



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

SULLIVAN COUNTY LEGISLATURE
Community and Economic Development Committee
March 7, 2013
10:00 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:

- 1. Authorizing Approval of the Board of Directors for the Sullivan County Visitors Association for Years 2011-2013, 2012-2014 and 2013-2015.**

DIVISION/PROGRAM UPDATE:

- Community & Economic Development Update
- Workforce Development - Laura Quigley
- IDA - Jennifer C.S. Brylinski
- Partnership for Economic Development – Allan Scott
- Visitors Association - Roberta Byron-Lockwood

PUBLIC COMMENTS:

RESOLUTION INTRODUCED BY THE COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE AUTHORIZING APPROVAL OF THE BOARD OF DIRECTORS FOR THE SULLIVAN COUNTY VISITORS ASSOCIATION FOR YEARS 2011-2013, 2012-2014 and 2013-1015

WHEREAS, the Sullivan County Legislature contracts with the Sullivan County Visitors Association to promote tourism in Sullivan County; and

WHEREAS, the By-laws of the Sullivan County Visitors Association requires approval by the Sullivan County Legislature; and

WHEREAS, the County Manager and the Chairman of the Community and Economic Development Committee met with the nominating committee to review Sullivan County Visitors Association's recommendation; and

WHEREAS, the Sullivan County Visitors Association seeks approval of its appointees for Directors over the next 3 years as follows as well as the Officers and Executive Board for 2012:

2011-2013

| | |
|-----------------|--|
| Paul Carlucci | Villa Roma Resort & Conference Center. |
| Sonja Hedlund | Apple Pond Farm |
| Alan Rosenblatt | ECCE Bed & Breakfast |
| Jeanne Tulp | Lazy Pond B&B |
| Richard Glisson | Monticello Casino & Raceway |
| Steve Vegliante | The Sullivan |

2012-2014

| | |
|---------------|-------------------------|
| Stacy Cohen | Dancing Cat Saloon |
| Darlene Fedun | Bethel Woods |
| Elaine Fettig | Roscoe Rockland Chamber |
| Anne Hart | Cutting Garden |

2013-2015 -- NEWLY ELECTED

| | |
|-------------------|-------------------------------|
| Ivan Weinger | Inn at Lake Joseph |
| Norman Duttweiler | Foresburgh Playhouse |
| Elaine Giguere | Delaware Valley Arts Alliance |
| Rick Lander | Lander's River Trips |

2013 Officers and Executive Board

| | |
|-------------------|-------------------------|
| Paul Carlucci | Co-Chairman |
| Elaine Fettig | Co-Chairman |
| Rick Lander | Vice Chairman |
| Norman Duttweiler | Treasurer |
| Anne Hart | Secretary |
| Bill Sipos | Immediate Past Chairman |
| Elaine Giguere | General Board Member |

NOW, THEREFORE, BE IT RESOLVED, that the Sullivan County Legislature approves the full slate of Board of Directors to the Sullivan County Visitors Association for years 2011-2013, 2012-2014 and 2013-1015 and the slate of officers and Executive Board for 2013.



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
March 2013
Planning

- CFA Process anticipated May 2013 – Potential projects to apply for?

- Economic Development Masterplan update
 - Consultants presented to Executive Board on February 21 status of project and next steps
 - Upcoming Advisory Board and Public meetings scheduled for April – dates to be confirmed

- Micro-Enterprise Grants
 - All funds have been committed to date and on track for October deadline.
 - Ten draw requests to date totaling \$84K. Remaining balance: \$82K

- Broadband Opportunities
 - Working with DGA on potential funding sources to implement broadband study
 - Developing Wi-fi hot spot proposal for River Corridor to include costs and partners for installation and roll-out.

Community and Economic Development Committee
Center for Workforce Development Report
March 7, 2013

Program Employment Data January 1 – February 26, 2013

| Program | Covered Period | # of People Who Found Employment | # of Businesses | Examples of Businesses |
|---|--------------------------------------|----------------------------------|-----------------|--|
| Workforce Investment Act (WIA) Adult, Dislocated Worker & Youth | January 2013 | 92 people | 63 businesses | Bluestone Construction Eisenberg & Kirsch (3) Independent Living Inc (3) Kiska Construction (4) Liberty Central School Orange Regional MB Consultants P&M Accounting (2) RIM Plumbing & Heating Rolling V (5) Center for Discovery (4) St. Peters Regional School Sutphen East Villa Roma (3) Vision World Aldi Inc |
| WIA Adult, Dislocated Worker & Youth | February 1, 2013 - February 26, 2013 | 20 people | 12 businesses | Adirondack Manor Homes Hudson Valley Bagel Co. Ideal Snacks (7) Jerry's Collision McDonalds Livingston Manor Central School Monticello Central Schools (2) P&N Fire & Burglar Alarm Eastern Temporaries Inc Morgan Linen Service Inc Center for Discovery Pro Prospects Inc |
| Welfare to Work | January 2013 | 13 people | 12 businesses | Rite Aid Rolling V Narrowsburg Manor Robert Green Newburgh Egg |

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|-----------------|---|----------|--------------|---|
| | | | | Ideal Snacks (2) MB Consultants Arcadia Adult Home Raible Construction Larussa Bros. Construction Vision World McDonalds |
| Welfare to Work | February 1,2013 – February 25, 2013 | 5 people | 4 businesses | Ideal Snacks (2) Liberty Tax Services Car Corner NSA |

❖ The NYS Dept of Labor is in receipt of a \$6.4 million National Emergency Grant (NEG) for On-the-Job Training (OJT). Through this grant, employers hiring eligible individuals will qualify for wage reimbursements for up to six months. The level of wage reimbursement is based on the total number of full time employees an employer has prior to hiring the NEG/OJT participant.

- 1-50 employees = up to 90% reimbursement
- 51-250 employees = up to 75% reimbursement
- More than 250 employees = 50% reimbursement

Eligible individuals are those who can be designated as Dislocated Workers for 20 weeks or more, and have a dislocation date of Jan. 1, 2008 or later. For more information about the program contact Pat Bevacqua or Laura Quigley at 807.0385.

To date: 5 OJT contracts have been completed – salaries ranging from \$10/hr to \$20/hr.; 5 additional OJT contracts are in process

❖ In response to referrals from the Partnership for Economic Development we have met with 2 manufacturing businesses to provide assistance in attracting and retaining workers and information and support with other human resources issues. We are meeting with another manufacturer in the next couple of weeks.

❖ Meetings

2/13 – REAP Board meeting

2/13 – SC Child Care council Board meeting

2/19 - Workforce Development Board meeting

2/19 – IDA meeting

ACTIVITY REPORT – MARCH 2013
COUNTY OF SULLIVAN INDUSTRIAL DEVELOPMENT AGENCY

February 26, 2013

In February, the IDA and the Sullivan County Funding Corporation (SCFC) underwent its yearly annual audits. Additionally, the IDA continued its yearly process of updating its website, and worked on completing the SCFC website.

We received an email from Mark Deesing of Grandin Livestock Handling Systems stating that he reviewed our current site plan for the Red Meat Facility and found the design acceptable.

At the IDA's regular meeting on February 19, the Board approved setting a public hearing for the three "Concord" projects. At the Reconvened Meeting of the IDA on February 27th, the Board discussed an amendment to the West Delaware Hydro project and reviewed the status of project PILOT payments.

At a Special Meeting of the SCFC on February 19th, the Board reviewed specific policies (Disposition of Real Property Guidelines, Investment Policy and Procurement Policy), the Agency's Mission Statement, and completed its FY 2012 Performance Measures evaluation, all as required by State Law.

The process of compiling employee numbers for IDA and SCFC projects and loans recipients continues.

The Agency continued the process of administering the PILOT bills and compiling the information needed to complete the yearly required documents for the online PARIS system.

In March, the Agency expects to complete the SCDC website and the PILOT payment work for 2013 will be completed. Public Hearings for the three submitted "Concord" applications have been scheduled for March 12th in the Government Center at 9:30 AM.

Jennifer CS Brylinski
IDA Executive Director

CURRENT PROJECT SUMMARY

| PROJECTS | PRIORITY | NOTES |
|------------------------|----------|--|
| ATTRACTION | | Mar-13 |
| Project Delivery | High | Business looking for at least 75 acres for possible construction of a 460,000 sqft warehouse, including 14,000 sqft of office space. (The facility could be housed in an existing building if there is one, but they need 40' ceilings so it is unlikely that there is such a building available in the geographic region they are interested in.) The facility would serve the Northeastern US from Maryland to Maine. The business is also considering locations in NJ, CT and PA. The prospect represents over \$26 million invested (exclusive of the purchase of the property) and 95 FTEs within 5 years. They are looking to make a decision very soon in the hopes of acquiring property by July 1, 2013. Construction is estimated will be completed by October, 2014. SCp has submitted a suitable site. TBD |
| Project FAA | High | The Federal Aviation Administration is seeking approximately 50 acres of land located in New York State. Site will be the location of an integrated Air Traffic Control Facility. The search is part of a larger alternatives analysis in the FAA's long-term strategic approach to service transformation. The site selected will house an operational radar control campus with 250,000sq.ft of buildings support 800 FTEs. Both Sullivan County Airports have been considered. TBD. |
| Project Kingston | High | Light metals industry manufacturer from Westchester County is considering an existing facility to relocate its manufacturing facility. The proposed facility is currently vacant and will be brought back to full operational status if it is ultimately selected. |
| Project Exact | High | Illinois firm is seeking 60 to 100,000sq ft to expand a plastic injection molding company eastward. BA has submitted the Quick way metal fabrication company as it is the closest suitable alternative. Update: No activity. |
| Project Olive | High | An olive oil producer from Spain is seeking a US partner to distribute its finished and bottled products here. BA has contacted WE Ship Express a previous SCP project which was located on McDonald Road in Wurtsboro who has expressed interest. The Spanish company is currently sending samples to BA to begin determining quantity, cost, end users and other logistics. WE Ship Express will respond with proposal. The potential for yet another expansion exists at the distribution headquarters in Wurtsboro which would add more jobs to the area. This was a WEDA generated lead. UPDATE: Samples arrived to BA yesterday. A meeting with WE Ship Express is scheduled for next week to map out terms and logistics. Update 2: Negotiating terms. Update 3: Local firm has ordered 1st shipping container and will market for holiday season. WE ship express will be expanding by year end 2013. We have identified additional distribution outlets to help firm establish a permanent location here. Update: developing additional distribution channels. |
| Project Back Office | High | Manhattan 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. Update: Company visited with BA on Sat. 4/21/12 and is interested in space at Frontier Insurance. BA has provided comparative cost analysis and additional critical information needed for company to make a final decision. We are competing with Orange County, New Jersey, Texas, and northwest states. Update II: we have made the short list for final selection. Company is concerned with quantity and quality of employees. BA is working with Workforce Development to resolve this question. Update III: Company representative met with BA and Laura Quigley, who provided the company with sample job descriptions and reviewed the various Workforce Development offerings. The meeting was very positive as the details of jobs, work place responsibilities, recruitment, were all discussed. The company will re-engage after the July 4th break. Job numbers have gone up to 130. Environmental Benefit - an adaptive reuse of an existing facility. UPDATE: Company has reviewed other sites will respond over the next several weeks. Note: Company has been advertising locally as a test for employee suitability. NYS has hired a real estate firm to handle the transaction. Company has submitted lease terms and is in heavy negotiations with the State. TBD. |
| EPR | High | |
| The Camp Professionals | High | |
| Yukiguni Maitake | High | |
| EXPANSION | | |
| Project SE | High | Working with existing industrial assembler to expand its current facility. Business provides a nationally distributed product and has been in Sullivan County for decades. |
| OTHER | | |
| Automotive Retailer | High | Existing Auto service and retail plaza looking to expand and provide truck specific auto parts and services. Project will create 5 jobs as well as clean up blighted structures in Liberty. Update: Waiting for winter weather to subside.. |
| Retailer | High | Local automotive body shop is looking to expand its operation and add two employees. The firm has exhibited steady growth and needs to expand to meet growing demand. Update: Waiting for winter weather to subside..located in the same facility as Automotive Retailer mentioned above. |

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

| PROJECT/MEETING | SPONSOR LOCAL/STATE NATIONAL/INTERNATIONAL | STRATEGY | STRENGTHS | TIMELINE/COMPLETION | IMPACT |
|--------------------|--|--|--------------------|---|---|
| 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 40 visits and 183 page views in first three days. 4 clicks to call and 5 clicks to map | 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. |

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| Travel Guide 2013 | SCVA/Fisher Mears | Production of a comprehensive travel guide with the four strengths editorialized and promoted | All Strength areas | February 2013 in final editing stage with printing following | 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 | 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 three 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 | Increased revenue for lodging, restaurants and ancillary businesses as well as National exposure |
| Heart-a-Thon | WSULMVOS & 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 |

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|-------------------------------|--|--|---|---|---|
| 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 |

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|----------------------------|--|---|--|---|---|
| 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 |
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