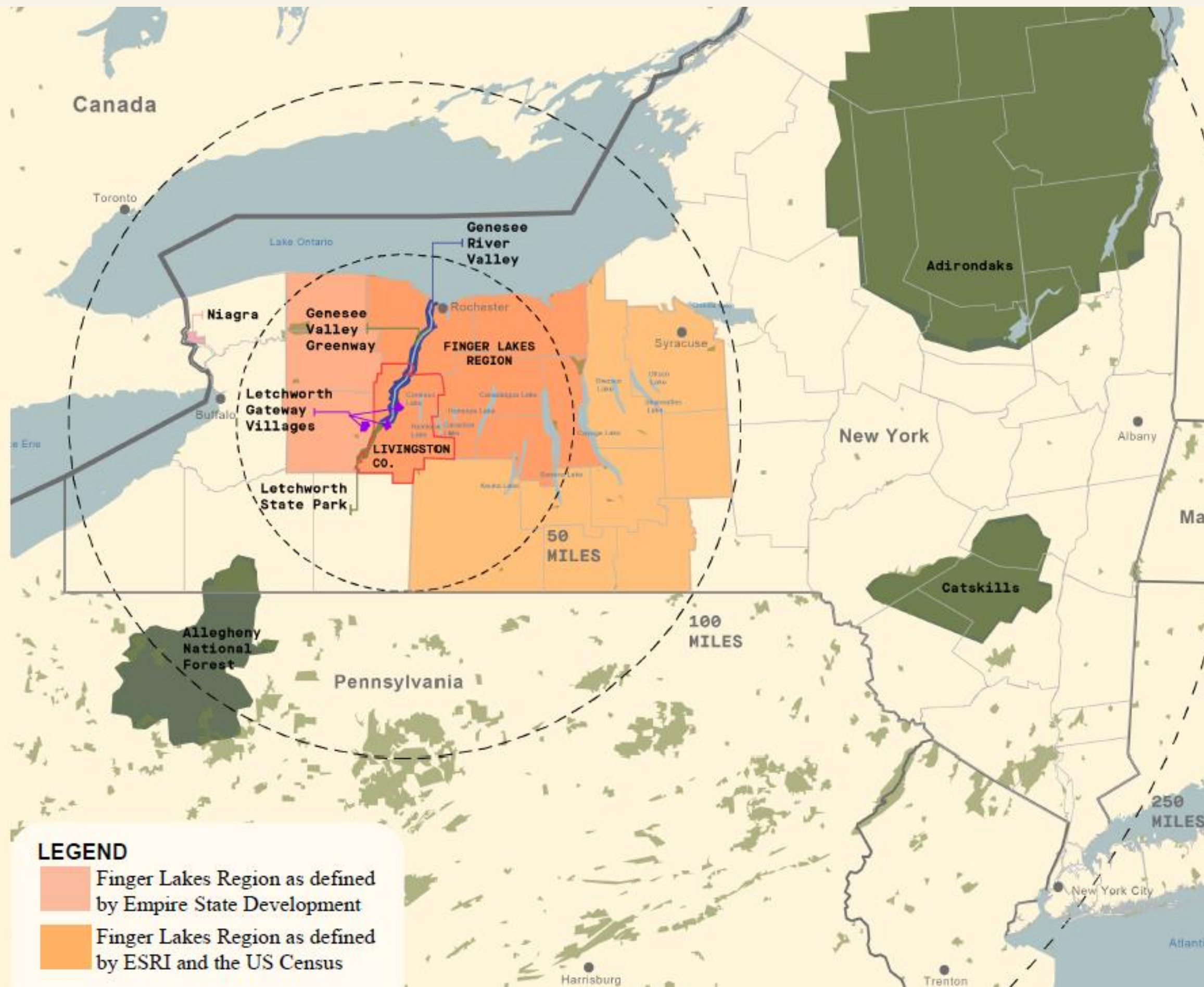
Visit Livingston County (Visit LivCo) is the official tourism promotion agency for Livingston County.

Our mission is to drive economic growth through travel and increase the annual visitors and number of overnights in the county.



Kelly Burns

Director of Tourism



Visit LivCo tells the story of the Genesee River Valley, an area rich with history, culture, and natural resources.

THE
GENESEE
*of River
of Valley.*

How are we connecting visitors WITH THE GENESEE RIVER?

CANOE/KAYAK
ACCESS

FISHING ACCESS

RECREATION
OPPORTUNITIES

VACATION PLANNING

SHOPPING

OUTDOOR PROGRAMS

COMMERCIAL
SERVICES

GUIDES

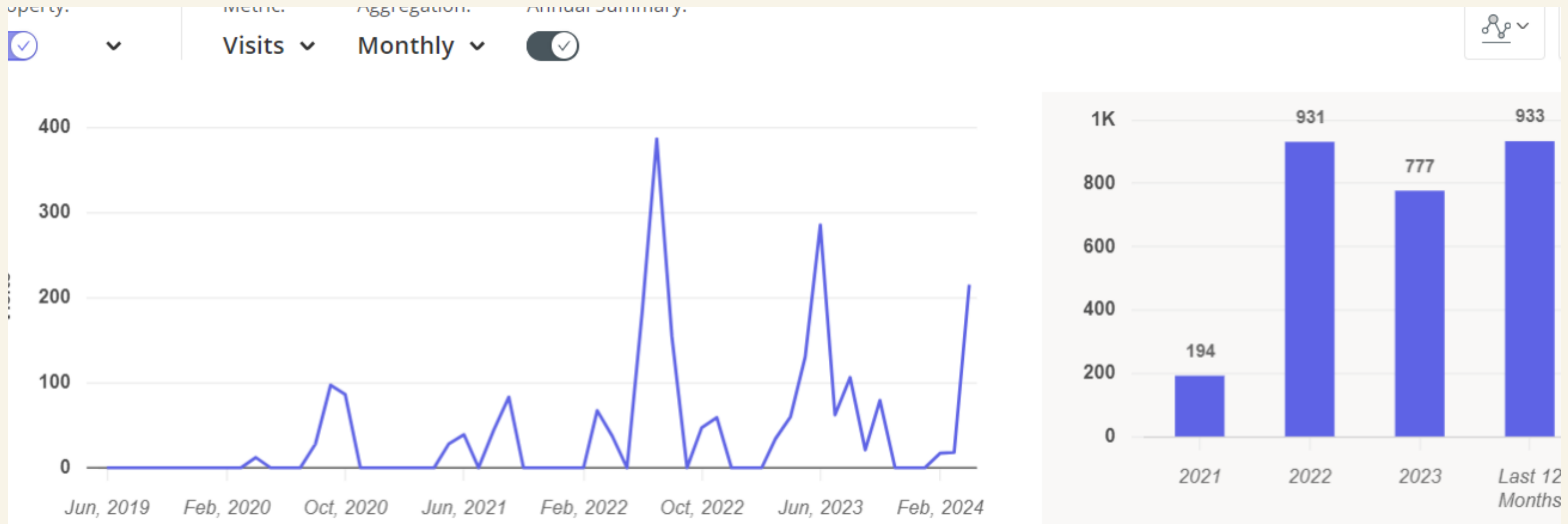
RIVER ACCESS

John Wesley Powell Park and Boat Launch



RIVER ACCESS

John Wesley Powell Park and Boat Launch



RIVER ACCESS

Geneseo River Access Park, 275 Riverside Drive



RIVER ACCESS

Indian Fort Nature Preserve



RIVER ACCESS

York Landing



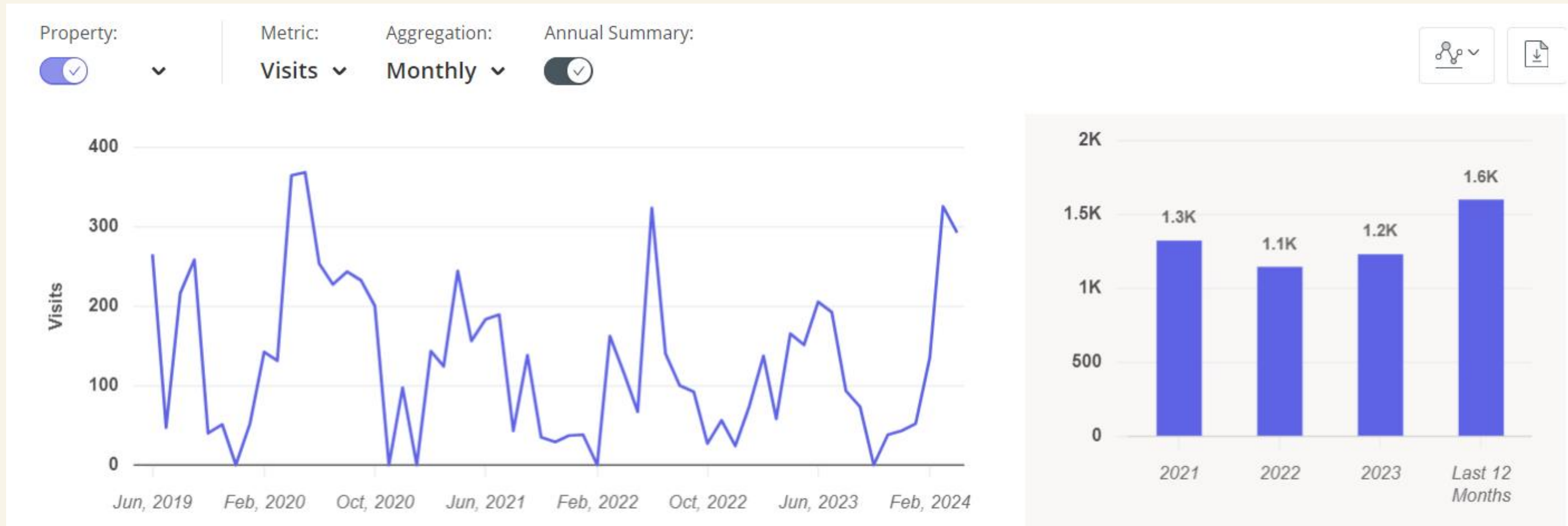
RIVER ACCESS

Avon River Access Park, Route 5



RIVER ACCESS

Avon River Access Park, Route 5



RECREATION OPPORTUNITIES

Adventure Calls Outfitters



RECREATION OPPORTUNITIES

Mount Morris Dam



STRATEGIC WORKPLAN

PHYSICAL ACCESS & AWARENESS LACKING

- Access outside of parks lack clear signage or feeling that the public is welcome/supposed to be there
- River access for small boats/ kayaks available in some locations, but there is no organized transportation options
- No comprehensive trail/river access map with destinations along the way, scenic views, level of difficulty/accessibility, etc.
- Limited outdoor recreation equipment

OBJECTIVE

- To increase connections to trails and waterways where there is critical mass while spurring market responsive uses and economic impact.

STRATEGIC WORKPLAN

RECOMMENDED ACTIONS

- 1. Identify areas of access priority and those that aid in point-to-point trips of differing lengths and levels of difficulty.
- 2. Work with regional and state partners, to prioritize trail and river access in priority locations and within their jurisdiction for implementation and maintenance.
- 3. Outsource the creation of a map of accessible rivers and trails, access points, level of difficulty, scenic views, historic and relevant sites, connections to state parks and trail systems, etc. with website, app and printed options.

OUTDOOR RECREATION

Guides & Programs

- Hike the Greenway: 50 Mile Challenge
- Hiked 'Em All Challenge
- New and full moon hikes



Outfitters

- DWS Outdoors, Dansville (archery)
- PD Harrison, Leicester (sporting dogs)
- Roam Hunt, Caledonia (hunting & fishing)

VACATION PLANNING

VisitLivCo.com

LIVCO [Outdoors](#) | [Things To Do](#) | [Events](#) | [Restaurants](#) | [Places To Stay](#) | [Plan Your Visit](#) 47° [Weddings](#) [Groups](#) [Locals](#) [Field Notes](#) [Shop](#) 



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Don't you think it's time for an urban exodus?

Along the way it has forged stunning gorges nearly 600 feet deep, hidden valleys, and is home to some of the most scenic and productive farm country found anywhere. It tumbles over six waterfalls — three in Rochester and three in the breathtaking Letchworth State Park. Welcome to the astounding Genesee River Valley and its beautiful and historic villages.

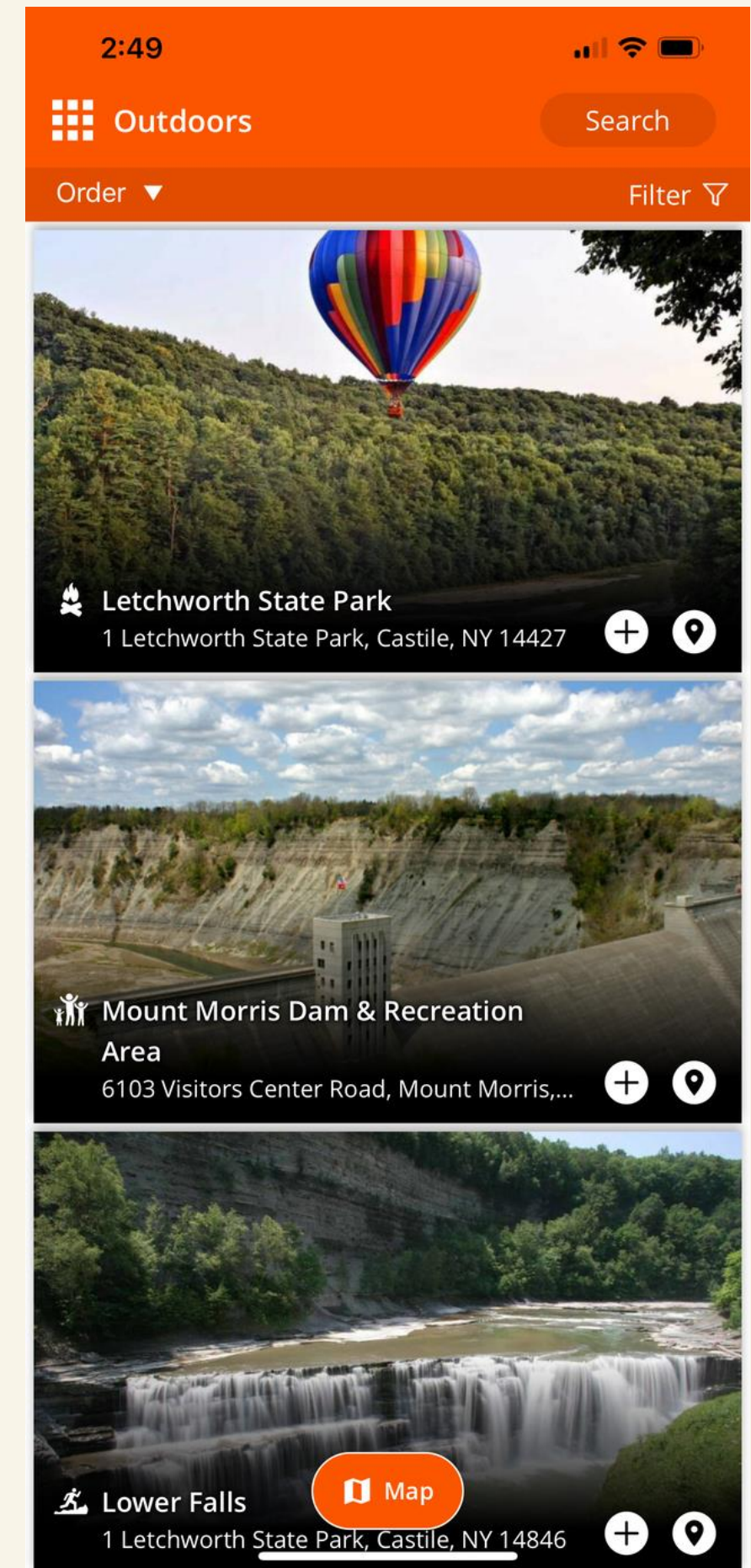
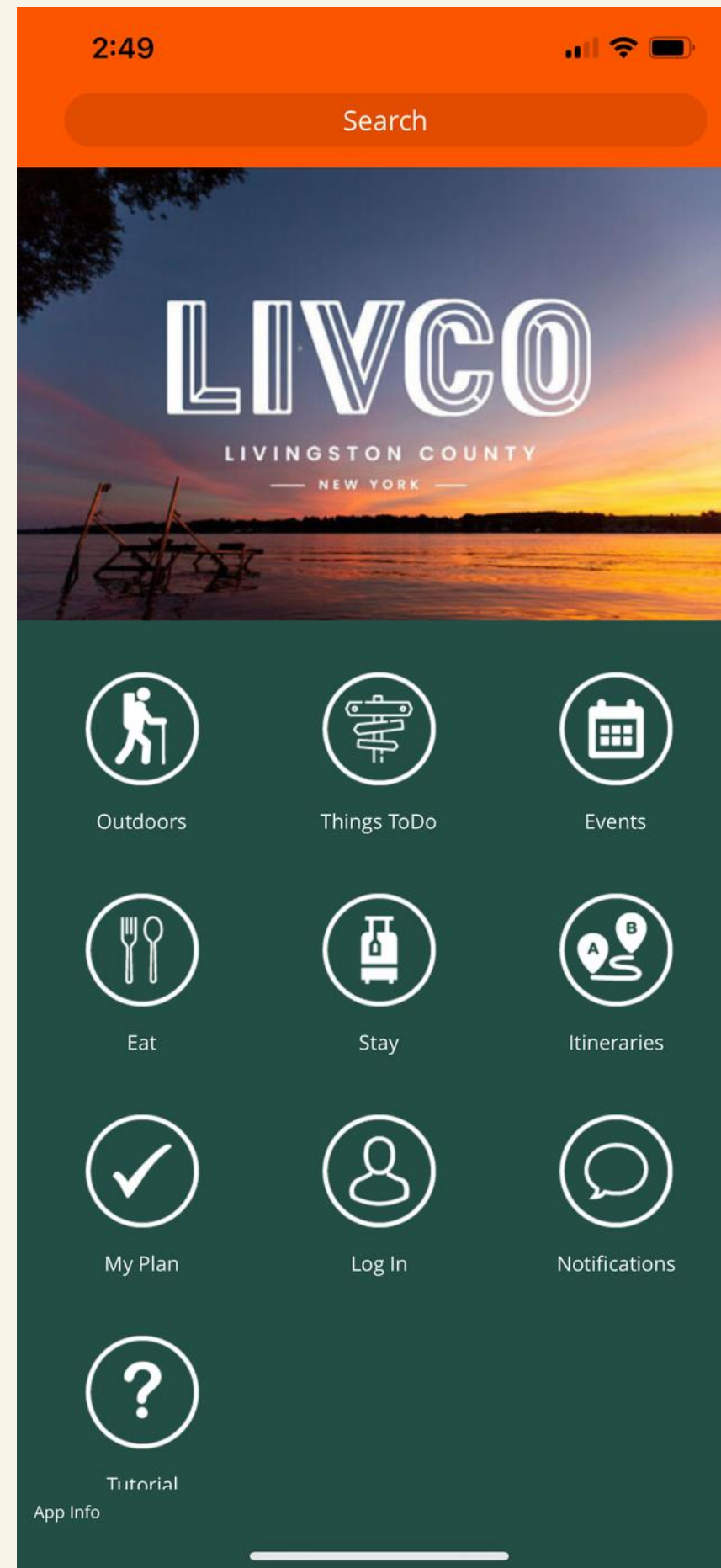
[Explore More](#) 

 **Outdoors**  **Things To Do**  **Restaurants**  **Places To Stay**



VACATION PLANNING

Visit Widget App (iPhone & Android)



VACATION PLANNING

Visitor Information Center

Located at 4 O'Connell
Avenue in Mount Morris.



VACATION PLANNING

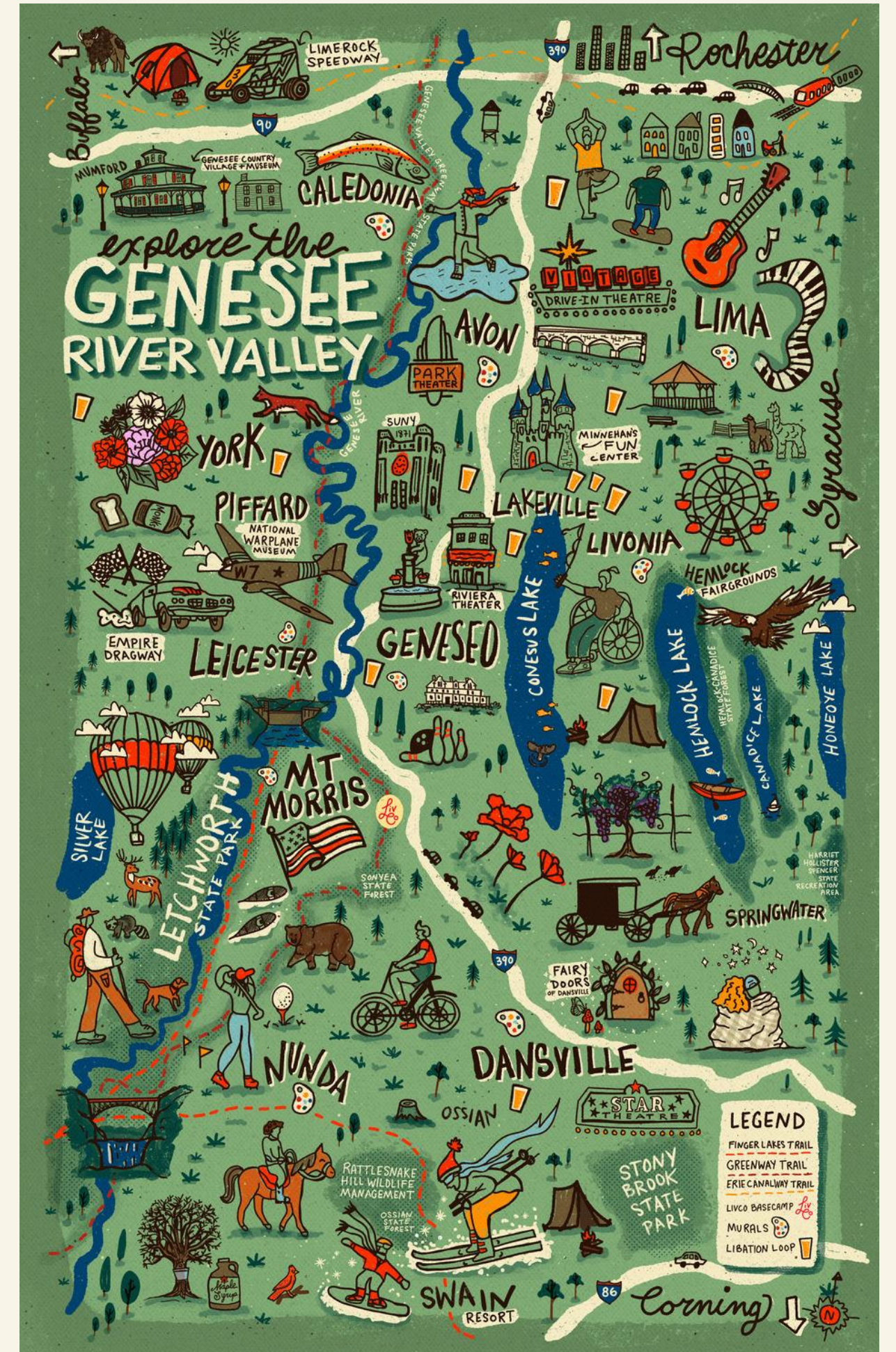
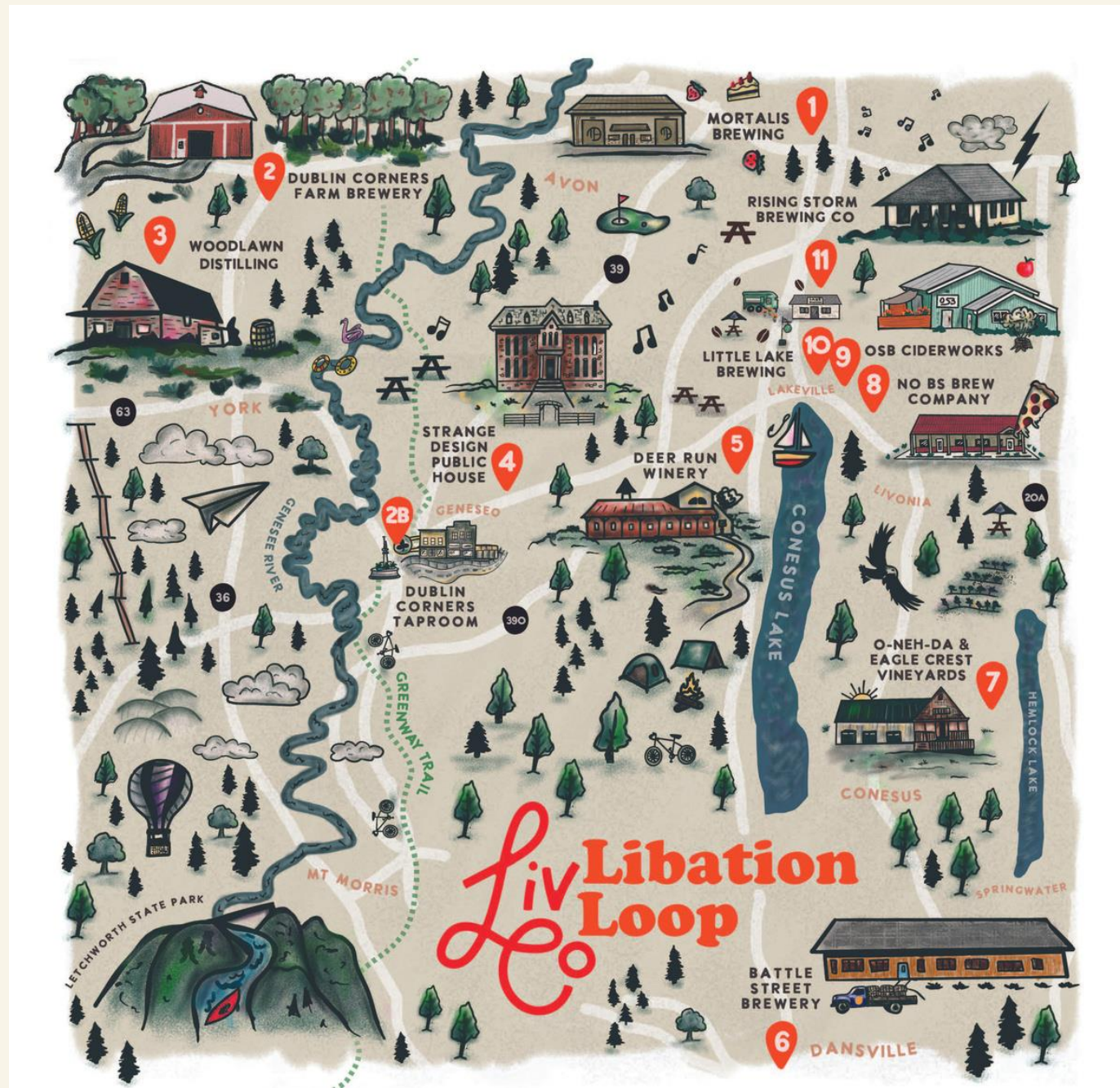
Visitor Information Center

Stop by to get information, advice, or tips you might need to make the most out of your time in LivCo.



VACATION PLANNING

Illustrated Maps



contact us today!

info@visitlivco.com

585.519.6035



VISIT
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NEW YORK