



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

SULLIVAN COUNTY LEGISLATURE
Community and Economic Development Committee
April 4, 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: None

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:



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 2013
Planning

- Revolving Loan Programs – Money available to qualifying businesses
 - Micro RLF: \$50K available
 - Main Street Business: \$300K Available
 - Agri-Business RLF: \$200K Available
 - Agri-Micro RLF: \$100K Available
- Economic Development Master Plan update
 - Consultants to meet with Advisory board & Steering Committee on April 3rd to discuss initiatives proposed at February Committee meeting.
- Micro-Enterprise Assistance Grants
 - Over 50% of funds have been drawn down. Project on track for October deadline.
- Broadband Rollout Plan
 - Draft proposal for Wi-fi hot spots along Upper Delaware River Corridor completed.
 - Working with Purchasing on Broadband Implementation and next steps as identified in Broadband & Mobile Telephony Study & Plan.

Program Employment Data

Program	Covered Period	# of People Who Found Employment	# of Businesses	Examples of Businesses
Workforce Investment Act (WIA) Adult, Dislocated Worker & Youth	2/27/13 – 3/26/13	19 people	18 businesses	American Customer Care Carol Temporaries CCW Management Corp Family Empowerment Council HV Resort and Spa (2) Humane Society JEP Congregations Johnston's Toyota Monticello Central School Newburgh Egg Corp North Gate Health Care PN Fire & Burglar Alarm Pine Bush Central School Rolling V Bus Corp Ryder Construction Center for Discovery St Peter's Regional School Verona Oil Co Inc
Welfare to Work	2/27/13 – 3/26/13	4 people	4 businesses	New Hope Community A-Reliable Transport Family Dollar Wendy's

- ❖ For the period of July 1, 2012 through March 27, 2013 there are 307 adults and/or dislocated workers who have been enrolled in training. Training opportunities range from short term prevocational to college.

- ❖ 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: 8 OJT contracts have been completed – salaries ranging from \$10/hr to \$20/hr.; 9 additional OJT contracts are in process

- ❖ Attached is an article from the Times Herald Record highlighting two Sullivan County businesses who are utilizing the NEG OJT program.
- ❖ Attached is a press release from the Governor's office regarding the NEG OJT program. One of the businesses highlighted is Java Love.
- ❖ CWD received \$8,740 in supplemental dislocated worker funds.
- ❖ Representatives from Wadley Donovan consultants to meet with One Stop Center staff (CWD and DOL) on April 3 to discuss some of the workforce initiatives they are proposing as a result of their work developing an economic development plan for the county.
- ❖ Meetings
 - 3/12 – DV Job Corps Community meeting
 - 3/12 – IDA meeting
 - 3/20 – Statewide Workforce Directors meeting
 - 3/21 – Academy of Finance meeting

Labor Market Profile

Resident Civilian Labor Force and Nonfarm Employment

SULLIVAN COUNTY

January 2013, December 2012, January 2012

Category	Jan 2013	Dec 2012	Jan 2012	Net Month	% Month	Net Year	% Year
Resident Civilian Labor Force	33,500	33,300	33,600	200	0.6%	-100	-0.3%
Employed	29,800	30,000	30,000	-200	-0.7%	-200	-0.7%
Unemployed	3,800	3,400	3,500	400	11.8%	300	8.6%
Sullivan County Unemployment Rate	11.2%	10.1%	10.6%	1.1		0.6	
NYS Unemployment Rate	9.4%	8.2%	9.1%	1.2		0.3	
US Unemployment Rate	8.5%	7.6%	8.8%	0.9		-0.3	
Total Nonfarm							
Total Nonfarm	24,300	25,000	24,500	-700	-2.8%	-200	-0.8%
Total Private							
Total Private	18,300	19,000	18,600	-700	-3.7%	-300	-1.6%
Goods-Producing							
Goods-Producing	2,100	2,300	2,100	-200	-8.7%	0	0.0%
Natural Resources, Mining and Construction	900	800	800	100	12.5%	100	12.5%
Manufacturing	1,200	1,500	1,300	-300	-20.0%	-100	-7.7%
Service-Providing							
Service-Providing	22,200	22,700	22,400	-500	-2.2%	-200	-0.9%
Private Service-Providing							
Private Service-Providing	16,200	16,700	16,500	-500	-3.0%	-300	-1.8%
Trade, Transportation and Utilities	3,900	4,200	4,100	-300	-7.1%	-200	-4.9%
Information	200	200	200	0	0.0%	0	0.0%
Financial Activities	1,100	1,100	1,000	0	0.0%	100	10.0%
Professional and Business Services	1,300	1,500	1,400	-200	-13.3%	-100	-7.1%
Education and Health Services	6,300	6,400	6,400	-100	-1.6%	-100	-1.6%
Leisure and Hospitality	2,000	2,100	2,100	-100	-4.8%	-100	-4.8%
Other Services	1,400	1,200	1,300	200	16.7%	100	7.7%
Government							
Government	6,000	6,000	5,900	0	0.0%	100	1.7%

BUSINESS

LET US KNOW – Send hiring and promotion announcements to business@th-record.com.

TIMES HERALD-RECORD | RECORDONLINE.COM | EDITOR MICHAEL LEVENSOHN: 346-3204 | BUSINESS@TH-RECORD.COM

Fed program aids jobless, businesses

Pays a portion of salary as workers learn, hands-on

BY LEONARD SPARKS
Times Herald-Record

BETHEL – Travis Rivera had the book thrown at him, and he accepted.

Nothing in the Cochecton resident's background prepared him for the complicated process of roasting coffee beans.

But all his struggles over the past year of unemployment prepared him to give it a try when Java Love Roasting Co. offered him a job.

"I've tried my hand at farming; I've tried my hand at carpentry," said Rivera, who was handed a how-to-book when he was hired. "I guess I've had more passion for this job than I've had for any job."

Rivera's victory is also a win for Java Love, the Bethel roasting company and coffeehouse.

The company is being reimbursed for part of his pay through a federally-funded grant program available to businesses that hire the long-term unemployed.

Two businesses in Orange County, four in Sullivan and three in Ulster have hired a combined 16 people under the program, available to businesses that hire workers for on-the-job training, according to county spokespeople.

"It gives us the opportunity to sort of ramp up and train somebody, so after three to six months we have a fully functioning, great employee," Java Love co-owner Jodi Dawson said.

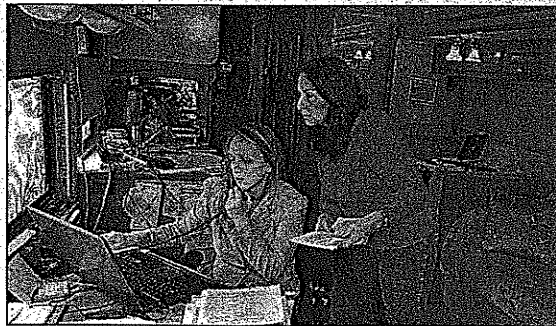
Job training and salary aid

The program reimburses up to 90 percent of salary for businesses with 50 or fewer employees, up to 75 percent for those with between 51 and 250



Travis Rivera of Cochecton roasts coffee beans at Java Love in Sullivan County. The business is reimbursed for part of his pay through a federally funded grant program, while he trains on the job.

DOMINICK FIORILLE/Times Herald-Record



Cathy Paty, left, and Claudia Chalet work in the Sullivan County Chamber of Commerce mobile office. Chalet got her job through the program, used so far by nine local businesses to hire 16 workers.

DOMINICK FIORILLE/Times Herald-Record

employees and up to 50 percent for businesses with more than 250 workers.

Seven Orange County residents have been hired through

the program. Four in Sullivan and five in Ulster are also receiving on-the-job training.

Those hired in Ulster are training for jobs in building

maintenance, sewing machine operation and architectural drafting, said Nancy Schaefer, director of the county's Office of Employment and Training and its Workforce Investment Board.

"They're not just appreciative they've got a job; they're very appreciative they're getting job training," she said.

Helping the chamber expand

Catskill Distilling Co. and the county Chamber of Commerce are also Sullivan County participants.

Claudia Chalet received a call from the county's workforce development office about interviewing for the chamber's clerical opening. The Jeffersonville resident had been out of work for more than a year since being laid off.

"I didn't see it coming," she

The program reimburses up to 90 percent of salary for businesses with 50 or fewer employees, up to 75 percent for those with between 51 and 250 employees and up to 50 percent for businesses with more than 250 workers.

said of the layoff. "You feel very, very lost."

She was hired in January from among five people who interviewed.

For Chalet, it was a much-needed paycheck to supplement her husband's retirement income. The chamber benefited by bringing in someone who can help it expand.

"The chamber's been operating with two employees for over a year, and to have Claudia has been really invaluable," Vice President Cathy Paty said.

On-the-job education

Armed with a manual, the 30-year-old Rivera has become accomplished at the art of roasting beans – a process complicated by the unique temperament of each variety.

His education has taken place since he was hired in November. Before that there was a string of temporary and short-lived permanent jobs: office-machine salesman, barista, cook.

Then came more than a year of unemployment, a difficult stretch for a family that includes his girlfriend and two girls, one 3 years old and the other 11 months old.

"It was a struggle; there's no other way to describe it," he said.

lsparks@th-record.com

**GOVERNOR CUOMO ANNOUNCES NEARLY \$4 MILLION IN PROVEN JOB
CREATION TRAINING GRANTS STILL AVAILABLE FOR BUSINESSES TO HIRE
LONG-TERM UNEMPLOYED WORKERS**

Governor Andrew M. Cuomo today announced that New York still has nearly \$4 million in federal training dollars to help businesses hire long-term unemployed workers. These grants are proven job creators with past grants responsible for 445 businesses hiring 844 workers since 2011.

"These federal training dollars need to be distributed as quickly as possible to spur hiring of long-term unemployed New Yorkers," Governor Cuomo said. "I encourage any company looking to hire skilled and ready-to-work New Yorkers to take advantage of these federal dollars now."

The grant provides training subsidies of up to \$23,000 per worker, making it easier for businesses to hire. The grant targets long-term unemployed New Yorkers that have been unemployed for 20 weeks or more.

State Labor Commissioner Peter M. Rivera said, "In all corners of the state, these training programs are helping businesses grow and helping those who need a job get one. Governor Cuomo's commitment to New York businesses is paving the way for a strong economy in a very big way."

Empire State Development President, CEO & Commissioner Kenneth Adams said, "Under Governor Cuomo's leadership, New York State is training its workers to succeed and giving businesses the tools they need to grow. These grants will help grow and prepare our workforce by putting people to work and giving them the training they need to succeed."

Employers from across the state have benefited from the On the Job Training Program.

In the Western New York region, 28 companies were awarded with On the Job Training funds in 2012, creating 50 jobs.

"The On the Job Training Program has enabled us to work to train a genetic technologist and marketing associates here," said Anthony Johnson, President/CEO, Empire Genomics in Buffalo. "With the highly specialized work that we do, finding the talent and skills to understand the underlying mechanisms for diseases such as cancer, is no easy task. On the Job Training is a crucial tool that will continue to aid us in our mission and help us build a world-class team."

In the Mohawk Valley region, 35 companies were awarded with On the Job Training funds in 2012, creating 81 jobs.

"The OJT program has given CTM the ability to hire new employees who have the potential to help us develop and build important products such as the scoop that has been used to dig into the

surface of Mars," said John J. Piseck, Custom Tool & Model Corp. in Frankfort. "Continuing the OJT program allows companies like CTM to develop a highly trained and skilled workforce and strengthens the manufacturing base all across New York."

In the North Country region, 6 companies were awarded with On the Job Training funds in 2012, creating 21 jobs.

Lisa McCarty, New York Air Brake in Watertown, Human Resources states, "New York Air Brake has taken advantage of this great program. The On the Job training program has allowed us to hire countless individuals lacking all the required skills for our positions and shift the cost of training these individuals to the On the Job Training Program. This has allowed us to not only train our workers to be more productive, but has also allowed us to hire more individuals. I hope this program is around for years to come."

In the Hudson Valley region, 5 companies were awarded with On the Job Training funds in 2012, creating 16 jobs.

"As a small, growing coffee roasting company in rural Sullivan County, we are so grateful for the opportunity to participate in the OJT program," said Jodie Dawson, Co-Owner of Java Love Coffee Roasting Co. in Kauneonga Lake. "It has afforded us the ability to not only support our local community through job creation and skill development for local individuals, it has also given us the financial support to succeed during tough economic times. We are confident that with the continued, invaluable support of our county planning office and this unique program, Java Love will continue its exponential growth, participate in local economic development, and showcase the positive impact of this program."

Businesses can learn more about the available training dollars by sending an email to OJT-NEG@labor.ny.gov or visiting <http://www.labor.ny.gov/businessservices/ojt.shtm>.

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ACTIVITY REPORT – APRIL 2013
COUNTY OF SULLIVAN INDUSTRIAL DEVELOPMENT AGENCY

March 26, 2013

In March, the Agency continued the process of administering the PILOT bills and distributing the payments to the taxing jurisdictions, and compiling the information needed to complete the yearly required documents for the online PARIS system for both the IDA and the Sullivan County Funding Corporation (SCFC).

Work putting the information into the online PARIS system is expected to be completed in March. This submittal of information includes the Annual Report, Procurement Report, Investment Report, and Certified Financial Audit, with all of its varied multiple components.

Additionally, the IDA continued its yearly process of updating its website, and worked on completing the SCFC website. The updating of the websites are expected to be completed in April.

Work on completing both agencies' audits continued and is expected to be completed by the end of March.

At the IDA's regular meeting on March 12, the Board had an extended discussion regarding the three "Concord" projects, and later in the day held a public hearing on those projects at the Town Hall in the Town of Thompson. At a Special Meeting on March 19, the Board again discussed the three projects and then approved an Inducement Resolution for the projects.

Negotiations continued amongst the County, the SCFC, and the Resnick Group, regarding an agreement to buy and develop the Apollo Plaza on lower Broadway. A Village of Monticello decision on amending the zoning district at the site should be completed in April.

Jennifer CS Brylinski
IDA Executive Director

**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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