

**SULLIVAN COUNTY VISITORS ASSOCIATION
CED REPORT
JANUARY 10, 2013**

EVENT/MEETING	SPONSOR	STRATEGY	STRENGTHS	TIMELINE	IMPACT
Path through History	Governor Cuomo Task Force	Identify and map major historic sites in NYS from the major highways	Arts & Cultural Heritage Committee to identify significant historic sites within Sullivan County	Started in 2012 with completion in 2013	Drive more visitors to the historic and cultural sites within Sullivan County to increase visitor spending
DVAA at the Catskill Distillery	Delaware Valley Arts Alliance	Education and networking for the arts community	Arts & Cultural Heritage Committee to identify packaging and marketing opportunities along with grants	Encourage promotion and packaging in 2013	Increase the ability of arts community to market in a cost effective way
SCCC Curriculum Meeting	Sullivan County Community College	Development of tourism curriculum	Hospitality training, interns and workforce development	2013	Provide interns, hospitality training and tourism workforce ready to fill jobs
Phone interview and photos	Group Tour Magazine	Media story on group travel as a free editorial on the Sullivan County Catskills	Meetings & Conference Committee and sub committees on attractions, main streets	2013	Promote group business to Sullivan County hotels, restaurants and attractions
Matching Funds Application	I Love NY Matching Funds Program	A legislative aid to localities program to enable counties to advertise	All Strength categories promoting the Sullivan County Catskills	2013	Increases the ability to promote the Sullivan County Catskills through cooperative marketing with the Catskill Region and NYS
Advisory Conference Call	Tourism Industry Coalition	The Tourism Industry Coalition consist of major tourism organization that works with Governor Cuomo and the State legislature	N/A	2013	Effects laws and funding that impact the tourism industry in Sullivan County and NYS
2013 Sportsmen & Outdoor Expo	SCVA/ SC Chamber	Build off the successful 2012 Expo as a shoulder season event that will include all outdoor activity	Events and Natural Outdoor attractions	March 2013	Promote the outdoor attractions and businesses to the traveling public increasing visitation and spending

Hurricane Sandy Meeting	SCVA/ SC Chamber	Address and invite Sandy dislocated businesses to temporarily relocate to available office space in Sullivan County	N/A	November 2012	Attempt to increase SC revenue through renting office space, housing workers and stimulating ancillary businesses in Sullivan County
Agri-tourism report	Sullivan County Ag Advisory Board	To grow, enhance and open new markets in the NY Metro area for Sullivan County producers of Agricultural product	Agri & Eco tourism committee	November 2012	Increase of sales and exposure to a lucrative market for our agricultural businesses
Event Proposal	SCVA/Kevin Joseph	Develop new and existing events centered around outdoor water attractions including the Delaware and major lakes and expand the successful farm to fork dinners	Natural & Outdoor Attractions Events	May 2013-October 2013	Increase visitor attendance and spending at new signature events and shoulder season opportunities increasing sales tax revenue and overnight stays.
Sullivan Pride Meeting	Sullivan County Economic Development Committee	Develop a program to enhance an internal image of Sullivan County through business and resident pride	N/A	2013	A positive internal image of Sullivan County translates to visitor, residents and second home owner experience increasing spending and investment in Sullivan County
Print Media	Green Door Magazine	New media market in and around the NYC Metro area	Promote all strengths areas plus second home owners	April –December 2013	Increase visitor spending, overnight visitation, image building and second home buyers
SCVA video	CGI Communications	Create synergy to web site and social media	All areas	February 2013	Increase usage on web site and growth of conversation among visitors increase visitation and spending to Sullivan County

Social Media	atLarge Media	Social media marketing and interaction with large base audience	All strength areas	March 2013	Cost effective promotion of the Sullivan County Catskills to enhance interest and visitation to Sullivan County
Travel Guide 2013	SCVA/Fisher Mears	Production of a comprehensive travel guide with the four strengths editorialized and promoted	All Strength areas	February 2013	Used as a response piece and information center display making
Map Project	SCVA	Production of a stand alone County map with our strengths highlighted	All strength areas	February 2013	Visitors love maps even with GPS and maps allow for better coordination between our large county making it easier for travel to several areas
Mobile Web Site	SCVA	With an ever increasing amount of visitors utilizing smart phones and tablets for information supported by SCVA analytics, SCVA will produce a mobile web site and support this with Wi-Fi hot spots	All strength areas	March 2013	Increased accessibility for an ever increasing on the move visitor.
Community Calendar	SCVA	Concise and interactive event calendar accessible to the Sullivan County community to enter events and stay current on things to do in the County	All strength areas	January 2013	Increased promotion and enhancing attendance by residents, visitors and second home owners thereby creating successful events