

**SULLIVAN COUNTY VISITORS ASSOCIATION  
CED REPORT  
APRIL, 2013**

PROJECT/MEETING	SPONSOR LOCAL/STATE NATIONAL/INTERNATIONAL	STRATEGY	STRENGTHS	TIMELINE/COMPLETION	IMPACT
I Love NY Talk Radio	New York State	Provide information on the 11 vacation regions	All	March 11	Interviews on the Catskill Region for a 11 minute and 9 minute radio promotion with a 30 sec ad to run during March and April
Trail Keeper	Delaware Highland Conservancy	Continue on success of Trail Keeper	Outdoors	2013	Build on the visitor traffic to the site and enticing that visitor to utilize our trails.
NYS Gay & Lesbian Tourism Conference	Big Gay Hudson Valley	Network ideas for attracting the G&L traveler	All	March 26	Increase visitor traffic
I Love NY Meetings	NYS Destination Marketing Organizations	Meet with meeting planners	Meetings and Conferences	March 26	To increase the meeting and conference trade to Sullivan County
CGI Communications	Sullivan County & CGI	Create videos for Sullivan County	N/A	Starting in April	Positive image building
Visitor WiFi	SCVA Local	Provide free hot spot for visitors at the SCVA offices	N/A	Installed in January	Provides visitors access to the internet to search for various tourism events and businesses in SC An asset for travelers

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	Completed with 237 visits and 669 page views. 5 clicks to call and 11 clicks to map. The main download pages are accommodation and dining.	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	Completed and on line replacing the traditional events listing on scva.net and further generating traffic to catskillsocial.com with a spike in visitation of 162%.	Increased promotion and enhancing attendance by residents, visitors and second home owners thereby creating successful events/ Members and community planners are entering events directly into the calendar.
Travel Guide 2013	SCVA/Fisher Mears	Production of a comprehensive travel guide with the four strengths editorialized and promoted	All Strength areas	Received by the printer	Used as a response piece and information center display making
Map Project	SCVA	Production of themed maps to highlight Sullivan County strength areas	All strength areas	February 2013, Meetings continuing on putting maps together.	Visitors love maps even with GPS and maps allow for better coordination between our large county making it easier for travel to several areas

Press Tour	CATS & SCVA M Silver & Associates State	Promotion of Sullivan County in major media through travel stories	All categories	February 8&9 Completed with several stories already on several blog sites	Promotion via travel stories to increase awareness of assets
NJCAA	SCCC & SCVA Local & National	Event promotion for the NJCAA national finals	Events	March 2013, Successful tournament and bid for the next three years.	Increased revenue for lodging, restaurants and ancillary businesses as well as National exposure
Heart-a-Thon	WSULWVOS & SCVA Local	Community & Public Relations	Image & Community	February 23,2013	Quality of Life
Tourism Action Day	Tourism Industry Coalition	Meet with State officials on tourism issues	N/A	March 5	Increase awareness of the Tourism Industry
Summer Media Marketplace	M Silver & Associates, CATS, SCVA	Meet with media and showcase the Catskills	All strengths	March 12	Promotion of the Catskills and Sullivan County
Regional Legislative Action Day	SCVA, CATS, NYSHTA Local, State	Inform Local, Regional and State representatives of major tourism issues	N/A	March 14, 2013	Education about laws and issues that affect the tourism industry
Walk A Mile in Her Shoes	RISE Local	Community & Public Relations	Image & Community	April	Quality of Life
Outdoor Travel Shows	SCVA & Roscoe Chamber Local	Direct promotion to outdoor travelers in New Jersey & NY	Natural Resources & Outdoor Attractions	February & March	Increase outdoor visitor niche
GLBT Expo	SCVA Local	Promote to lucrative Gay & Lesbian market	All categories	March 9&10	Increase visitation and spending of the Gay market
Westchester Golf Show	Journal News SCVA Local	Increase awareness of the golfing opportunities in SC joined by the golf courses	Outdoor Attractions	March 9 & 10	Increase revenue to local golf courses through visitor spending and lodging packages

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 22 & 23 2013	Promote the outdoor attractions and businesses to the traveling public increasing visitation and spending
CONUS per diem	SCVA & Congressman Gibson Local, State & National	Increase Federal per diem rate	Conference & Meetings	2013	Increase to per diem rate places lodging facilities on an equal playing field with neighboring areas for conferences and meetings thereby increasing lodging revenues
NYS Assembly Testimony	Assembly Committee on Arts, Tourism and Recreation Local & State	Importance of NYS tourism and marketing	All Categories	Completed	State funding to promote tourism
Monticello Finance Academy	Monticello HS Local	Intern Program	Image & Community	2013	Build an intern program for tourism industry
New York Times Travel Show	CATS Local & State	Promotion to traveling public	All Categories	January 18-20, 2013 Successful show promoting the Sullivan County Catskills	Promoted tourism assets to 20,000 New York travelers and writers
Path through History	Governor Cuomo Task Force State	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
Syndicated Fishing Show	SCVA, Delaware County Chamber State & National	Promotion of our fishing areas in the two counties through a cooperative marketing effort	Outdoor Recreation	2013	Increase awareness of fishing opportunities with increase visitation

The Sullivan	SCVA Local	Explore marketing opportunities and packaging for niche markets	Conferences & Meetings, lodging and attractions	2013	Increase visitation and spending
Phone interview and photos	Group Tour Magazine National	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 to be published	Promote group business to Sullivan County hotels, restaurants and attractions
Matching Funds Application	I Love NY Matching Funds Program Local, State	A legislative aid to localities program to enable counties to advertise	All Strength categories promoting the Sullivan County Catskills	2013 completed process and awaiting funds	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
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
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