



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

SULLIVAN COUNTY LEGISLATURE
Community and Economic Development Committee
August 1, 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. To authorize the County Manager to accept a State Homeland Security Program (SHSP) FY2013 Grant Award from the New York State Division of Homeland Security and Emergency Services.**

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:

**COMBINED: LEGISLATIVE MEMORANDUM,
CERTIFICATE OF AVAILABILITY OF FUNDS
AND RESOLUTION COVER MEMO**

To: Sullivan County Legislature

Fr: Richard Martinkovic, Public Safety Commissioner

Re: Request for Consideration of a Resolution: To Accept SHSP 2013 Grant Award

Date: 7/30/2013

Purpose of Resolution: [Provide a detailed statement of what the Resolution will accomplish, as well as a justification for approval by the Sullivan County Legislature.]

Resolution authorizes the County Manager, and / or the Chairman of the County Legislature, and / or their authorized representative to accept a State Homeland Security Program FY2013 Grant Award in the amount of \$180,000.00 to support terrorism prevention and preparedness efforts.

Is subject of Resolution mandated? Explain:

No

Does Resolution require expenditure of funds? Yes ___ No

If "Yes, provide the following information:

Amount to be authorized by Resolution: \$ _____

Are funds already budgeted? Yes ___ No ___

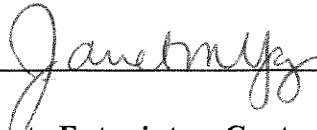
If "Yes" specify appropriation code(s): _____

If "No", specify proposed source of funds: _____

Estimated Cost Breakdown by Source:

| | | | | |
|--------------------|--------------|-----------|----|-------|
| County | \$0.00 | Grant(s) | \$ | _____ |
| State | \$ | Other | \$ | _____ |
| Federal Government | \$180,000.00 | (Specify) | | _____ |

Verified by Budget Office: _____



Does Resolution request Authority to Enter into a Contract? Yes No ___

If "Yes", provide information requested on Pages 2 and 3.

Specify Compliance with Procurement Procedures (Bid, Request for Proposal, Quote, etc.)
County/State/Federal Procurement Policies

Person(s) responsible for monitoring contract (Title): Richard Martinkovic

Pre-Legislative Approvals:

- A. Director of Purchasing: Kathy Jones Date 7/31/13
B. Management and Budget: Janet M. Yung Date 7/30/13
C. Law Department: [Signature] Date 7.31.13
D. County Manager: [Signature] Date 7/2/13
E. Other as Required: _____ Date _____

Vetted in _____ Committee on _____

RESOLUTION INTRODUCED BY THE COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE TO AUTHORIZE THE COUNTY MANAGER TO ACCEPT A STATE HOMELAND SECURITY PROGRAM (SHSP) FY2013 GRANT AWARD FROM THE NEW YORK STATE DIVISION OF HOMELAND SECURITY AND EMERGENCY SERVICES

WHEREAS, the New York State Division of Homeland Security and Emergency Services provides funds to support efforts of emergency management/homeland security; and

WHEREAS, the New York State Division of Homeland Security and Emergency Services provides funds for the law enforcement community to support their terrorism prevention and preparedness efforts; and

WHEREAS, Sullivan County has been awarded a \$180,000.00 reimbursable, two part grant from the New York State Division of Homeland Security and Emergency Services SHSP FY2013; and

WHEREAS, Sullivan County has been awarded \$135,000.00 from the State Homeland Security Program (SHSP) for support planning, equipment, training and exercise needs associated with preparedness and prevention activities; and

WHEREAS, Sullivan County has been awarded \$45,000.00 from the State Law Enforcement Terrorism Prevention Program (SLETPP) for the law enforcement community to support their terrorism prevention and preparedness efforts; and

WHEREAS, Sullivan County is not required to provide any local cash match.

NOW, THEREFORE, BE IT RESOLVED, that the Sullivan County Legislature hereby authorizes the County Manager, and / or the Chairman of the County Legislature, and / or their authorized representative (*as required by the funding source award agreement*) to execute any and all necessary documents to submit the FY13 SHSP application for funding, to accept the award, and enter into an award agreement or contract to administer the funding secured, in such form as the County Attorney shall approve; and

BE IT FURTHER RESOLVED, that should the funding be terminated, the County shall not be obligated to continue any action undertaken by the use of this grant funding.



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
August 2013
Planning

- **Economic Development Master Plan update**
 - Steering Committee formalized July 18th, scheduling meeting for first week in August to discuss next steps and timeframe for completing Plan and grant requirements.
 - An update of the Phase I report and the Phase II report are to be delivered to the County by August 2, 2013.
 - Grant Deadline extended to September 30, 2013
- **Micro-Enterprise Assistance Program (MAP) Grants**
 - In the process of drawing down to more project requests.
 - Working to get all projects completed by the October deadline.
- **CFA Funding Round**
 - Anticipate submitted a NYMS-TA grant application for Broadway in Monticello. Working with the Village and Sullivan Renaissance for the August 12th deadline at 4PM
 - Waiting to hear on MHREDC Request for Information to designate Monticello an Opportunity Areas.
- **USDA RD Grants – RBOG Comprehensive Transportation Plan**
 - Transportation Plan approved for \$75,000, working on timeline/schedule and developing steering committee to get project moving.

Community and Economic Development Committee
Center for Workforce Development Report
August 1, 2013

Program Employment Data

| Program | Covered Period | # of People Who Found Employment | # of Businesses | Examples of Businesses |
|---|-------------------|----------------------------------|-----------------|---|
| Workforce Investment Act (WIA) Adult, Dislocated Worker & Youth | 6/25/13 – 7/24/13 | 60 | 39 | AMS Auto CRMC – 3 Coastal Gunite E Tetz & Sons Fox Run Recycling Inc Frankie & Johnny’s Inc Frost Valley YMCA Gary Meyers Excavation Gibraltar Management Heightened Security Independent Living Inc Nat’l Jewish Convention – 4 New Hope – 4 Northern Stud Welding Pepsi Cola Rehab Support Services Rolling V – 2 Saratoga Hospital Schein Ice Cream Center for Discovery Stewarts Shops – 2 Sutphen East Corp SYDA Foundation T Ross Electric Villa Roma – 7 |
| Welfare to Work | 6/25/13 – 7/24/13 | 12 | 9 | Subway ShopRite (4) Head to Toe Salon Burger King Blue Horizon Diner Pleasant Valley Colony Wendy’s Premiere Parking CRMC |

- ❖ The One Stop Rapid Response team provided outreach to the dislocated workers at Catskill Regional Medical Center on July 11.
- ❖ The Workforce Development Directors of the Hudson Valley completed and submitted to NYSDOL a regional workforce development plan that aligns with the work and goals of the Mid-Hudson Regional Economic Development Council.
- ❖ The NYS Department 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 7/22/13 there is \$120, 902.22 obligated for 11 OJT contracts.

- ❖ The Summer Youth Employment Program (SYEP) began July 8 and will run through August 16. The program provides a paid work experience combined with a work readiness/education component to eligible youth ages 14 – 21. There are 73 youth working at 19 worksites.

The sites include:

- Achieve Nursing and Rehab
- SCCC
- Livingston Manor – partnership with Catskill Art Society and Morgan Outdoors
- Edible Garden Project – partnership with Catskill Mountainkeeper, Cornell Cooperative, Sullivan Renaissance, Roscoe Central School, Liberty Central School and Monticello Central School.
- Cornell Cooperative Extension
- Woodridge Housing Authority
- District Attorney's Office
- County Clerk's Office
- County Legislature Office
- Office of Management & Budget
- SC BOCES
- Office of Real Property
- Planning Dept.
- Office of Risk Management

- Sullivan Works One Stop Center
- Rural Migrant Ministries
- Village of Monticello Offices
- Monticello Parks & Recreation
- Village of Monticello

❖ Meetings

7/3 – RBOG transportation grant meeting

7/17 - Long Term Care Council transportation sub-committee meeting

7/24 – Academy of Finance planning meeting

Labor Market Profile

Resident Civilian Labor Force and Nonfarm Employment

SULLIVAN COUNTY

June 2013, May 2013, June 2012

| Category | Jun 2013 | May 2013 | Jun 2012 | Net Month | % Month | Net Year | % Year |
|---|---------------|---------------|---------------|--------------|--------------|-------------|---------------|
| Resident Civilian Labor Force | 34,700 | 33,400 | 35,300 | 1,300 | 3.9% | -600 | -1.7% |
| Employed | 31,900 | 30,600 | 32,000 | 1,300 | 4.2% | -100 | -0.3% |
| Unemployed | 2,900 | 2,900 | 3,300 | 0 | 0.0% | -400 | -12.1% |
| Sullivan County Unemployment Rate | 8.2% | 8.5% | 9.4% | -0.3 | | -1.2 | |
| NYS Unemployment Rate | 7.6% | 7.4% | 8.7% | 0.2 | | -1.1 | |
| US Unemployment Rate | 7.8% | 7.3% | 8.4% | 0.5 | | -0.6 | |
| Total Nonfarm | | | | | | | |
| Total Nonfarm | 26,500 | 25,500 | 26,700 | 1,000 | 3.9% | -200 | -0.7% |
| Total Private | | | | | | | |
| Total Private | 20,300 | 19,300 | 20,500 | 1,000 | 5.2% | -200 | -1.0% |
| Goods-Producing | | | | | | | |
| Goods-Producing | 2,300 | 2,200 | 2,300 | 100 | 4.5% | 0 | 0.0% |
| Natural Resources, Mining and Construction | | | | | | | |
| Natural Resources, Mining and Construction | 1,100 | 1,000 | 900 | 100 | 10.0% | 200 | 22.2% |
| Manufacturing | | | | | | | |
| Manufacturing | 1,200 | 1,200 | 1,400 | 0 | 0.0% | -200 | -14.3% |
| Service-Providing | | | | | | | |
| Service-Providing | 24,200 | 23,300 | 24,400 | 900 | 3.9% | -200 | -0.8% |
| Private Service-Providing | | | | | | | |
| Private Service-Providing | 18,000 | 17,100 | 18,200 | 900 | 5.3% | -200 | -1.1% |
| Trade, Transportation and Utilities | | | | | | | |
| Trade, Transportation and Utilities | 4,200 | 4,100 | 4,300 | 100 | 2.4% | -100 | -2.3% |
| Information | | | | | | | |
| Information | 200 | 200 | 200 | 0 | 0.0% | 0 | 0.0% |
| Financial Activities | | | | | | | |
| Financial Activities | 1,200 | 1,100 | 1,100 | 100 | 9.1% | 100 | 9.1% |
| Professional and Business Services | | | | | | | |
| Professional and Business Services | 1,400 | 1,400 | 1,500 | 0 | 0.0% | -100 | -6.7% |
| Education and Health Services | | | | | | | |
| Education and Health Services | 6,400 | 6,300 | 6,500 | 100 | 1.6% | -100 | -1.5% |
| Leisure and Hospitality | | | | | | | |
| Leisure and Hospitality | 3,000 | 2,500 | 3,200 | 500 | 20.0% | -200 | -6.3% |
| Other Services | | | | | | | |
| Other Services | 1,600 | 1,500 | 1,400 | 100 | 6.7% | 200 | 14.3% |
| Government | | | | | | | |
| Government | 6,200 | 6,200 | 6,200 | 0 | 0.0% | 0 | 0.0% |

ACTIVITY REPORT – AUGUST 2013
COUNTY OF SULLIVAN INDUSTRIAL DEVELOPMENT AGENCY

July 24, 2013

In July, the Agency was notified of the approval of three grant applications made to the US Department of Agriculture:

- 1) Rural Business Opportunity Grant, \$50,000 for the Red Meat Facility.
- 2) Rural Business Opportunity Grant, \$89,353 for the Food Hub project.
- 3) Rural Business Enterprise Grant, \$213,400 for the Food Hub project.

The Agency met with USDA representatives to review the grant awards and sign necessary documents to accept the awards. It also continued administrative work for all the Red Meat approved grant applications.

IDA regular July meeting:

The Board approved mortgages relating to Arthur Glick Truck Sales and Addenbrooke LLC. The Board approved a request by Camp HASC (Hebrew Academy for Special Children) to redeem bonds issued by the IDA and terminate their agreement with the IDA. Lastly, deferred payment agreements were approved for both the Poley Paving Corporation and the PTNY Real Estate LLC projects.

The Agency continued its work sessions with County towns regarding the IDA's Uniform Tax Exempt Policy. Discussions included how the Policy works and possible changes to improve its effectiveness.

A representative of the IDA attended a roundtable discussion of the Governor's new Start Up New York Legislation, and a discussion of the developing craft brewing industry in Sullivan County. Both events were hosted by the Sullivan County Community College.

Jennifer CS Brylinski
IDA Executive Director

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

| PROJECT/MEETING | SPONSOR LOCAL/STATE NATIONAL/INTERNATIONAL | STRATEGY | STRENGTHS | TIMELINE/COMPLETION | IMPACT |
|--------------------------------|---|--|----------------------|----------------------------|---|
| Travel Writers | SCVA | Promotion of the Sullivan County Catskills through travel stories | All | July 26-29 | Stories about the Sullivan County Catskills in magazines and on-line |
| Rock Hill Business Association | RHBA and SCVA | Looking to coordinate promotion for the businesses of Rock Hill & their many events | Main Street & events | Ongoing | To further strengthen the visitation to the Main Streets |
| Fallsburg Golf Commission | Fallsburg & SCVA | Tarrybrae and Lochmore Golf course promotion | Outdoors | July-September | The Golf Commission is looking for ways to further promote its asset and is working in conjunction with SCVA to produce a promotional video. These videos are being produced through a local company and are available to all members |
| Sweepstakes | SCVA & members | Promote the Sullivan County Catskills through on-line promotional getaway and collect visitor information and demographics | All | July through September | Increase awareness and promotion while building database of visitors |

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| NYC Writers Reception | I Love NY, CATS Region, SCVA | Promote the Fall season, harvest, food and spirits to travel writers | Agri-tourism | July 10, 2013 | Increase visitation through first hand travel writer testimony. |
| Trail keeper Meeting | Delaware Highlands, SCVA, SC Planning, Morgan Outdoors | Promote trails in Sullivan County and update Trailkeeper brochure and web site to include many attributes such as birding and the Bashakill | Outdoors | Ongoing | Increase the number of visitors utilizing our trail system and impact the small businesses along these trails. |
| Reception at Chapin Estates | Chapin Estates | Promote to second home owners and give information on what to do in the County | All | July 5, 2013 | Second Home owners are one of the largest group of visitors to SC. It was interesting to note that many of them are community minded and love the Sullivan County Catskills |
| Red Chair Tour | SCVA | Tour the Red Chair to all of the things to do in SC while here visiting. | All | July 2 – 9, 2013 | Promotion of the Sullivan County Catskills through the travels of the Red Chair with documentation of the trip via several media outlets |
| Passport Travel Writer | Passport Magazine and SCVA | Major story on GLBT life in the Sullivan County Catskills | All | June 29, 2013 | Promotion and increased visitation and investment |
| Micro Brewery Meeting | SCCC | Educate interested businesses and growers on the ever growing popularity of craft breweries, growing hops and working together to | Agri-tourism | 2013 | Increase the awareness for business opportunities |

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| Prohibition Distillery | N/A | | promote New Business | Agri-tourism | June 21, 2013 | Creation of another spirit producer to add to the increasing number of craft breweries and distilleries in SC |
| Natural Resource Committee | SCVA | | Promote and develop a natural resource map | Natural Resources & Outdoor Recreation | 2013 | Increase and entice the visitor |
| Agricultural Map | SCVA | | Promote the agricultural products | Agri-tourism | 2013 | Increase awareness of the rich agricultural area of SC |
| Consolidated Funding Application | Mid Hudson Regional Council Tourism Committee and Southern Tier Tourism | | Secure Tourism marketing grant to promote tourism | All | 2013 | Increase marketing funds to attract additional visitation |
| IPW Trade Show | NYS and SCVA | | Promote to the ever growing international market | All | Completed with additional follow up to contacts | Increase international visitation and spending |
| NYS GLBT | NYS Tourism | | Promote to the GLBT market | N/A | 2013 | Increase visitation to Upstate NY |
| Go West Wedding Expo | SCVA, The Sullivan, Phyllis & Maris Bakery | | Promote GLBT wedding option in SC | Niche Groups | September 28, 2013 | Create additional exposure and sales tax generation |
| 2013 Travel Guide | SCVA | | Comprehensive travel guide for visitors | All | Completed and distributing | The travel guide serves as a response piece to travelers wanting to come to the SC Catskills. |
| Social Media | SCVA | | Utilize Social Media to entice action by travelers | All | 2013 | Social Media is a cost effective way to get the message out. The 2013 statistics for SCVA continue to grow. |
| Twin Concepts | SCVA | | Familiarize a receptive operator | All | 2013 | Develop tours and increase visitation |

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|-----------------------------|--------------------------|--|----------------------------|-----------|---|
| Governor's Tourism Summit | NYS | with Sullivan County to promote to domestic and foreign travelers Unveil the Governor plan for increased tourism promotion in Upstate and recognize tourism as an economic driven industry 5 th 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 th year anniversary of Cornell Extension with | Heritage and agricultural | 2013 | Increased publicity and visitor spending Local quality of life |

| | | | events | | | | |
|---------------------------------|---|--|---|-------------------------|--|--|---|
| Documentary | Partnership, SCVA & Ehrenreich Productions | | Promotion of history | N/A/ | 2013 | | Increased publicity |
| Renaissance Gardening | Renaissance | | Training of Master Gardeners at SCVA | Beautification | 2013 | | Welcoming and attractive area for visitors |
| Trial Keeper Meeting | Delaware Highland, SCVA, Sullivan County Planning | | Update and promote trails in Sullivan County | Outdoors | 2013 | | Trailkeeper.org has been receiving a high volume of visits and page views. Received award from Upper Delaware Council |
| REAP Meeting | REAP | | Assistance to rural area | Agriculture | 2013 SUCCESSFUL APPLICATION AND AWARD | | Submitted grants for Community Kitchen and Food Hub |
| I Love NY Tourism Conference | NYSTVA & NYS TPA | | Statewide Conference to discuss issues and education | N/A | May 1-3, 2013 | | Valuable contacts with Brand USA and State officials and advertisers |
| Roscoe Beer Company | SCVA | | New Business | Attraction & Locavore | May 4, 2013 | | Create new business and revenue |
| Brand Market Grow | SCVA | | Educate tourism industry on available options for advertising and promotion | All | April 23, 2013 COMPLETED | | 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 GRANT SUBMITTED | | 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 COMPLETED | | Quality of Life and tourism |

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|--------------------------------------|---|--|--|--------------------------|---|---|
| CATS Meeting | Catskill Region | | Public Relations and Advertising | N/A | 2013 SECURED FOCUS MEDIA FOR 2013 CAMPAIGN | Increase awareness and add to individual counties promotion |
| Parkville Music Festival | Parkville 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 WORKED TO ACCESS NEED LOCATION AND RECEIVED A SECOND QUOTE ON WIFI | 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 March and April |
| Trail Keeper | Delaware Highland Conservancy | | Continue on success of Trail Keeper | Outdoors | 2013 on going new grant cycle and promotion | Build on the visitor traffic to the site and enticing that visitor to utilize our trails. |
| NYS Gay & Lesbian Tourism Conference | Big Gay Hudson Valley | | Network ideas for attracting the G&L traveler | All | March 26 New contacts and outlets | Increase visitor traffic |
| I Love NY Meetings | NYS Destination Marketing Organizations | | Meet with meeting planners | Meetings and Conferences | March 26 Done successful | To increase the meeting and conference trade to Sullivan County |
| CGI Communications | Sullivan County & CGI | | Create videos for Sullivan County | N/A | Starting in April on going | Positive image building |
| Visitor WiFi | SCVA Local | | Provide free hot spot for visitors at the SCVA offices | N/A | Installed in January | Provides visitors access to the internet to search for various tourism events and businesses in SC An asset for travelers |

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|--------------------|-------------------|--|--------------------|---|---|
| Mobile Web Site | SCVA | With an ever increasing amount of visitors utilizing smart phones and tablets for information supported by SCVA analytics, SCVA will produce a mobile web site and support this with Wi-Fi hot spots | All strength areas | Completed with 237 visits and 669 page views. 5 clicks to call and 11 clicks to map. The main download pages are accommodation and dining. | Increased accessibility for an ever increasing on the move visitor. |
| Community Calendar | SCVA | Concise and interactive event calendar accessible to the Sullivan County community to enter events and stay current on things to do in the County | All strength areas | Completed and on line replacing the traditional events listing on scva.net and further generating traffic to catskillsocial.com with a spike in visitation of 162%. | Increased promotion and enhancing attendance by residents, visitors and second home owners thereby creating successful events/ Members and community planners are entering events directly into the calendar. |
| Travel Guide 2013 | SCVA/Fisher Mears | Production of a comprehensive travel guide with the four strengths editorialized and promoted | All Strength areas | Printed and being distributed | Used as a response piece and information center display making |
| Map Project | SCVA | Production of themed maps to highlight Sullivan County strength areas | All strength areas | June 2013, Meetings continuing on putting maps together. | Visitors love maps even with GPS and maps allow for better coordination |

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|---------------------------------|---|--|-------------------|---|--|---|
| | | | | | | 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 | WSUL/WVOS & SCVA Local | Community & Public Relations | Image & Community | February 23, 2013 Done \$65,000 raised | Quality of Life | |
| Tourism Action Day | Tourism Industry Coalition | Meet with State officials on tourism issues | N/A | March 5 Done | Increase awareness of the Tourism Industry | |
| Summer Media Marketplace | M Silver & Associates, CATS, SCVA | Meet with media and showcase the Catskills | All strengths | March 12 Done upcoming additional Writers tours | Promotion of the Catskills and Sullivan County | |
| Regional Legislative Action Day | SCVA, CATS, NYSHTA Local, State | Inform Local, Regional and State representatives of major tourism issues | N/A | March 14, 2013 Done | Education about laws and issues that affect the tourism industry | |

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|-------------------------------|--|--|---|---------------------------------------|---|
| 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 | Monticello HS | Intern Program | Image & Community | 2013 on going | Build an intern |

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|----------------------------|--|---|--|--|---|------------------------------|
| Academy | Local | | | | | program for tourism industry |
| New York Times Travel Show | CATS Local & State | Promotion to traveling public | All Categories | January 18-20, 2013 Successful show promoting the Sullivan County Catskills | Promoted tourism assets to 20,000 New York travelers and writers | |
| Path through History | Governor Cuomo Task Force State | Identify and map major historic sites in NYS from the major highways | Arts & Cultural Heritage Committee to identify significant historic sites within Sullivan County | Started in 2012 with completion in 2013 | Drive more visitors to the historic and cultural sites within Sullivan County to increase visitor spending | |
| Syndicated Fishing Show | SCVA, Delaware County Chamber State & National | Promotion of our fishing areas in the two counties through a cooperative marketing effort | Outdoor Recreation | 2013 May | Increase awareness of fishing opportunities with increase visitation | |
| The Sullivan | SCVA Local | Explore marketing opportunities and packaging for niche markets | Conferences & Meetings, lodging and attractions | 2013 on going | Increase visitation and spending | |
| Phone interview and photos | Group Tour Magazine National | Media story on group travel as a free editorial on the Sullivan County Catskills | Meetings & Conference Committee and sub committees on attractions, main streets | 2013 to be published | Promote group business to Sullivan County hotels, restaurants and attractions | |
| Matching Funds Application | I Love NY Matching Funds Program Local, State | A legislative aid to localities program to enable counties to advertise | All Strength categories promoting the Sullivan County Catskills | 2013 received funding | Increases the ability to promote the Sullivan County Catskills through cooperative marketing with the Catskill Region and NYS | |
| Advisory Conference Call | Tourism Industry Coalition | The Tourism Industry Coalition consist of | N/A | Completed | Effects laws and funding that impact | |

| | | | | | | |
|------------------------|--|---|---|--------------------------------------|-----------------------|--|
| Event Proposal | SCVA/Kevin Joseph | major tourism organization that works with Governor Cuomo and the State legislature | 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 | the tourism industry in Sullivan County and NYS |
| 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 | Increase visitor attendance and spending at new signature events and shoulder season opportunities increasing sales tax revenue and overnight stays. A positive internal image of Sullivan County translates to visitor, residents and second home owner experience increasing spending and investment in Sullivan County |