

If you see opportunities in our community and would like to see the village first hand please contact:

Mayor Norman L. Marsh
Village of Little Valley
103 Rock City Street
Little Valley, NY 14755
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For information on financial and training assistance for village projects, please contact:

Business Development Corporation
Cattaraugus County
303 Court Street
Little Valley, NY 14755
Tel: 716-938-9111 Ext. 2321
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Cattaraugus County is within one day's driving distance of 110 million people encompassing one of the largest and wealthiest markets in the North America.

Little Valley New York



Entrepreneurs Are Welcome



Little Valley, New York: The Capital of Cattaraugus County

If you are looking for new horizons, Little Valley can offer you appealing opportunities. Little Valley, the Cattaraugus County seat, is a community where people know each other and enjoy the charms of village living. Consider what Little Valley can offer today's business investor.

Assets and Values to Build Upon

Little Valley is a small rural village, with assets important to both a relaxed life style and small business success:

- ◆ Center of county government and justice system, with county museum
- ◆ Located on Routes 242 and 353 fifteen minutes from Ellicottville and Allegany State Park
- ◆ Wide and distinctive Main Street anchored by a park square
- ◆ Trailhead connection to a major new recreational trail now in development
- ◆ At the center of an extensive and growing recreational trail system
- ◆ County fairgrounds feature agricultural and motor sports events
- ◆ Little Valley Riders Club: a significant equestrian center with 65 miles of privately operated horse trails
- ◆ Active central business district
- ◆ Supportive village government and Chamber of Commerce
- ◆ Attractive old village homes and tree-lined streets
- ◆ Strategic plans and visioning documents prepared and available at www.co.cattaraugus.ny.us

Investing Today for Tomorrow's Vision

The people of Little Valley value their village, and they want to enhance the village's vitality. Municipal and business leaders are taking steps to build upon the village's assets to insure a bright tomorrow, and are looking for people to put their time, talent and investment into Little Valley today to help realize a vision for a better tomorrow.



*Grooming snowmobile trails
photo courtesy of County Tourism Office*

We Have a New Vision of Little Valley's Future

And it Means Business Opportunities for You Today

Little Valley's Vision of the Future

Little Valley has a lot to offer right now. But we also have a dynamic vision of a future that not only maintains the village warmth and character we value, but also brings a new vitality to Main Street and builds upon new assets that cater to the equestrian community.



Little Valley Main Street Vision by Randall Arendt – Rendering by Lynette Markofski

Main Street – A Vibrant Boulevard Linked to Major Trails

We see a revitalized Main Street in Little Valley's future built upon the unique broad avenue at the village's center today. Our vision includes:

- ◆ Upgraded facades and signage
- ◆ Retailing oriented towards trail users, including equestrian interests
- ◆ Attractive landscaping and planting, including Park Square
- ◆ A beautiful trailhead public park with amenities for hikers, bikers and horse riders
- ◆ Trail linkages to the Little Valley Riders Club and the Fairgrounds
- ◆ Host to open air markets, ride-in events and community gatherings
- ◆ Improved parking, including facilities for horse trailers

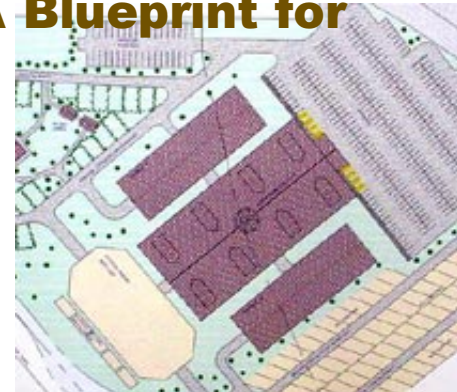


Little Valley Riders Club – An Unparalleled Equestrian Center for the Southern Tier

The Little Valley Riders Club's celebrated its 50th anniversary by developing a concept for a proposed new equestrian center that would be a major attraction for horse lovers in New York State and the northeast.

- ◆ New indoor and outdoor arenas with seating
- ◆ New covered stables
- ◆ 84 new RV sites and 73 new campsites
- ◆ Parking for 382 cars and 34 horse trailers
- ◆ Concession areas for both arenas
- ◆ Weekend horse events and weekday camping and recreational riding
- ◆ Linked to Main Street and extensive county-wide trail network

A Blueprint for



Proposed equestrian center site layout. Designed by Hannon Engineering PC

Success

The Village of Little Valley and the Little Valley Riders Club are investing in infrastructure and physical improvements to help achieve this vision.

But we need partners — private investors and entrepreneurs who are ready to grow with us.

New business and development opportunities are available, many of which are unique concepts with good competitive positioning.

- ◆ Trail outfitters, touring and service centers for trail users
- ◆ Equestrian supplies, services and feed (tack shop)
- ◆ Pet supplies and services
- ◆ Bed and barns, bed and breakfasts
- ◆ Specialty restaurants and food stores

Space and Funding

Little Valley has inexpensive vacant retail space. A small business start-up investment is modest; Cattaraugus County can lend qualified projects up to \$25,000 and provide entrepreneurial training.

Additionally, the Little Valley Riders Club is looking to enhance its proposed equestrian center with related new retail and service enterprises. Little Valley's business opportunities are real, and bottom line success is achievable.