

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

PROJECT/MEETING	SPONSOR LOCAL/STATE NATIONAL/INTERNATIONAL	STRATEGY	STRENGTHS	TIMELINE/COMPLETION	IMPACT
Red Chair Tour	SCVA	Tour the Red Chair to all of the things to do in SC while here visiting.	All	July 2 – 9, 2013	Promotion of the Sullivan County Catskills through the travels of the Red Chair with documentation of the trip via several media outlets
Passport Travel Writer	Passport Magazine and SCVA	Major story on GLBT life in the Sullivan County Catskills	All	June 29, 2013	Promotion and increased visitation and investment
Micro Brewery Meeting	SCCC	Educate interested businesses and growers on the ever growing popularity of craft breweries, growing hops and working together to promote	Agri-tourism	2013	Increase the awareness for business opportunities
Prohibition Distillery	N/A	New Business	Agri-tourism	June 21, 2013	Creation of another spirit producer to add to the increasing number of craft breweries and distilleries in SC
Natural Resource Committee	SCVA	Promote and develop a natural resource map	Natural Resources & Outdoor Recreation	2013	Increase and entice the visitor
Agricultural Map	SCVA	Promote the agricultural products	Agri-tourism	2013	Increase awareness of the rich agricultural area of

					SC
Consolidated Funding Application	Mid Hudson Regional Council Tourism Committee and Southern Tier Tourism	Secure Tourism marketing grant to promote tourism	All	2013	Increase marketing funds to attract additional visitation
IPW Trade Show	NYS and SCVA	Promote to the ever growing international market	All	Completed with additional follow up to contacts	Increase international visitation and spending
NYS GLBT	NYS Tourism	Promote to the GLBT market	N/A	2013	Increase visitation to Upstate NY
Go West Wedding Expo	SCVA, The Sullivan, Phyllis & Maris Bakery	Promote GLBT wedding option in SC	Niche Groups	September 28, 2013	Create additional exposure and sales tax generation
2013 Travel Guide	SCVA	Comprehensive travel guide for visitors	All	Completed and distributing	The travel guide serves as a response piece to travelers wanting to come to the SC Catskills.
Social Media	SCVA	Utilize Social Media to entice action by travelers	All	2013	Social Media is a cost effective way to get the message out. The 2013 statistics for SCVA continue to grow.
Twin Concepts	SCVA	Familiarize a receptive operator with Sullivan County to promote to domestic and foreign travelers	All	2013	Develop tours and increase visitation
Governor's Tourism Summit	NYS	Unveil the Governor plan for increased tourism promotion in Upstate and recognize tourism as an economic driven industry 5 <sup>th</sup> largest in the State	N/A	2013-14	\$60 million in addition tourism promotion funding with MTA, Port Authority and I Love NY
NYS Visioning	NYS CVB, NYS TPA	Plan for working with	N/A	2013-2018	Increase funding for

Session		NYS to promote tourism under the Governor's new initiatives			tourism promotion, measurable metrics, and cooperative programs
SCVA Literature Exchange	SCVA	A networking BBQ for members and businesses to exchange brochures before the busy season. This year it was held at Ft Delaware	All	May 2013	Businesses were afforded a tour of the Fort and learn what is new between them to assist in cross marketing and promotion to visitors
Conference Call	NYS MTA & PANYNJ	To formulate a marketing plan initiated by Governor Cuomo	All	2013	This plan will coordinate marketing efforts in the major transit areas to entice visitors to vacation Upstate
Time and the Valleys Museum	SCVA	The opening of the new Tunnels, Toil and Troubles Exhibit	Arts, Culture and Heritage	May 2013	This new exhibit will create another attraction for visitors to the Grahamsville area
Cornell Centennial	CCE, SCVA and volunteers	Promote the 100 <sup>th</sup> year anniversary of Cornell Extension with events	Heritage and agricultural	2013	Increased publicity and visitor spending Local quality of life
Documentary	Partnership, SCVA & Ehrenreich Productions	Promotion of history	N/A/	2013	Increased publicity
Renaissance Gardening	Renaissance	Training of Master Gardeners at SCVA	Beautification	2013	Welcoming and attractive area for visitors
Trial Keeper Meeting	Delaware Highland, SCVA, Sullivan County Planning	Update and promote trails in Sullivan County	Outdoors	2013	Trailkeeper.org has been receiving a high volume of visits and page views. Received award from Upper Delaware Council

REAP Meeting	REAP	Assistance to rural area	Agriculture	2013 SUCCESSFUL APPLICATION AND AWARD	Submitted grants for Community Kitchen and Food Hub
I Love NY Tourism Conference	NYSTVA & NYS TPA	Statewide Conference to discuss issues and education	N/A	May 1-3, 2013	Valuable contacts with Brand USA and State officials and advertisers
Roscoe Beer Company	SCVA	New Business	Attraction & Locavore	May 4, 2013	Create new business and revenue
Brand Market Grow	SCVA	Educate tourism industry on available options for advertising and promotion	All	April 23, 2013 <b>COMPLETED</b>	Over 80 businesses attended and information is going on line for additional businesses
Catskills Daily News Press Trip	I Love NY, Catskill Region and 4 counties	Promote Catskills Historical sites	All	April 10, completed, waiting for stories	Stories published in Daily News and other publications
Web Site	SCVA and ADC Studio	Increase web potential	All	Complete by June 15	Higher volume of visitor usage
Paths Through History	NYS & Mid Hudson REDC	Increase tourism visitation to historic and cultural sites	Arts, Culture & History	2013 <b>GRANT SUBMITTED</b>	Increase visitation
SCCC Visioning Session	SCCC	Work with community	All	2013-2014	Quality of Life
Main Street Grants Review	SC Planning	Beautification along the River Corridor	All	2013 <b>COMPLETED</b>	Quality of Life and tourism
CATS Meeting	Catskill Region	Public Relations and Advertising	N/A	2013 <b>SECURED FOCUS MEDIA FOR 2013 CAMPAIGN</b>	Increase awareness and add to individual counties promotion
Parksville Music Festival	Parksville USA	New cultural venue	Arts & Culture	2013	Improve the Quality of Life
Wi-Fi on the Delaware	SC Planning and SCVA	Create hot spots along the river	All	2013 <b>WORKED TO ACCESS NEED LOCATION AND RECEIVED A SECOND QUOTE ON WI FI</b>	Visitors able to search for amenities
I Love NY Talk Radio	New York State	Provide information on the 11 vacation	All	March 11 Completed, waiting for	Interviews on the Catskill Region for a

		regions		report	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 on going new grant cycle and promotion	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 New contacts and outlets	Increase visitor traffic
I Love NY Meetings	NYS Destination Marketing Organizations	Meet with meeting planners	Meetings and Conferences	March 26 Done successful	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 on going	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	Printed and being distributed	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	June 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	All categories	February 8&9 Completed with several stories already on several blog	Promotion via travel stories to increase awareness of assets

		stories		sites	
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	WSUL/WVOS & SCVA Local	Community & Public Relations	Image & Community	February 23, 2013 Done \$65,000 raised	Quality of Life
Tourism Action Day	Tourism Industry Coalition	Meet with State officials on tourism issues	N/A	March 5 Done	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 Done upcoming additional Writers tours	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 Done	Education about laws and issues that affect the tourism industry
Walk A Mile in Her Shoes	RISE Local	Community & Public Relations	Image & Community	April Done \$25,000 raised	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 Done Leads generated	Increase outdoor visitor niche
GLBT Expo	SCVA Local	Promote to lucrative Gay & Lesbian market	All categories	March 9&10 Done Leads generated	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	Outdoor Attractions	March 9 & 10 Done Leads generated	Increase revenue to local golf courses through visitor spending and

		courses			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 Done	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 on going	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 on going	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 May	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 on going	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 received funding	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	Completed	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	Natural & Outdoor Attractions Events	May 2013-October 2013	Increase visitor attendance and spending at new signature events and shoulder season opportunities increasing sales tax

		farm to fork dinners			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 on going	A positive internal image of Sullivan County translates to visitor, residents and second home owner experience increasing spending and investment in Sullivan County