



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

**SULLIVAN COUNTY LEGISLATURE**  
**Community and Economic Development Committee**  
*June 6, 2013*  
*10:00 A.M.*

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

***AGENDA***

**PRESENTATION:**

- 1. CFA Process/Mid-Hudson Regional Economic Development Council and the Mid-Hudson Sustainability Planning Consortia – Dick Riseling**

**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**  
**June 2013**  
**Planning**

- Economic Development Master Plan update
  - We did not receive the Phase 1 Report by the requested deadline. The consultant was put on notice to have the Report to us by May 17<sup>th</sup> and it was not received but has been promised by May 24<sup>th</sup>. If we do not receive it, we will request the County to call the default and terminate their contract and possibly recoup funds expended to date.
  - Still looking to formalize Steering Committee and hope this will be finalized in the month of June.
  - Grant Deadline is August 31, 2013
- Micro-Enterprise Assistance Grants
  - Have disbursed over \$100,000 of the \$165,000 to MAP recipients. Of the 8 awardees, three projects paid out completely, two have been given deadlines for submittal to ensure meeting the October deadline. If no response money will be reallocated to existing grantees.
- Broadband Rollout Plan
  - Participated in Broadband Monday meeting to discuss Broadband rollout.
  - Talked to V-Comm about their involvement in the project and furthering the work they did for the Study. Waiting to hear from them on what their role could be.
  - Spoke with Verizon to see what their plans are for the County. Most of their budget goes to maintaining the copper wire of landlines and the expensive NY labor costs which inhibits cellular upgrades. They are doing some pilot projects in areas of the State and I'm in discussions with them on possible pilots or outcomes of these pilots for installation. They recently completed a tower build at Bethel Woods and are working on one in Roscoe this summer.
  - Hot Spot project
    - SCVA is compiling survey of businesses that offer wifi along river corridor
    - Sent original proposal and quote to MIS for feedback. Still awaiting response (5/3/13).
    - Received a second quote for installation from SCVA.
    - Met with Sullivan Renaissance about possible partnerships and received feedback.
  - Still no word from Brenda Parks on the status of the TWC broadband award.

- CFA Funding Round
  - Application materials will be available by June 3rd. The CFA will open to applicants on June 17th and submissions from the regional councils are due September 24th.
  - Received the following feedback for CFA proposals:
    - Town of Liberty Infrastructure projects
    - Narrowsburg Food Hub project
    - Radio tower project
  - Planning is developing a list of potential projects for feedback from the Legislature and hope to present shortly.
  
- RBOG/RBEG Food Hub (working with IDA)
  - Submitted RBEG proposal May 1 for funding of Food Hub through the IDA
  - Working with IDA on submittal of RBOG for same food hub projectOther Grant Opportunities
  
- RBOG Application for a Comprehensive Coordinated Transportation Plan And Feasibility Study
  - Working with the Long-term Care Councils subcommittee on transportation and DPW, DGA and CWD
  - Application due June 17<sup>th</sup>

Program Employment Data

Program	Covered Period	# of People Who Found Employment	# of Businesses	Examples of Businesses
Workforce Investment Act (WIA) Adult, Dislocated Worker & Youth	4/24/13 – 5/23/13	50 people	44 businesses	Any-Time Home Care Inc BPC Management Corp (2) Callanan Industries Inc Catskill Hudson Bank County of Orange (2) County of Sullivan (3) Delaware Construction LLC Dunkin Donuts (2) Fallsburg Pediatrics PC Frankie & Johnny's Inc Independent Living Inc Knapp Consultants Inc Liberty Central School 92) Light Industrial Staffing Port Jervis Paving Rolling V Bus Corp Center for Discovery Sherry Kay Home Care Inc Stewart Shop Corp Sutphen East Thompson Sanitation United Mobile Homes Verona Oil Co Inc
Welfare to Work	4/24/13 – 5/23/13	6 people	6 businesses	Al Annunziata (horse owner) Camp Shera Private Housekeeping (self-employed) Times Herald Record Rainten Foam Fabricators Piccolo Paese

- ❖ A **Sullivan Works Job Fair** was held on May 22 from 10am – 2pm at The Sullivan in Rock Hill. Thirty businesses were represented and 300 job seekers attended. Industries represented included Health and Human Services, Insurance, Manufacturing, Education, Distribution and Hospitality. Follow up will be done with the businesses to determine how many people were hired as a

result of the job fair. All the businesses were satisfied with the job fair and would participate again.

❖ The **One Stop Rapid Response team** will be meeting with the 32 workers from the Monticello Central School district who are targeted for dislocation. Meeting is scheduled for May 30 at the school's library. In addition, there is outreach to Catskill Regional Medical Center for the One Stop team to be able to outreach to the 60 hospital workers targeted for dislocation.

❖ 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.

*As of 5/17/13: **\$113,662.44 obligated for 10 OJT contracts; highest amount in the Hudson Valley; Eighth highest in NYS.***

❖ The **Emerging Worker Council** met May 9 and continued the discussion of the resources that are available to a young person who decides to drop out of high school. The Council will be collecting further data on the total number of drop outs and the number of drop outs enrolled in GED programs. One goal is to identify strengths and weaknesses and create a strategy that will begin to better connect current youth who have dropped out with available educational services. In addition, a future focus of the Council is to map the dropout prevention strategies that are available in the county.

❖ The **Sullivan Renaissance Youth Internship** program began May 15<sup>th</sup>. The program will provide 16 youth with paid internships through August.

❖ The **Summer Youth Employment Program (SYEP)** planning is underway. The goal this year is to provide a paid work experience combined with a work readiness/educational component to 70 – 80 county youth ages 14 – 21. The program will run from July 8 – August 16.

❖ Meetings

5/8 - Long Term Care Council transportation sub-committee meeting

5/8 – Presentation to Monticello High School youth

5/14 – Meeting with SC Guidance Counselors

5/20-5/21 – Policy and Research Symposium on Workforce

# Labor Market Profile

## Resident Civilian Labor Force and Nonfarm Employment

### SULLIVAN COUNTY

April 2013, March 2013, April 2012

Category	Apr 2013	Mar 2013	Apr 2012	Net Month	% Month	Net Year	% Year
Resident Civilian Labor Force	32,900	32,900	33,300	0	0.0%	-400	-1.2%
Employed	29,900	29,600	30,100	300	1.0%	-200	-0.7%
Unemployed	2,900	3,300	3,200	-400	12.1%	-300	-9.4%
<b>Sullivan County Unemployment Rate</b>	<b>8.9%</b>	<b>9.9%</b>	<b>9.5%</b>	<b>-1.0</b>		<b>-0.6</b>	
NYS Unemployment Rate	7.3%	8.0%	8.1%	-0.7		-0.8	
US Unemployment Rate	7.1%	7.6%	7.7%	-0.5		-0.6	
<b>Total Nonfarm</b>	<b>24,700</b>	<b>24,400</b>	<b>24,800</b>	<b>300</b>	<b>1.2%</b>	<b>-100</b>	<b>-0.4%</b>
<b>Total Private</b>	<b>18,700</b>	<b>18,400</b>	<b>18,800</b>	<b>300</b>	<b>1.6%</b>	<b>-100</b>	<b>-0.5%</b>
<b>Goods-Producing</b>	<b>2,200</b>	<b>2,100</b>	<b>2,200</b>	<b>100</b>	<b>4.8%</b>	<b>0</b>	<b>0.0%</b>
<b>Natural Resources, Mining and Construction</b>	<b>1,000</b>	<b>900</b>	<b>900</b>	<b>100</b>	<b>11.1%</b>	<b>100</b>	<b>11.1%</b>
<b>Manufacturing</b>	<b>1,200</b>	<b>1,200</b>	<b>1,300</b>	<b>0</b>	<b>0.0%</b>	<b>-100</b>	<b>-7.7%</b>
<b>Service-Providing</b>	<b>22,500</b>	<b>22,300</b>	<b>22,600</b>	<b>200</b>	<b>0.9%</b>	<b>-100</b>	<b>-0.4%</b>
<b>Private Service-Providing</b>	<b>16,500</b>	<b>16,300</b>	<b>16,600</b>	<b>200</b>	<b>1.2%</b>	<b>-100</b>	<b>-0.6%</b>
<b>Trade, Transportation and Utilities</b>	<b>3,900</b>	<b>3,900</b>	<b>4,000</b>	<b>0</b>	<b>0.0%</b>	<b>-100</b>	<b>-2.5%</b>
<b>Information</b>	<b>200</b>	<b>200</b>	<b>200</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>
<b>Financial Activities</b>	<b>1,100</b>	<b>1,100</b>	<b>1,000</b>	<b>0</b>	<b>0.0%</b>	<b>100</b>	<b>10.0%</b>
<b>Professional and Business Services</b>	<b>1,400</b>	<b>1,300</b>	<b>1,500</b>	<b>100</b>	<b>7.7%</b>	<b>-100</b>	<b>-6.7%</b>
<b>Education and Health Services</b>	<b>6,300</b>	<b>6,400</b>	<b>6,300</b>	<b>-100</b>	<b>-1.6%</b>	<b>0</b>	<b>0.0%</b>
<b>Leisure and Hospitality</b>	<b>2,200</b>	<b>2,000</b>	<b>2,300</b>	<b>200</b>	<b>10.0%</b>	<b>-100</b>	<b>-4.3%</b>
<b>Other Services</b>	<b>1,400</b>	<b>1,400</b>	<b>1,300</b>	<b>0</b>	<b>0.0%</b>	<b>100</b>	<b>7.7%</b>
<b>Government</b>	<b>6,000</b>	<b>6,000</b>	<b>6,000</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>



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

<b>PROJECT/MEETING</b>	<b>SPONSOR LOCAL/STATE NATIONAL/INTERNATIONAL</b>	<b>STRATEGY</b>	<b>STRENGTHS</b>	<b>TIMELINE/COMPLETION</b>	<b>IMPACT</b>
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 Session	NYS CVB, NYS TPA	Plan for working with NYS to promote tourism under the Governor's new initiatives	N/A	2013-2018	Increase funding for 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	Submitted grants for Community Kitchen and Food Hub
I Love NY Tourism	NYSTVA & NYS TPA	Statewide Conference	N/A	May 1-3, 2013	Valuable contacts

Conference			to discuss issues and education				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 regions	All		March 11 Completed, waiting for report	Interviews on the Catskill Region for a 11 minute and 9 minute radio promotion with a 30 sec ad to run during

Trail Keeper	Delaware Highland Conservancy	Continue on success of Trail Keeper	Outdoors	2013 on going new grant cycle and promotion	March and April
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. Used as a response piece and information center display making
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	
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 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 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 courses	Outdoor Attractions	March 9 & 10 Done Leads generated	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 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	Outdoor Recreation	2013 May	Increase awareness of fishing opportunities with increase visitation

The Sullivan	SCVA Local	marketing effort	Conferences & Meetings, lodging and attractions	2013 on going	Increase visitation and spending
Phone interview and photos	Group Tour Magazine National	Explore marketing opportunities and packaging for niche markets	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	Media story on group travel as a free editorial on the Sullivan County Catskills 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 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 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
------------------------	--	---	-----	---------------	--