

# Victor Local Development Corporation

*I was hired to design and produce a welcome packet that promoted the Town of Victor, New York to prospective businesses looking to relocate or open their business there. Copy for a series of themed 'sell sheets' was provided to me which I felt lacked clarity and overall cohesiveness. I submitted an edited sample of the copy back to the town showing how it could be adjusted to read more concisely and clearly. The town approved moving forward with my edits which have been copied below.*

## **Welcome to Victor**

On behalf of our Village and Town governments, our residents and the diverse businesses which prosper here, we welcome you to Victor, New York. We are proud to introduce our vibrant community and confident that your experiences will leave you with positive and lasting impressions.

As a thriving township with abounding rural character Victor has a rich history and an even brighter future. The economic environment in Victor is inviting and productive for established businesses as well as startups. Our Town and Village Boards remain committed to ongoing improvements to the downtown business district while preserving its 'small town' charm. Nearly every comfort is close at hand in Victor while the interstates and main arteries make access to and from our town both convenient and simple.

Whether you plan to work or live here or visit to experience our renowned shopping, dining and golf amenities or simply take in a summer concert we think you'll agree that Victor is a great place to be.

The Village and Town were originally part of the Phelps and Gorham Purchase of 1788. The Town of Victor was set aside from the Town of Bloomfield in 1812 as an act of the New York State Legislature. A six mile square piece of land was bought from this very large tract of land by Enos Boughton for 20 cents an acre, also in 1788.

The Village of Victor was incorporated in 1879 as it became the Town's center for commerce and manufacturing. Three early railroads made the Village of Victor a hub for large quantities of produce, (especially potatoes, grain, and apples) to be shipped all over the state and country. The buildings in our central business district reflect the architectural styles of the past with a growing touch from the present.

## **Victor, a Community of Service**

Victor's populace is overflowing with generous, service-minded people who have unified in a number of ways to be able to help their neighbors.

The Victor/Farmington Food Cupboard has been a staple in our community for decades. This non-profit, all-volunteer operation collects and distributes food to residents in need and is supported by numerous businesses, churches, civic groups, and individuals.

The Rotary, Kiwanis, and Lions clubs all have a welcomed presence in Victor and both the Boy Scouts and Girl Scouts offer numerous programs in locations throughout Town.

Public safety is no casual matter in Victor with a surplus of support across the board. The Victor/Farmington Volunteer Ambulance Corps is on call around the clock, seven days a week. Fire safety and disaster relief is facilitated by both the Victor and Fishers Volunteer Fire Departments while the keeping of the peace is adequately covered by the Ontario County Sheriffs Department and New York State Police.

Serenity House, fully staffed by volunteers, provides hospice services to the area's terminally ill and their families.

Victor is home to many other community, service, and volunteer organizations like the Victor Garden Club which is dedicated to keeping the community beautiful yearround. Victor Hiking Trails, Inc. works behind the scenes maintaining a network of hiking trails and foot paths which traverse the Town, promoting a healthy lifestyle and positive relationship with Victor's abundant natural environment.

As a result of the many hours volunteered by its citizens, Victor is able to keep taxes among the lowest in the area, helping to make it an even more attractive community in which to live, work, and play.

## **Learning for a Lifetime**

Victor Central Schools rank as one of the highest achieving districts in New York State. A picturesque 176-acre campus located just outside of the Village is home to all five of our schools and includes a brand new collegiate-level aquatic center, turf field, all-weather track, and state of the art auditorium.

Students and parents alike enjoy this community setting, accented by not only an all-inclusive road system, but safe, convenient sidewalks and walking trails, too.

Academically, Victor Central Schools offer extensive high school Honors and AP courses, International Baccalaureate and Global Competency programs, and multiage course offerings in our elementary schools. Strong math and science curriculums as well as pre-engineering classes are just a few of the district's hallmarks, not to mention extensive technology that supports instruction across all levels of learning.

Artistically, our students thrive on many fronts through numerous art and music classes and clubs as well as multiple theater and performance opportunities. One third of our senior high students are involved in an art program and each year, between 10 to 15 students from VCS pursue an art major in college.

Athletically, our sports programs are driven by scholar athletes who thrive on excellence on and off the fields and courts. All ten 2014 fall varsity teams qualified as scholar athlete teams. The character and commitment of our athletic teams have not only earned our students multiple sportsmanship honors through the years, but many Sectional and State Championship titles, as well.

For more information visit our website: [www.victorschools.org](http://www.victorschools.org)

Learning for a lifetime is encouraged through Victor Central Schools' Continuing Education Programs. There's something for all ages and interests with courses offered in the languages, physical fitness, the arts, skilled trades, and a host of other subjects.

The area is also home to a broad array of private and parochial school options as well as a bounty of resources and chapter groups for home schooling families.

When higher education is the goal, Victor is located in close proximity to these exceptional learning institutions: The University of Rochester, Rochester Institute of Technology, St. John Fisher College, Nazareth College, Roberts Wesleyan College, SUNY College at Brockport, SUNY College at Geneseo, Finger Lakes Community College, and Monroe Community College.

## **Doing Business in Victor**

With a unique mix of retail, industrial, and high-tech businesses in Town, Victor residents can have the luxury of working close to home.

Eastview Mall, one of the largest, super-regional shopping centers in New York State, is at the heart of a bustling retail mecca in the Town's northwest corner. With over 150 upscale stores and a distinctive restaurant selection, Eastview is not only a popular local destination, but draws visitors from across the northeast and Canada. The mall is conveniently located off exit 45 of the New York State Thruway and Interstate 490, making it easily accessible to travelers. Many national retail chains are represented in and around Eastview while smaller, independent retail establishments dot the main route leading into the Village. On the east side of Town, the largest Subaru dealership in the nation calls Victor home.

Victor is also an industrial center where advancements from local businesses have resulted in cutting edge developments. High tech research, development, and manufacturing facilities are strategically located throughout both the Town and Village and include companies ranging from telecommunications to materials handling.

Victor companies have been recognized both regionally and nationally for excellence, including seven area businesses claiming a spot in The Rochester Top 100 for 2014. Industry is attracted to Victor for its low tax rates, close proximity to Rochester, and convenient location midway between Buffalo and Syracuse. Being situated near major state thoroughfares makes Victor easily accessible and a prime location for commerce.

Numerous incentives are offered by the Village, Town, County, and State of New York for businesses that are considering setting up shop in Victor. Some of these incentives include:

Real Property Tax Abatement

Low Interest Revolving Loan Funds

Technology funding for small technology companies

County Work Force Development provides training and recruitment incentives

Sales Tax exemptions for IT equipment

Technical Assistance from Cornell AG and Technology Park

Technical assistance for companies engaged in Photonics and Microsystems

Customized course creation through Finger Lakes Community College

For more information concerning these and other assistance programs, contact the Victor Local Development Corporation at 585-742-6320 or [www.victorlde.org](http://www.victorlde.org).

## **Life in Victor**

Quality of life in Victor borders on the ideal. We have a highly-respected school system, affordable

housing, reasonable taxes, diverse shopping, and easy access to destinations throughout the northeast. Victor is also steeped in culture and offers diverse recreational activities.

The Village of Victor is home to a busy public library which serves the community as part of the four-county Pioneer Library System. When it's time to catch a bite to eat or kick back and relax, there's a wide array of restaurants and coffee shops to choose from.

Victor's nine Town and Village parks combine for over 700 acres of passive and active recreation space. The 47-acre Victor Municipal Park is our newest addition with a year-round lodge, stocked fishing pond, picnic shelter, and special events amphitheater. The Town also administers an extensive summer recreation program for children, year-round activities for senior citizens, a community chorus and band, and summer and winter concerts.

Sports and activities are important to the community. Numerous organizations sponsor youth and adult athletic programs in conjunction with Victor Central Schools and the Parks and Recreation Department. This cooperative effort gives participants access to acres of baseball diamonds, soccer and football fields, and inside facilities including the school gymnasiums and swimming pool.

The Town also cooperates with several clubs to maintain a 55-mile-long network of trails which crisscrosses Victor parks and countryside linking with the Finger Lakes Trail and ultimately the Appalachian Trail. Visitors to the Mary Frances Bluebird Haven won't be disappointed. They'll enjoy a living classroom from which they can study and help preserve New York's tenacious yet beautiful state bird.

For golf enthusiasts, six courses are nestled into the scenic Victor landscape— more than any other town in Ontario County. There's the Robin Nelson-designed Ravenwood Golf Club, the popular Victor Hills Golf Course featuring 63 holes, Parkview Fairways, the Winding Creek executive course, and the private Cobblestone Creek Country Club and Champion Hills courses.

On the first Saturday after Labor Day, the annual Hang Around Victor Day signals the end of summer with activities and fanfare. Main Street is transformed as local retail businesses and organizations come out in force. Throughout the day there are fun activities and demonstrations for both children and adults. There's food and drink to satisfy any appetite, and under the tent, live bands keep the atmosphere festive well into the evening. Many residents come and just 'hang around' the Village all day long.

The spiritual side of life is not overlooked in Victor, which is home to numerous houses of worship. Located in Town are Roman Catholic, Methodist, Presbyterian, Lutheran, Romanian Orthodox, and nondenominational churches. Neighboring towns and the city of Rochester offer opportunities for an even wider range of denominations and religions.

Nestled atop a scenic hill overlooking the Village of Victor is the Ganondagan State Historic Site, a once bustling Seneca Native American village. Ganondagan—Town of Peace—is home to miles of trails, a full-size replica of a seventeenth-century Seneca Bark Longhouse, and hosts regular festivals and Seneca meetings. In 2015, the new 17,300 square foot Seneca Art and Culture Center opened at Ganondagan featuring a variety of exhibits, contemporary Native American art, as well as a performance hall, gift shop, cafe, and classrooms. The Center has allowed Ganondagan to become a true full-time educational, cultural, and tourist destination where visitors from around the world can learn of the rich history and contributions made by the Seneca Nation.

With the broad availability of assisted living options and an easily navigated Village, Victor is an ideal location for retirement. The Victor Senior Citizens' Club regularly organizes diverse trips, activities, meetings, and social gatherings for these valued members of the community.

Each Wednesday afternoon from June to October, a Village parking lot is transformed into a popular Farmers' Market. Numerous vendors converge to offer a bounty of fresh produce, meats, home baked goods and a sundry of additional items.

Victor's unique positioning as a gateway to the scenic Finger Lakes Region, the second-largest wine producing region in the nation, is another reason why the Town is a popular stop for travelers and a quality place to call home.