



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

SULLIVAN COUNTY LEGISLATURE
Community and Economic Development Committee
October 3, 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 – Marc Baez
- Visitors Association - Roberta Byron-Lockwood

PUBLIC COMMENTS:

Community and Economic Development Committee
Center for Workforce Development Report
October 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	8/28/13 – 9/25/13	62	50	33 Lower Main St LLC Advanced Comfort Tech Any-Time Home Care Inc. Blue Horizon Carbuck LTD Catskill Distilling County of Sullivan – 2 Cutting Edge Lawn Service E Tetz and Sons Goshen Central School Dist. Harden Sheet Metal Inc. Independent Living Inc. Janet Planet’s Kozmic Kitchen – 2 Livingston Manor School District McDonald’s Mercy Medical Center Middletown School District Pelleh Poultry Corp Polo Hospitality LLC Probuild Company LLC – 3 Quality Bus Service LLC – 2 Rolling V Bus Corp – 4 SCCC – 2 The New York Firewood The Tree Guy – 2 Ultra Power PT Corp Verde Electric Corp Watch Hill Restaurant Corp Wendgate Corp Werlau Enterprises LLC

Welfare to Work	8/28/13 – 9/25/13	25 people	12 businesses	Burger King Center for Discovery County of Sullivan Eureka Market Mike's Tires M&B Consultants - 7 Noni's One Source (Kolmar) – 7 Piccolo Paese Platinum Health services Wal-Mart – 2
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- ❖ Targeted recruitment through the One Stop Center is ongoing for the following employers:
 - Kolmar Labs
 - Center for Discovery
 - M&B Consultants

- ❖ 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 8/31//13 there is \$132,695 obligated for 12 OJT contracts. The average contract is \$11,057.99.

- ❖ As a member of the Economic Development Steering Committee, there have been weekly meetings to review the work of the consultants, Wadley-Donovan, on a comprehensive economic development plan for the county. As a member of one of the four subcommittees, have been meeting weekly to review, discuss and better define the cross cutting issues facing the county. These include areas such as community revitalization, workforce, education, and infrastructure.

❖ Meetings

8/27; 9/17; 10/1 – Economic Development Steering Committee meetings
 8/28; 9/11(call with consultants); 9/12; 9/25 – ED cross cutting subcommittee meetings

9/10 – Workforce Development Board Meeting

9/10 - IDA meeting

9/10 – HV Regional Council meeting

9/12 – USDOL & Delaware Valley Job Corp meeting

9/16 – Statewide Workforce Directors meeting – Albany

9/19 – Hudson Valley Regional Welfare to Work program meeting – Kingston

9/26 – Education Summit meeting

9/27 – HV Regional Business Service Team/ Regional Director meeting

Unemployment Rates

Month	2013 Sullivan County	2012 Sullivan County	2013 Hudson Valley	2013 New York State	2013 United States
January	11.3	10.6	8.3	9.4	8.5
February	10.9	10.9	8	8.8	8.1
March	9.9	10.4	7.2	8.1	7.6
April	8.9	9.5	6.5	7.3	7.1
May	8.5	9.5	6.6	7.4	7.3
June	8.2	9.4	6.5	7.6	7.8
July	7.8	9.1	6.6	7.6	7.7
August	7.6	8.7	6.6	7.5	7.3

Labor Market Profile

Resident Civilian Labor Force and Nonfarm Employment

SULLIVAN COUNTY

August 2013, July 2013, August 2012

Category	Aug 2013	Jul 2013	Aug 2012	Net Month	% Month	Net Year	% Year
Resident Civilian Labor Force	36,000	35,900	36,300	100	0.3%	-300	-0.8%
Employed	33,300	33,100	33,200	200	0.6%	100	0.3%
Unemployed	2,800	2,800	3,200	0	0.0%	-400	-12.5%
Sullivan County Unemployment Rate	7.6%	7.9%	8.7%	-0.3		-1.1	
NYS Unemployment Rate	7.5%	7.6%	8.5%	-0.1		-1.0	
US Unemployment Rate	7.3%	7.7%	8.2%	-0.4		-0.9	
Total Nonfarm	27,700	27,400	27,900	300	1.1%	-200	-0.7%
Total Private	21,800	21,600	22,000	200	0.9%	-200	-0.9%
Goods-Producing	2,300	2,300	2,200	0	0.0%	100	4.5%
Natural Resources, Mining and Construction	1,100	1,100	900	0	0.0%	200	22.2%
Manufacturing	1,200	1,200	1,300	0	0.0%	-100	-7.7%
Service-Providing	25,400	25,100	25,700	300	1.2%	-300	-1.2%
Private Service-Providing	19,500	19,300	19,800	200	1.0%	-300	-1.5%
Trade, Transportation and Utilities	4,300	4,300	4,400	0	0.0%	-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	6,700	6,600	6,800	100	1.5%	-100	-1.5%
Leisure and Hospitality	4,000	3,900	4,100	100	2.6%	-100	-2.4%
Other Services	1,700	1,700	1,600	0	0.0%	100	6.3%
Government	5,900	5,800	5,900	100	1.7%	0	0.0%

ACTIVITY REPORT – OCTOBER 2013
COUNTY OF SULLIVAN INDUSTRIAL DEVELOPMENT AGENCY

September 25, 2013

Work on the Agency's 2014 Budget has started and was preliminarily reviewed by the IDA Board. The Budget must be submitted to the NYS Authorities Budget Office by November 1. A public hearing on the budget will be held on October 1, 2013, and will be approved by the IDA Board at its October meeting.

The Red Meat Facility advisory group that the Agency set up in August continued its work exploring the opportunities available to operate the facility. This group is expected to make its recommendations to the IDA in the near future.

The Agency is waiting to hear about a determination on the Food Hub project application submitted through the New York State Consolidated Application process. Funds through this source would be used for food hub construction activities. Funds to assist with the purchasing of equipment and management have already been obtained through the US Department of Agriculture.

At the September 10th regular IDA meeting, the Board approved an extension of Theowins/Global Natural Foods and Liberty Storage sales tax exemption letters. State required ST-60 forms were submitted for these projects. Additionally, the Board approved a resolution authorizing the Dimifini/Rolling V project to refinance their mortgage.

The regular meeting of the IDA was reconvened until September 12th to review a resolution for the benefit of the Crystal Run Healthcare project. At that meeting the Board discussed and approved a transfer of property and restructure of the agreement with Crystal Run Healthcare.

The Agency worked with several small businesses regarding IDA loan programs and applications.

Jennifer CS Brylinski
IDA Executive Director

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

PROJECT/MEETING	SPONSOR LOCAL/STATE NATIONAL/INTERNATIONAL	STRATEGY	STRENGTHS	TIMELINE/COMPLETION	IMPACT
Events and Festivals	Various organizations with SCVA support	Increase attendance at the events through web, social and advertising	Events & Festivals	2013-2014	SCVA continues its support and promotion of the many events and festivals and in 2013. Through social and digital marketing efforts, and collaboration, businesses added new and expanded events and festivals. Great success with event interest and attendance.
Regional & State Collaboration	SCVA, CATS, I Love NY	Increased promotion utilizing the partnerships with regional and state-wide partners	All	2013	SCVA has worked with its partners to promote through commercials, social web, radio and targeted writers to cost effectively promote the Sullivan County Catskills product.
Tourism Subcommittee on County-wide strategic plan	SC Legislature	Create a strategic plan for the Sullivan County Catskills		Ongoing	Allow the Sullivan County Catskills to grow and prosper using its identified

Get Out the Vote	SCVA, Chamber, Partnership, Legislature and Gaming Committee	Awareness to vote on November 5 th	All	Now through November 5 th	assets and strengths Casino destination will impact the entire tourism industry and ancillary businesses in the Region
2014 Sullivan County Travel Guide	SCVA & members	With the 45 th anniversary of Woodstock next year it is strategic to have the guide produced and ready for 2014	All	January 2014	To entice potential visitors to make plans early and have guides for travel and trade shows in 2014 increasing the awareness of the Sullivan County Catskills
Trailkeeper.org	SCVA, SC Planning, Delaware Highland Conservancy, Catskill Mountainkeeper, Morgan Outdoors	Planning for the continued success of the Trailkeeper.org program	Outdoors	2013-2014	Celebrating one year with over 56,000 page views, the committee is strategizing for increased exposure and promotions of the trails in Sullivan County and the Catskills Preserve seeking new partners and funding.

Destination Weddings Show	SCVA, GALA and members	Promote the Sullivan County Catskills as a destination wedding venue	All	2014	There has been an increased interest in the properties and locations in Sullivan County as an area for wedding and honeymoons. Expand and promote this trend to increase awareness.
Trade & Travel Shows	SCVA & Members	To promote the Sullivan County Catskills to the traveling public for 2014	All	January through May 2014	Increased visitor and visitor spending
Spirits Trail Map	SCVA	Promote the expanding spirit, craft beer and wineries	Agriculture	2014	Increased exposure of our businesses that produce and use these products
Arts & Cultural Map	SCVA	Promotion of arts and culture	Arts & Culture	Process is being completed with release late 2013-2014	Cross promotion of the various venues increasing sty time and spending
Ag Map	SCVA	Promote our agricultural and made in product	Agriculture	Completed	The first run of the Ag Map is printed and distributed. This map will be reprinted in 2014 with additional information and listings.

Infoasis	SCVA & membership	Internally promote all businesses to visitors in Sullivan County	All	2013	Allows various businesses the opportunity to be informational outlets for visitors at extended times for cross promotion and networking allowing our guest to the County one on one assistance.
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	Agri-tourism	2013-2014	Creation of tools for the promotion and expansion of

Sullivan County Museums	The five large museums in the County and SCVA	Community Kitchen	History and culture	2013-2014	County's agricultural product. Economic growth for the museums and increased visitation.
Opening of LaPiazzetta	Sullivan County Chamber	To expand and promote the networking of the museum assets in the County utilizing a brochure with a trail map and information 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	SCVA understands having an attractive and inviting location for visitors to come and feel welcome. SCVA won Showing of the Flowers for 2013. SCVA also has wifi available for visitors and residents to use.
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	Increased marketing funds to attract additional visitation

Sportsmen and Recreation Expo	SCVA, NYS Pistol Assoc., SCC, SC Democrat and Chamber	Encourage growth and interest of our outdoor recreation and sportsman opportunities	Natural Resources/Great Outdoors	2014 Working with committee and college on plans	Increase the awareness of our endless outdoor and recreational opportunities
Food Wine and Spirit Event	SCCC SCVA	Educate interested businesses and growers on the ever growing popularity of craft breweries, growing hops and working together to promote while creating a synergy with our existing products within the county	Agri-tourism	2014 Hop, Scotch & Vine Event to promote the various spirit, wine and breweries in Sullivan County as well as tour SCC's hops growing operation. SCVA will collaborate and partner with the college to expand this event to include our local food product and chefs.	Increase the awareness for business opportunities and product in Sullivan County by highlighting all through this special event.
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	Increase awareness and promotion while building database of visitors
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.
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 groups 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	All	July 2 - 9, 2013	Promotion of the Sullivan County

			in SC while here visiting.									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 in SC 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
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

Twin Concepts	SCVA	Familiarize a receptive operator with Sullivan County to promote to domestic and foreign travelers	All	2013	continue to grow. 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 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

Time and the Valleys Museum	SCVA	The opening of the new Tunnels, Toil and Troubles Exhibit	Arts, Culture and Heritage	May 2013	visitors to vacation Upstate 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
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
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
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	Provide free hot spot	N/A	Installed in January	Provides visitors

	Local	for visitors at the SCVA offices			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.
Press Tour	CATS & SCVA	Promotion of Sullivan	All categories	February 8&9 Completed	Promotion via travel

	M Silver & Associates State	County in major media through travel stories		with several stories already on several blog sites	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	Identify and map major historic sites in	Arts & Cultural Heritage Committee to identify	Started in 2012 with completion in 2013	Drive more visitors to the historic and

	State		NYS from the major highways	significant historic sites within Sullivan County		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	
Sullivan Pride Meeting	Sullivan County Economic Development Committee	Develop a program to enhance an internal	N/A	2013 on going	A positive internal image of Sullivan	

		image of Sullivan County through business and resident pride		County translates to visitor, residents and second home owner experience increasing spending and investment in Sullivan County
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