



SULLIVAN COUNTY GOVERNMENT CENTER
100 NORTH STREET
P.O. BOX 5012
MONTICELLO, NEW YORK 12701

SULLIVAN COUNTY LEGISLATURE
Community and Economic Development Committee
April 12, 2012
9:45 A.M.

***Committee Members: Ira Steingart (Chair); Kathy LaBuda (Vice Chair);
Kitty Vetter; Cindy Kurpil Gieger; and Gene Benson***

AGENDA

PRESENTATION: None

DISCUSSION ITEMS: None

RESOLUTIONS: None

DIVISION/PROGRAM UPDATE:

- Community & Economic Development Update- Luiz Aragon
- Workforce Development - Laura Quigley
- IDA - Jennifer C.S. Brylinski
- Partnership for Economic Development – Alan Scott
- Visitors Association - Roberta Byron-Lockwood
- Chamber of Commerce – Terri Ward

PUBLIC COMMENTS:



SULLIVAN COUNTY
DIVISION OF PLANNING AND ENVIRONMENTAL MANAGEMENT
SULLIVAN COUNTY GOVERNMENT CENTER
100 NORTH STREET
PO BOX 5012
MONTICELLO, NEW YORK 12701-5192

CED Committee
April 12th, 2012
Planning

- Economic Development Masterplan RFP update
 - Request for Proposals to be issued to short-listed firms.

- Broadband Engineering Services RFP update
 - Under contract negotiations with selected firm (VCOMM).

- CFA process update
 - No update from the Regional Council
 - Sullivan County CFA Forum #2 held March 26th. Towns, Villages, Not-for-profits and for-profits were in attendance to discuss their grant application ideas.

- Micro-Enterprise Grants -- classes on-going (schedule attached)
 - 34 participants

**Entrepreneurial Training Program
Microenterprise Assistance Program
Final Schedule**

Class 1

Tuesday, March 20th “Small Business Basics” – Entire Group

Location: Sullivan County BOCES, Rubin Pollack Education Center, Ferndale-Loomis Rd. Liberty, NY

Time: 6-8 pm

Sam Kandel, Small Business Development Center

Charlene Finerty, Plans & Profits, LLC

What are the “rules of the road” for starting a small business? This session includes discussion of basic rules and regulations for starting a small business in New York State. This class is taught using the services of an experienced small business counselor who has worked with a wide variety of existing and start-up small business. We will also hand out and give an overview of all the materials you will need to complete your Business Plan.

Class 2

Thursday, March 22nd “Types of businesses, taxes, licensing, permitting, etc.” – Entire Group

Location: Sullivan County BOCES, Rubin Pollack Education Center, Ferndale-Loomis Rd. Liberty, NY

Time: 6-8 pm

Tim McCausland, Attorney

Anna Neimann, Accountant

Paula Barber, NYS Ag & Mkts

This session will discuss appropriate accounting practices for your small business, and help you to determine the most appropriate corporate structure for your organization. It will also touch on:

- Business insurance including general liability, employee benefits, unemployment insurance and workers compensation.
- Taxes (state, federal and local sales tax issues)
- Licensing and permitting
- Permitting requirements for food service businesses and those who sell homemade goods

Class 3

Tuesday, March 27th “Market Research & Analysis”

Location: Sullivan County BOCES, Rubin Pollack Education Center, Ferndale-Loomis Rd. Liberty, NY

Time: 6-8 pm

Katrina Foster, KKPR Marketing & PR – Main Street Businesses

Todd Erling, Hudson Valley ADC – Agri-businesses

In this session, the instructors will be covering the following topics based on the specific target areas:

- How to identify the customers you want to serve & methods to identifying customer information
- Tools necessary to understand who and where your potential customers reside
- Creating your customer’s profile
- Understanding your competition
- Differentiating my product/service from the competition
- What value does my product/service create for the customer?
- Documenting demand and estimating potential sales
- How to use the Internet as a market information resource
- The relationship between market research and target marketing

Class 4

Thursday, March 29th “Developing a Marketing Plan”

Location: Sullivan County BOCES, Rubin Pollack Education Center, Ferndale-Loomis Rd. Liberty, NY

Time: 6-8 pm

Katrina Foster, KKPR Marketing & PR – Main Street Businesses

Todd Erling, Hudson Valley ADC – Agri-businesses

In this session participants will review examples of how various businesses have reached their target audiences, and the instructor will provide a review of marketing research methods including:

- How to use market data to develop a successful target marketing/advertising strategy
- How to direct advertising to your customer profile
- It’s who you know – the importance of networking & developing and building relationships
- Advertising mediums and how to develop a strategy
- Using social media to building your business

Class 5

Tuesday, April 3rd "Writing your Business Plan – Part 1" – *Agri-businesses*

Thursday, April 5th "Writing your Business Plan – Part 1" – *Main Street Businesses*

Location: Sullivan County BOCES, 6 Wierk Avenue, Liberty, NY – Conference Room #1

Time: 6-9 pm

Charlene Finerty, Plans & Profits, LLC

Participants will work with the Business Plan outline binder that was provided to you at the first class. There will be a quick review of the overall format and participants will begin to write combining knowledge from preceding classes with your business ideas. The presenter will lead you through headings in the Narrative with hundreds of suggestions to help you write. This class will cover approximately 75% of the narrative section of the business plan. The class will move quickly so be prepared to write notes and phrases to develop them into sentences and paragraphs between classes.

Class 6

Tuesday, April 10th "Writing your Business Plan – Part 2" – *Agri-businesses*

Thursday, April 12th "Writing your Business Plan – Part 2" – *Main Street Businesses*

Location: Sullivan County BOCES, 6 Wierk Avenue, Liberty, NY – Conference Room #1

Time: 6-9 pm

Charlene Finerty, Plans & Profits, LLC

In this class you will finish writing the narrative and a review of the Appendix including must haves and suggestions for inclusion. The presenter will provide an overview of a 12-month and 3-year cash flow, cash flow notes, sales and/or cash receipts, advertising and personnel schedules. Participants will be using their notebooks and filling in as many income and expense numbers as possible. Be sure to bring previous sales estimates and cost studies. Following this class, participants will finalize their business plan drafts and submit them at the April 19th class for review for feedback prior to final grant submittal.

Class 7

Thursday, April 17th "Financing your Business" – *Entire Group*

Location: Sullivan County BOCES, 6 Wierk Avenue, Liberty, NY – Conference Room #4

Time: 6-8 pm

Anna Milucky, Business Manager, Jeff Bank

Financing and credit options will be discussed in this session, which will be taught by a bank representative along with representatives from the Sullivan County Partnership and the Industrial Development Agency. An overview of Sullivan County's existing revolving loan funds will be provided, along with an explanation of lending criteria. Participants will also be walked through the loan application and review process.

Class 8

Tuesday, April 19th "Customer Service & Quality" & "Finding, Hiring, & Managing Employees" – *Entire Group*

Location: Sullivan County BOCES, 6 Wierk Avenue, Liberty, NY – Conference Room #1

Time: 6-8 pm

Donna Hemmer, Sullivan Hospitality

The first part of this session will focus on issues related to customer service, such as understanding the stakes and the impact of poor customer service, as well as:

- The 10 Dimensions of Service Quality – what are customers looking for and can you please them; can you quantify "service"?
- Moments of Truth – what are the standard expectations customers have and the minimal things they will accept; what do you do if something goes wrong?
- Spectacular Recovery – what can you gain by going above and beyond; what is the cost; how does it equate in the end?

Laura Quigley, Center for Workforce Development

The second part of this session will include a discussion about having a plan for growing your business and taking on new employees.

Topics to be covered include:

- What resources are available?
- What laws are you required to follow?
- What do you need to do to be a good employer – in order to attract and keep reliable workers?

Other Important Dates:

Thursday, April 19th – Submit Draft of Plans for review

Week of April 30th – May 4th - Comments back to group and One-on-One counseling if needed

Friday, May 11th – Final Application Due

Monday, May 21st – Grant Awards Announced - anticipated

Community and Economic Development Committee

April 12, 2012

Center for Workforce Development Highlights

1. The Workforce Investment Act (WIA) Program Year 2012 (July 1, 2012 – June 30, 2013) allocation has been released. Overall there is a slight increase of 2.5% from the prior funding year.
 - WIA Title I Adult funding \$183,399 (+4.3%)
 - WIA Title I Dislocated Worker funding \$162,253 (-1.2%)
 - WIA Title I Youth funding \$187,865 (+4.3%)
 - Total PY'12 WIA Title I funding \$533,517. (+2.5%)
2. As a partner in the Micro-enterprise loan program, we will be presenting to the businesses on April 19, a session focused on available workforce services for recruitment and training of employees, labor laws and hiring strategies. In addition, we hope to have a NYSDOL Representative available to discuss workmen's compensation requirements.
3. We met our expenditure levels in WIA Dislocated Worker funding and received an additional \$7,000. These funds will be used for customer training.
4. Will be presenting to the Interfaith Council on April 11 on summer jobs for youth.
5. Federal Workforce Innovation grant submitted by Orange County on behalf of a 4 county consortium of Workforce Boards (orange, Ulster, Sullivan and Dutchess). Additional partners include the 4 county BOCES, 4 community colleges, TSEC and the Council of Industry (manufacturing trade association). The grant request is for \$2,313,463 for 36 months. The goals of the Hudson Valley Advanced Manufacturing Training Model are: better results for jobseekers and employers; reduced duration of unemployment (better service to consumers/lowered UI cost); increased educational learning gains and credential attainment; greater efficiency in the delivery of quality service; more customers served, decreased program attrition; faster job placement; lower cost for administration of services, training and education; reduction in program overlap; coordinated data systems and stronger cooperation across programs and funding streams.
6. The reported January Unemployment Rate for Sullivan County was 10.6%. This is 2.7% higher than the Hudson Valley (7.9%) as a whole; 1.4% higher than New York State (9.2%) and 1.8% higher than the national rate (8.8%). Putnam County had the lowest January unemployment rate at 6.9% and the Bronx had the highest rate at 13.9%. Sullivan County ranked 46 out of 62 counties at 10.6%. The statewide rankings are attached.

Labor Market Profile

Resident Civilian Labor Force and Nonfarm Employment

SULLIVAN COUNTY

January 2012, December 2011, January 2011

Category	Jan 2012	Dec 2011	Jan 2011	Net Month	% Month	Net Year	% Year
Resident Civilian Labor Force	33,300	33,400	33,900	-100	-0.3%	-600	-1.8%
Employed	29,800	30,200	30,300	-400	-1.3%	-500	-1.7%
Unemployed	3,500	3,200	3,600	300	9.4%	-100	-2.8%
Sullivan County Unemployment Rate	10.6%	9.5%	10.6%	1.1		0.0	
NYS Unemployment Rate	9.2%	8.0%	8.9%	1.2		0.3	
US Unemployment Rate	8.8%	8.3%	9.8%	0.5		-1.0	
Total Nonfarm	24,300	25,100	24,400	-800	-3.2%	-100	-0.4%
Total Private	18,300	19,000	18,200	-700	-3.7%	100	0.5%
Goods-Producing	2,100	2,300	2,200	-200	-8.7%	-100	-4.5%
Natural Resources, Mining and Construction	900	1,000	1,000	-100	-10.0%	-100	-10.0%
Manufacturing	1,200	1,300	1,200	-100	-7.7%	0	0.0%
Service-Providing	22,200	22,800	22,200	-600	-2.6%	0	0.0%
Private Service-Providing	16,200	16,700	16,000	-500	-3.0%	200	1.3%
Trade, Transportation and Utilities	4,000	4,100	4,000	-100	-2.4%	0	0.0%
Information	200	200	200	0	0.0%	0	0.0%
Financial Activities	1,100	1,200	1,100	-100	-8.3%	0	0.0%
Professional and Business Services	1,300	1,300	1,300	0	0.0%	0	0.0%
Education and Health Services	6,200	6,400	6,100	-200	-3.1%	100	1.6%
Leisure and Hospitality	2,100	2,100	2,100	0	0.0%	0	0.0%
Other Services	1,300	1,400	1,200	-100	-7.1%	100	8.3%
Government	6,000	6,100	6,200	-100	-1.6%	-200	-3.2%

COUNTIES RANKED BY UNEMPLOYMENT RATE
JANUARY 2012

RANK	COUNTY	RATE	RANK	COUNTY	RATE
1	Putnam County	6.9	32	Chenango County	9.6
1	Tompkins County	6.9	32	Wayne County	9.6
3	Rockland County	7.2	34	Broome County	9.7
4	Nassau County	7.3	34	Greene County	9.7
5	Westchester County	7.4	36	Cattaraugus County	9.8
6	Albany County	7.6	37	Livingston County	9.9
6	Saratoga County	7.6	37	Madison County	9.9
8	Dutchess County	8.1	39	Niagara County	10.0
9	Monroe County	8.2	39	Schuyler County	10.0
9	Suffolk County	8.2	41	Allegany County	10.1
11	Columbia County	8.3	42	Herkimer County	10.2
11	Schenectady County	8.3	42	Warren County	10.2
13	New York County	8.5	44	Delaware County	10.3
13	Orange County	8.5	45	Cortland County	10.5
15	Washington County	8.6	46	Orleans County	10.6
16	Onondaga County	8.7	46	Sullivan County	10.6
17	Rensselaer County	8.8	48	Kings County	10.7
17	Yates County	8.8	49	Franklin County	10.8
19	Erie County	8.9	49	Wyoming County	10.8
19	Ontario County	8.9	51	Steuben County	10.9
21	Chemung County	9.0	52	Clinton County	11.0
21	Queens County	9.0	53	Fulton County	11.3
21	Richmond County	9.0	53	Hamilton County	11.3
21	Seneca County	9.0	55	Essex County	11.4
25	Oneida County	9.1	56	Montgomery County	11.5
25	Ulster County	9.1	57	Jefferson County	11.6
27	Cayuga County	9.3	58	Lewis County	12.0
27	Chautauqua County	9.3	58	Schoharie County	12.0
29	Genesee County	9.4	58	St. Lawrence County	12.0
30	Otsego County	9.5	61	Oswego County	12.5
30	Tioga County	9.5	62	Bronx County	13.9

Source: New York State Department of Labor, Division of Research and Statistics.

ACTIVITY REPORT – APRIL 2012
COUNTY OF SULLIVAN INDUSTRIAL DEVELOPMENT AGENCY

March 27, 2012

In March, the IDA and the Sullivan County Funding Corporation (SCFC) completed their annual PARIS online reporting to the State. They also completed their yearly audits. Reports from both these activities will be listed on the agencies' websites in the coming days. As required by State law and local agreements, copies of these reports will be submitted to the appropriate personnel.

Yearly changes to the IDA website were started. It is expected that the SCFC will have its website fully functional in April.

All PILOT funds were dispersed to the applicable taxing jurisdictions in a manner required by State law by the end of March. This year over \$4,100,000 was given to the local taxing jurisdictions.

In March, the IDA held a regular meeting on the 13th and a reconvened meeting on the 27th. During these meetings the IDA Board reviewed applications from Ideal Snacks for another expansion project in the Village of Liberty and from Catskill Brewery (Global Natural Foods) for a project in Livingston Manor. Cost/benefit analyses and environmental reviews were conducted before approval of both projects.

In April, the IDA Board expects to receive an application for a change of ownership and a new agreement for the currently closed RH Lodging project in Rock Hill. Prior to approval of the project, the Agency will conduct a public hearing on the new proposal, and complete a cost / benefit analysis and an environmental review.

Jennifer CS Brylinski
IDA Executive Director

CURRENT PROJECT SUMMARY

PROJECTS	PRIORITY	NOTES
ATTRACTION		
		<i>Apr-12</i>
Project Patriot	High	A private food production company that has been in business for over 100 years based in MA is seeking 100,000sq. Ft of space. It wholesales products for major national labels and will employ 200. SCP has submitted viable sites and is working through Empire State Development.
Project WEB Accessories	High	An internet order fulfillment company SCP just moved to Wurtsboro in 2011 is now looking to expand its fast growing business. The business currently resides in approximately 15,000 and is looking to add an additional 20,000sq. Ft. of space. In addition, it will double its current employment of 20 at the site. <i>Environmental Benefit - an adaptive reuse of an existing facility.</i>
Project Back Office	High	Manahatan based company seeking back office customer service space. Company will be looking at two locations and may possibly consider new construction at Emerald Corporate Center. 20,000sq.ft, 100 jobs with 401k and benefits.
ASB Greenworld	Med	<i>Fully under construction at this time and is training employees and completing working relationships with local suppliers. Studied up.</i>
Project Aquaculture	High	An out of state group is seeking to locate a large aquaculture facility in Sullivan County. The company will hire 200 employees and seeks to construct a 500,000 sq. ft facility . SCP has submitted suitable sites for consideration. The group is well financed and will be developed similar facilities in Canada.
The Camp Professionals	Med	<i>Have been steadily moving forward in the town of Mamakating. Culinary camp and year round instructional center. \$1 million investment. Property has not been on the tax roles but will be put on tax roles upon completion of the project. Environmental Benefit - an adaptive reuse of an existing facility that was on its last legs.</i>
Aaron's Rental	Med	<i>Are working with the Village of Monticello to finalize details.</i>
We Ship it	High	<i>Company has moved fully into Wurtsboro and has listed Bloomingburg space (13, 000sq. Ft) for lease. Environmental Benefit - adaptive reuse of an existing facility.</i>
Consolidation Project	low	Firm is looking to consolidate two operations/distribution centers in Thompson, which is half way between their two current and aging facilities. Firm has located a site that may be suitable. Conducting due diligence at this time though they are still searching for sites between exit 104 and 107. 65,000 sq. ft, high paying union scale jobs.
EXPANSION		
Lodge in Rock Hill	High	
Formaggio	Med	
CBRE	Med	<i>Looking for space to house small snack distribution facility. Presented buildings in Bloomingburg, Liberty, and Monticello.</i>
OTHER		
EPT	High	
Membership Meeting	High	



THE SULLIVAN COUNTY VISITORS ASSOCIATION
REPORT TO THE CED COMMITTEE
APRIL 12, 2012

- SCVA'S 2012 Visitors Guide is now available and being distributed. The new guide has a bright new cover promoting the Sullivan County Catskills as a 4 season destination. The Guide includes a new weddings and special occasion's section and the insert map has been updated and features sample Driving Tours.
- SCVA has worked with the SC Chamber and the Roscoe Chamber to produce the first Sullivan County Catskills Outdoor Expo held March 30 & 31. There were more than 30 vendors and fun for all who attended.
- A recent visit from a free lance writer developing an article for Passport Magazine, an international gay travel publication, occurred on March 26. He was introduced to many of our accommodations and attractions and the article is scheduled to run in the May issue.
- SCVA is working with the SC Chamber on a Shop Local campaign. SCVA will help the Chamber promote through email blast, direct mail and our Made in the Catskills web site.
- SCVA has held 5 sector marketing meetings to date in Bethel, Jeffersonville, Roscoe/Livingston Manor, Liberty and Narrowsburg. The objective is to provide the members with a networking opportunity affording them the opportunity to work together to develop vacation packages to be used on several of SCVA web sites and social media. These packages will be woven throughout Sullivan County to promote as many businesses as

possible into a network of trails. Many great ideas come out of these meetings and SCVA will be working with its members to have several of these ideas available for 2012. SCVA is trying to secure two additional meetings in the Monticello and Wurtsboro area.

- SCVA is implementing several updates to the main site, social media and digital advertising venues for 2012 including driving tours, direct mail and social campaigns.
- SCVA is implementing a Restaurant Week in May with the restaurants of the Sullivan County Catskills.
- SCVA is in the process of contacting the vast number of second home owners in Sullivan County. A survey has been developed and will be mailed to each owner in an attempt to capture updated addresses and emails for future marketing efforts of our tourism industry.
- SCVA partnered with members to attend a golf show in NJ and Westchester. Other shows included 3 outdoor shows, the NY Times Show and the GLBT Expo this spring. The Sullivan County Catskills and its businesses received many leads from these shows and will be following up with additional information.
- SCVA is working with the promoters of Food Stock and Farm Stock to promote these growing events. SCVA will partner to advertise and promote through the various social media.
- SCVA is working with the Arts community to further promote last year's Arts & Cultural Guide.
- With the Tourism Marketing Committee, SCVA is looking to create a multi-day event during the shoulder season to create interest in the arts. A "passport program" will be instituted for 2012 so visitors will be enticed to visit many of the venues during the season.
- SCVA and the Tourism Marketing Committee are compiling all of the unusual aspects of Sullivan County to use for promotion and geo caching.
- SCVA and the Committee are working with Digit and the Arts Alliance to create a new film festival for this fall as well as expanding upon the wine festival at Bethel Woods.

- **SCVA is asking visitors to submit their vacation videos to SCVA for promoting on the web site.**
- **SCVA is in the process of utilizing direct mail to target specific markets both locally and regionally with its members.**
- **SCVA is going to market the golf courses this year with a SC Catskills golf card. After talking to some of the courses last year we will be working with the courses to get this program for 2012.**
- **SCVA continues to work with Renaissance on the Coach Bus Stop and SC airport project.**
- **SCVA continues to send e-blasts and media updates to an ever growing e-mail database.**
- **SCVA is hosting a film crew on April 29 -May 2 from the UK to promote fishing and attractions in the Sullivan County Catskills. A recent conference call revealed that Wychwood, a UK supplier of fishing gear is especially impressed with our fly fishing opportunities. They are running a contest and have had many sign up for a chance to win a trip to NYS.**