



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

SULLIVAN COUNTY LEGISLATURE
Community and Economic Development Committee
September 10, 2013
9:30 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 the Sullivan County Visitors Association, Inc. to apply for I Love New York Matching Funds.**

DIVISION/PROGRAM UPDATE:

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

PUBLIC COMMENTS:

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

To: Sullivan County Legislature

Fr: Joshua Potosek, Acting County Manager

Re: Request for Consideration of a Resolution: Authorization to apply for matching funds

Date: 8/29/13

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.]

Authorizing the Sullivan County Visitors Association, Inc. to apply for I Love New York Matching Funds.

Is subject of Resolution mandated? Explain:

No

Does Resolution require expenditure of funds? Yes No

If "Yes, provide the following information: up to

Amount to be authorized by Resolution: \$ 70,000.00

Are funds already budgeted? Yes No Subject to tentative budget

If "Yes" specify appropriation code(s): A-6410-40-4011

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

Estimated Cost Breakdown by Source:

County \$ _____ **Grant(s)** \$ _____

State \$ _____ **Other** \$ _____

Federal Government \$ _____ **(Specify)** _____

Verified by Budget Office: 

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

If "Yes", provide information requested on Pages 2. If "NO", please go straight to Page 3 and acquire all pre-legislative approvals.

Request for Authority to Enter into Contract with [_____] of
[_____]

Nature of Other Party to Contract: .

Other:

Duration of Contract: From _____ To _____

Is this a renewal of a prior Contract? Yes ___ No ___

If "Yes" provide the following information:

Dates of prior contract(s): From _____ To _____

Amount authorized by prior contract(s): _____

Resolutions authorizing prior contracts (Resolution #s): _____

Future Renewal Options if any:

Is Subject of Contract – i.e. – the goods and/or services Mandated? Yes ___ No ___

If "Yes" cite the mandate's source; describe how this contract satisfies the requirements:

If "No" provide other justification for County to enter into this Contract: [County does not have resources in-house, best source of the subject materials, required by grant, etc.]:

Total Contract Cost for [year or contract period]: (If specific sum is not known state maximum potential cost): _____

Efforts made to find Less Costly alternative:

Efforts made to share costs with another agency or governmental entity:

Specify Compliance with Procurement Procedures (Bid, Request for Proposal, Quote, etc.)

_____ *not Applicable Kf* _____

Person(s) responsible for monitoring contract (Title): _____

Pre-Legislative Approvals:

- A. Director of Purchasing: *Jacky Jones* Date 9/4/13
- B. Management and Budget: *Janet Myer* Date 9/4/13
- C. Law Department: *S. Yagoun* Date 9/5/13
- D. County Manager: *John Board* Date 9/9/13
- E. Other as Required: _____ Date _____

Vetted in Community and Economic Dev. Committee on 09/03/2013

**RESOLUTION NO. INTRODUCED BY THE COMMUNITY AND
ECONOMIC DEVELOPMENT COMMITTEE AUTHORIZING THE SULLIVAN
COUNTY VISITORS ASSOCIATION, INC. TO APPLY FOR I LOVE NEW
YORK MATCHING FUNDS.**

WHEREAS, The I Love New York State Matching Funds Grant Program provides assistance to counties for advertising and promoting tourism; and

WHEREAS, The County of Sullivan has benefited from participating in the Matching Funds Program for more than 30 years; and

WHEREAS, participation in the Matching Funds Program is a vital component to the continuing growth of tourism in Sullivan County; and

WHEREAS, the Sullivan County Visitors Association, Inc. has been charged with promoting tourism in Sullivan County; and

WHEREAS, the Sullivan County Visitors Association, Inc. has the expertise and staff to apply for and administer the I Love New York Matching Funds Program.

NOW, THEREFORE, BE IT RESOLVED, that the Sullivan County Legislature hereby designates the Sullivan County Visitors Association, Inc. as the official tourism promotion agency of Sullivan County to apply for and receive matching funds for the fiscal year 2014; and

BE IT FURTHER RESOLVED, that the County of Sullivan pledges to match up to 5% of the total New York State Matching Funds Budget, subject to County Legislature appropriation, which is the maximum application amount allocated per county for 2014 Program Year.



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
September 2013
Planning

- Economic Development Master Plan update
 - Steering Committee working diligently to finalize the Plan which will be completed by the end of September.
- 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
 - Submitted a NYMS-TA grant application for Broadway in Monticello. Anticipate hearing in December of award possibility
 - Monticello was not chosen as an Opportunity Area as part of the MHREDC's Request for Information but we will continue working with the Village to develop an agenda for revitalization and improving the County Seat.
- Broadband Roll-out
 - I would like to convene a working group to help lay out a plan for broadband deployment and would like guidance on how to proceed. Any insight would be appreciated.
- USDA 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
September 3, 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	7/25/13 – 8/27/13	86	60	613 Automotive Group - 3 Achieve Rehab – 3 American Cleaners AMPAC Paper LLC Better Service Inc. Blue Horizon – 2 Catskill Regional Med - 2 Combined Energy Services County of Sullivan – 5 Crystal Run Healthcare D&S Glass Service Dunkin Donuts E Daskal Corp - 3 E Tetz & Sons – 3 GLC Waterproofing Inc Griffin Insulation Co Inc Independent Living Inc - 2 J Servidone Jr Equipment Kolmar Labs Inc La Belle Farm Inc Marty’s Service Inc Mc Donald’s Monticello Raceway – 3 New Hope Community - 5 Orange Regional - 2 Polo Hospitality LLC - 2 Roscoe Diner SDTC Stewarts Shop Corp Superior Building Supply Tetra Tech Construction - 2 United Mobile Homes Inc. Wendgate Corp – 2

Welfare to Work	7/25/13 – 8/27/13	15 people	8 businesses	Best Western Burger King James' Window Tinting Liberty Collision Center M&B Consultants – 4 One Source (Kolmar) – 5 Sureway Villa Roma
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- ❖ Targeted recruitment through the One Stop Center is ongoing for the following employers:
 - Kolmar Labs - 45 positions
 - Center for Discovery - up to 50 positions
 - M&B Consultants – 10-12 positions – *20 people hired*
 - Kohl's – 250 seasonal positions

- ❖ 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.

There is slightly over 1.5 million dollars left in the grant.

As of 7/22/13 there is \$120, 902.22 obligated for 11 OJT contracts. There are three under development.

- ❖ Member of the Economic Development Steering Committee and the subcommittee reviewing the cross cutting issues outlined in the consultant's reports.

- ❖ Met with College President and VP of Institutional Advancement to discuss the CFA Challenge grant. The college did submit an application.

- ❖ The Summer Youth Employment Program (SYEP) ran from July 8- August 16 for the majority of the youth served. The Edible Garden Project ran through August 30. There were 73 youth who received paid work experience combined with a work readiness/education component at 19 worksites.
The sites included:

- Achieve Nursing and Rehab
- SCCC
- Livingston Manor – partnership with Catskill Art Society, Morgan Outdoors and Livingston Manor Renaissance
- 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

8/6; 8/13; 8/20; 8/27 – Economic Development Steering Committee meetings
 8/19; 8/28 – ED subcommittee meetings
 8/9 – attended with a summer youth participant Senator Gillibrand’s event at Cornell Cooperative Extension
 8/14 – attended HV REDC meeting at SCCC

Labor Market Profile

Resident Civilian Labor Force and Nonfarm Employment

SULLIVAN COUNTY

July 2013, June 2013, July 2012

Category	Jul 2013	Jun 2013	Jul 2012	Net Month	% Month	Net Year	% Year
Resident Civilian Labor Force	36,000	34,700	36,400	1,300	3.7%	-400	-1.1%
Employed	33,100	31,800	33,100	1,300	4.1%	0	0.0%
Unemployed	2,800	2,900	3,300	-100	-3.4%	-500	15.2%
Sullivan County Unemployment Rate	7.8%	8.3%	9.1%	-0.5		-1.3	
NYS Unemployment Rate	7.6%	7.6%	8.9%	0.0		-1.3	
US Unemployment Rate	7.7%	7.8%	8.6%	-0.1		-0.9	
Total Nonfarm	27,400	26,500	27,600	900	3.4%	-200	-0.7%
Total Private	21,600	20,300	21,800	1,300	6.4%	-200	-0.9%
Goods-Producing	2,300	2,300	2,300	0	0.0%	0	0.0%
Natural Resources, Mining and Construction	1,100	1,100	900	0	0.0%	200	22.2%
Manufacturing	1,200	1,200	1,400	0	0.0%	-200	14.3%
Service-Providing	25,100	24,200	25,300	900	3.7%	-200	-0.8%
Private Service-Providing	19,300	18,000	19,500	1,300	7.2%	-200	-1.0%
Trade, Transportation and Utilities	4,300	4,200	4,400	100	2.4%	-100	-2.3%
Information	200	200	200	0	0.0%	0	0.0%
Financial Activities	1,200	1,200	1,200	0	0.0%	0	0.0%
Professional and Business Services	1,400	1,400	1,500	0	0.0%	-100	-6.7%
Education and Health Services	6,600	6,400	6,700	200	3.1%	-100	-1.5%
Leisure and Hospitality	3,900	3,000	4,000	900	30.0%	-100	-2.5%
Other Services	1,700	1,600	1,500	100	6.3%	200	13.3%
Government	5,800	6,200	5,800	-400	-6.5%	0	0.0%



Tick, Tick, Tick. Time is running out!

THE NY STATE DEPARTMENT OF LABOR ON-THE-JOB TRAINING NATIONAL EMERGENCY GRANT IS WINDING DOWN WITH SLIGHTLY OVER \$1.5 MILLION REMAINING.

IF YOU HAVE BEEN THINKING OF HIRING A NEW EMPLOYEE, OR IF YOUR SUMMER HELP IS LEAVING AND YOU HAVE A NEED TO FILL A POSITION, THIS MAY BE THE PERFECT TIME TO START THE PROCESS. MONEY IS AVAILABLE TO REIMBURSE EMPLOYERS A PORTION OF A NEW HIRE'S SALARY FOR A MAXIMUM OF SIX MONTHS IF THEY ARE WILLING TO HIRE AND TRAIN A PERSON WHO HAS BEEN UNEMPLOYED FOR A MINIMUM OF TWENTY WEEKS AND MEETS ELIGIBILITY CRITERIA. THE PROCESS IS EASY, AND REIMBURSEMENT AMOUNTS ARE GENEROUS AND BASED UPON THE SIZE OF THE COMPANY: 1-50 EMPLOYEES = 90%; 51-250 EMPLOYEES = 75%; AND MORE THAN 250 EMPLOYEES CAN RECEIVE 50%. IF YOU WOULD LIKE MORE INFORMATION TO FIND OUT HOW YOU CAN TAKE ADVANTAGE OF THIS ON-THE-JOB TRAINING GRANT, PLEASE CONTACT;

**PAT BEVACQUA
SULLIVAN COUNTY CENTER FOR WORKFORCE DEVELOPMENT
845-807-0385**



Report to Legislature September 2013

A. General Operations

- a. **Annual Meeting, October 10, 2013**
- b. **Marketing –**
 - **Casino referendum educational outreach.**
 - **Grant for broad based marketing effort.**
 - **SCCC/Restore NY Outreach**
 - **Internal Marketing Program**
- c. **Meetings with Legislators**
- d. **Community Outreach**
- e. **Misc**

B. Project Updates

- a. **Corporate Attraction**
 - Manufacturing Prospect Interested in Working with SCCC under Restore NY
 - Targeted solicitation being developed to attract suitable industries linked to SCCC programming.
- b. **Small Business/Entrepreneurial Development**
 - SCP Office now services between 5 -10 small business inquiries per week. Anything from startups to relocations, business plan, marketing assistance, financing, referrals and more. Discussion on small business assistance relative to comprehensive economic development efforts.
 - Small Business Technical Assistance Forum to be scheduled for Western Sullivan at the suggestion of Legislator Geiger. A daylong outreach effort and small business survey were also discussed.
 - IWW funds available \$138,651.68. There are currently 8 loans within this program:
 - SI funds available \$111,966.17. There are currently 10 loans with this program:
Loans outstanding:
 - IWW: \$164,588.39
 - SI: \$147,697.33
- c. **Business Expansion**
 - Distribution company looking to double its 33,000sq. Ft facility. Waiting for go ahead from ownership.
- d. **Business Retention**
 - Sutphen East – discussion...
- e. **Shovel Ready Sites**
 - Effort to make existing sites more readily available to interested prospects.
 - Identification of suitable site for SCCC Restore NY. Shovel ready efforts.

f. Cluster Development

- Compilation of existing and anticipated industry clusters (i.e. agribusiness, health care, metal fabrication, food processing/beverage, light distribution...)

g. Membership Education

- Engineering Forum Held in August
- Forum – Education and Future Workforce Demand
- SEQR – Implications of new SEQR regulations on future development

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

PROJECT/MEETING	SPONSOR LOCAL/STATE NATIONAL/INTERNATIONAL	STRATEGY	STRENGTHS	TIMELINE/COMPLETION	IMPACT
NYS Time Square Information Center	I Love NY	Promote Upstate	All	September 2013	The Catskill Region has five brochure slots in the Times Square Information Center, SCVA will have a rack card there along with the other counties. Also working on graphics for the Metro hubs
International Tours	NYS and SCVA	Promotion of Sullivan County assets to the international market	Outdoors	2013-2014	Increased visitation of the international traveler to the Sullivan County Catskills starting with a fishing promotion in the UK culminating with a tour in May
REAP Grants	REAP Board	Successfully receive two grants for a Food Hub and Community Kitchen	Agri-tourism	2013-2014	Creation of tools for the promotion and expansion of County's agricultural product.

Sullivan County Museums	The five large museums in the County and SCVA	To expand and promote the networking of the museum assets in the County utilizing a brochure with a trail map and information	History and culture	2013-2014	Economic growth for the museums and increased visitation.
Ambassador Program	SCVA and its members	Have a diversified network of tourism information for visitors	All	2013	Ability for visitors to receive current and knowledgeable information from a variety of different outlet across the county at virtual anytime.
Vote Yes for Gaming	Sullivan County	To educate and inform local voters about the Gamin Resolution in November	Economic Development	2013	Significantly boost the local economy and the ancillary businesses by creating sales tax, new jobs and a stimulus for further investment. Also increase the needed room inventory.
Opening of LaPiazzetta	Sullivan County Chamber	To support the efforts of new business locating in the Wurtsboro area	Main Streets	2013	New options plus the addition of 8 room for lodging inventory
Grant Gateway	NYS DOB and SCVA	Required	All	Completed	NYS requires not for profits to be prequalified for grants received under NYS. SCVA is now prequalified.

Renaissance Project	Sullivan Renaissance	Beautification	All	2013	<p>SCVA understands having an attractive and inviting location for visitors to come and feel welcome. SCVA won Showers of the Flowers for 2013. SCVA also has wifi available for visitors and residents to use.</p> <p>Increased marketing funds to attract additional visitation</p> <p>Increase awareness of the rich agricultural area of SC</p> <p>Increase the awareness for business opportunities</p> <p>Increase awareness and promotion while building database of visitors</p>
Consolidated Funding Application	Mid Hudson Regional Council Tourism Committee and Southern Tier Tourism	Secure Tourism marketing grant to promote tourism	All	2013 Application submitted and waiting for determination	<p>Increased marketing funds to attract additional visitation</p>
Agricultural Map	SCVA	Promote the agricultural products	Agri-tourism	2013 Ag Map is at the press and will be distributed ASAP	<p>Increase awareness of the rich agricultural area of SC</p>
Micro Brewery Meeting	SCCC	Educate interested businesses and growers on the ever growing popularity of craft breweries, growing hops and working together to promote	Agri-tourism	2013 Hop, Scotch & Vine Event to promote the various spirit, wine and breweries in Sullivan County as well as tour SCCC's hops growing operation	<p>Increase the awareness for business opportunities</p>
Sweepstakes	SCVA & members	Promote the Sullivan County Catskills through on-line promotional getaway and collect visitor information and demographics	All	July through September Completed with winner and final report due in September from Large Media	<p>Increase awareness and promotion while building database of visitors</p>

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
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
Prohibition Distillery	N/A	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

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 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 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 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 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 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
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

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 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

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 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	WSULMWVOS & 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 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 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