



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

SULLIVAN COUNTY LEGISLATURE
Community and Economic Development Committee
December 5, 2013
10:00 A.M.

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

AGENDA

PRESENTATION:

- 1. Delaware Highland Conservancy 2014 Eagle Project – Kate Mitchell, Development Coordinator**

DISCUSSION ITEMS:

- 1. Small Business**

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:



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
December 2013
Planning

- Economic Development Master Plan update
 - Moving forward with Steering Committee to finalize a plan for the County. Planning to discuss plan at the next Supervisors meeting on 12/4/13 to get their input and support. Anticipate presenting to Board in January with a final draft for review.
- Micro-Enterprise Assistance Program (MAP) Grants
 - Still in the process of closing the project out and would be happy to present an overview of the project to show what was funded.
- Emerald Corporate Center EDC
 - Had a working group meeting to discuss history of the park and next steps. Worked out a game plan to continue moving this project forward to completion.
- USDA RBOG Comprehensive Transportation Plan
 - Transportation Plan approved for \$75,000, working on timeline/schedule and developing steering committee to get project moving.
- USDA RBOG Broadband Grant
 - Received notice November 13, 2013 from USDA that his grant has been successfully closed out.
- Small Business Development
 - Met with Partnership & IDA to discuss potential loan applicants
- Green Tourism Working Group
 - Participating with several collaborators, including Delaware Highlands Conservancy, Hospitality Green, SCVA, Catskill Watershed Corp, NPS, Sullivan Renaissance, Orange County and Pennsylvania organizations to coordinate an event for local lodging facilities to raise awareness of the Upper Delaware/Catskill/Pocono region, promote tourism, create pride in the region and establish BMPs for sustainable practices in hospitality
- Start-Up New York Program
 - Attended Farming & Food Tech Summit at SUNY SCCC to discuss opportunities related to this program

Community and Economic Development Committee
Center for Workforce Development Report
December 5, 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	9/26/13 – 11/25/13	237 people	188 businesses	Achieve Rehab & Nursing Annandale Construction – 2 CRMC – 5 Center for Discovery – 3 Combined Energy – 2 County of Sullivan – 6 Deb El Foods Ellenville Central School Ideal Snacks – 3 Independent Living Inc. – 3 Jones Heating & Cooling – 2 Marshall & Sterling - 2 Mountain Candy – 4 New Hope – 7 Rolling V – 10 RX Transportation – 2 Schmidt’s Wholesale Speicher Excavating Sullivan West – 3 Tri-State Drywall – 2 Villa Roma – 2 Westchester-Ellenville Hospital – 2 Woodridge Housing
Welfare to Work	9/26/13 – 11/25/13	27 people	21 businesses	Auto Zone Best Western Blue Horizon Boys & Girls Club County of Sullivan Deb El Family Dollar Home Depot KFC - 2 M&B Consultants - 4 One Source (Kolmar) – 3 Shop Rite Sunoco

- ❖ As of December 31, 2013 the minimum wage in NYS will increase to \$8.00/hr. The next increase will be effective December 31, 2014 when it will increase to \$8.75/hour. Finally on December 31, 2015 the minimum wage will increase to \$9.00/hour. More information, especially on tip calculations and other work credits, can be found on the NYS Department of Labor website under the Business tab. The website is www.labor.ny.gov.
- ❖ United Natural Foods Inc is building a distribution center in Montgomery scheduled to open in 2014. The majority of the workforce will come from Orange and Sullivan counties. On November 15 a representative from the company came to the One Stop Center to discuss the company, their philosophy, what types of employees they are looking for, recruitment schedule, and hiring process. This center will service the NYC market. Year one job projections are 225 and will increase over five years to 350. The first recruitment is for 15 CDL A drivers and will take place December 4 & 5 at the Newburgh Armory. The balance of the hiring will take place between March and May depending on the construction and set up schedule.
- ❖ 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 roughly \$900,000 left in the grant.

As of 11/15/13 we have \$167,065 obligated for 14 OJT contracts. The average contract is \$11,933.27.

- ❖ Meeting held with Kohl's, Manpower, and Yellow Cab to discuss a pilot project. Kohl's was in need of additional staff for approximately 1.5 to 2 weeks of holiday work for both of their shifts. Transportation is one of the major issues that Kohl's faces when trying to recruit workers. Seasonal workers are hired through Manpower. This pilot would have Manpower hire the workers through the One Stop Center. Yellow Cab would then provide the transportation to whoever needed it for a flat fee paid by Manpower. This reduced transportation cost is a benefit to the workers and would be taken out of their paycheck. Recruitment occurred at the One Stop Center on November 19. There were 27 interviews and 20 people were hired. More than half those hired took advantage of the transportation benefit. Follow up meetings will review the pilot and determine what changes, if any, need to be made so it can be replicated.

❖ Meetings

- 10/2; 10/23 - Academy of Finance Advisory Board
- 10/3 – Emerging Worker Council
- 10/7; 11/12 – Economic Development Steering Committee meetings
- 10/9 – Child Care Council Board meeting
- 10/9 – Meeting with NY Wired
- 10/21 – Rural Health Network / CRMC meeting
- 10/25 – HV Regional Business Team/Regional Directors meetings
- 11/6 – REAP Board annual meeting
- 11/13 – LTC Transportation subcommittee meeting
- 11/18 – Economic Development Gaming Roundtable meeting
- 11/19 – NYATEP conference

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
September	8.2	9.3	6.5	7.4	7.0
October	8.1	9.1	6.3	7.5	7.0

Labor Market Profile

Resident Civilian Labor Force and Nonfarm Employment

SULLIVAN COUNTY

October 2013, September 2013, October 2012

Category	Oct 2013	Sep 2013	Oct 2012	Net Month	% Month	Net Year	% Year
Resident Civilian Labor Force	33,300	33,600	33,800	-300	-0.9%	-500	-1.5%
Employed	30,600	30,900	30,700	-300	-1.0%	-100	-0.3%
Unemployed	2,700	2,800	3,100	-100	-3.6%	-400	-12.9%
Sullivan County Unemployment Rate	8.1%	8.2%	9.1%	-0.1		-1.0	
NYS Unemployment Rate	7.5%	7.4%	8.1%	0.1		-0.6	
US Unemployment Rate	7.0%	7.0%	7.5%	0.0		-0.5	
Total Nonfarm							
Total Nonfarm	25,500	25,700	25,500	-200	-0.8%	0	0.0%
Total Private	19,400	19,700	19,500	-300	-1.5%	-100	-0.5%
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	23,200	23,400	23,200	-200	-0.9%	0	0.0%
Private Service-Providing	17,100	17,400	17,200	-300	-1.7%	-100	-0.6%
Trade, Transportation and Utilities	4,200	4,200	4,300	0	0.0%	-100	-2.3%
Information	200	200	200	0	0.0%	0	0.0%
Financial Activities	1,100	1,100	1,100	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	6,400	6,300	6,300	100	1.6%	100	1.6%
Leisure and Hospitality	2,400	2,700	2,500	-300	11.1%	-100	-4.0%
Other Services	1,400	1,500	1,300	-100	-6.7%	100	7.7%
Government	6,100	6,000	6,000	100	1.7%	100	1.7%

Preparing Students for Future Workforce Demands



Featuring Keynote Speaker
Dr. Bill Daggett, Ed.D.
Founder/Chairman, International Center
for Leadership in Education

Attendees will learn specific strategies the nation's most rapidly improving schools have developed to prepare students for success in a global economy, and the blueprint they used to meet these challenges successfully. Dr. Daggett will lay out why these schools have made these changes, and how the impact they have on curriculum and instruction yields results.

Join Us!

WHAT **BREAKFAST SEMINAR**

"Preparing Students for Future Workforce Demands"

WHEN **THURSDAY, DEC. 19, 2013**

Registration: 7:15 a.m.; Presentation: 7:30 a.m.-9:30 a.m.

WHERE **THE SULLIVAN**

283 Rock Hill Drive, Rock Hill

COST Members \$20 (pre-registration only); non-members or at the door: \$30

WHO SHOULD ATTEND Those in the educational field (teachers, administrators, board members), those in workforce development, and business leaders.

BROUGHT TO YOU BY:



Center for Workforce Development

To register for the seminar or inquire about sponsorship opportunities, contact Michele Klugman Resnick at 845.794.1110 or michele@scpartnership.com.

"With the prospect of extraordinary development in Sullivan County's future, it is more important than ever that our children are armed with dramatically different skills, knowledge, and attitudes to do well in the technological, globally driven world in which they will live and work."

- Marc Baez, President/CEO of the Sullivan County Partnership



ACTIVITY REPORT – DECEMBER 2013
COUNTY OF SULLIVAN INDUSTRIAL DEVELOPMENT AGENCY

December 2, 2013

In November excavating and ground work continued on the Red Meat site in the Village of Liberty.

The Agency received an application from Vodas / Davos on November 18th. The project proposes to develop a destination resort on approximately 1000 acres of land located in the Town of Fallsburg. The project will include a golf course, a 200 room hotel, walking trails, and a green house.

Agency staff met with the County Ag Advisory Board and County Office of Sustainable Energy to discuss programs.

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.

The Agency held Public Hearing on November 6th for Veria Lifestyle project (Kutshers).

At the November 12th regular IDA meeting, the Board approved financial assistance to the Veria Lifestyle project and it approved an assignment by Center One Development LLC to Center One Holdings LLC. Final documents and closing occurred for the Veria project on November 27th.

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

A special meeting of the Sullivan County Funding Corporation was held on November 12th for the purpose of facilitating the transfer of the Cornell Cooperative Extension property from the County to Cooperative Extension.

Jennifer CS Brylinski
IDA Executive Director

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

PROJECT/MEETING	SPONSOR LOCAL/STATE NATIONAL/INTERNATIONAL	STRATEGY	STRENGTHS	TIMELINE/COMPLETION	IMPACT
Stewart Airport	Stewart administration, SCVA and other countries serviced by the airport	Brainstorming session to better utilize the airport for tourism. SCVA had approached the airport last year after they installed customs	All	Ongoing	Prepare for an increase in domestic and international travelers in the Catskills and Hudson Valley.
Hog Rally	Harley Davidson and SCVA	Present the Sullivan County Catskills as rider friendly county with great roads and exceptional activity	All	July 10-14, 2014	Harley Davidson riders will be exposed to the many assets of the Sullivan County Catskills over three days spending money in restaurants and attractions.
Farming and Food Processing in the Hudson Valley 2020 Plan	SCCC	Formalize plans for producing food hubs and education in Sullivan County by seeking a grant to build curriculums and incubators	Agriculture and Education	Ongoing	Increase agricultural, education and business incubation

Upper Delaware River Corridor	Sullivan County and various county wide stakeholders	Improve river access and view sheds along the Delaware River and Rt 97	Outdoor recreation	2014	Increase the visitors experience of the Delaware River and increasing visitor spending at the businesses and communities along the corridor
Outdoor Adventure & Heritage Workshop, Albany, NY	NYS Tourism, Statewide organizations	Network ideas to improve exposure of Upstate NY heritage and outdoor assets	All	November 19, 2013	Increase coordination between heritage and outdoor recreation to improve visitation to these asset across NYS
Sullivan Pride	Sullivan Renaissance, SCVA, SCCC	Build a system to improve hospitality and positive attitude within Sullivan County	All	2014	Increase positive visitor and resident experience and communications increasing productivity and sales revenue
Reality Show Pilot	Busted Bear Productions, SCVA, Villa Roma	Promotion of the Sullivan County Catskills	All	November 8-10, 2013	Build awareness and free publicity of the Sullivan County Catskills via reality series
Movie Productions and sets	Two different movie scouts looking for location settings	Promotion	All	December 2013 & March 2014	Promotion of the Sullivan County Catskills and sale Tax revenue from production team.
Sportsmen and Outdoor Recreation Expo	SCVA, SCCC, Sullivan County Chamber	Increase awareness both in and outside the County to outdoor assets	Outdoors	March 22, 2014	Increase visitor awareness, spending and use of our outdoor assets in 2014

Destination Wedding & Special Occasion Show NYC	SCVA, GALA and members	Promote the Sullivan County Catskills as a destination wedding venue	All	March 29, 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.
NYS International Pageants	NYS International Committee, SCVA, Villa Roma	Promotion	Conference & Shows	October 2013	Increase exposure and tax revenue
Leadership Sullivan	Chamber	Education of Young Leaders	N/A	October 2013	N/A
Red Meat Ground Breaking	Numerous	Made In brand	Agri-tourism	October 2013	Increase productivity of natural agricultural product and increased revenue
Monticello Rotary Presentation	Monticello Rotary	Presentation to the Monticello Rotary	All	October 2013	Awareness of Sullivan County Catskills and SCVA
NJCAA Championship Planning 2014	SCCC & SCVA	Event promotion	Events	March 2014	Increased visitation and tax revenue
Grants Seminar	DVAA	Arts grants education	Arts & Culture	October 2013	Increased benefits and support for the arts community
NYS TPA Council Annual Meeting	NYS TPA Council	Statewide cooperation	All	October 2013	N/A
Path Through History	NYS, Mid Hudson Region	Promotion of historic sites	History and Culture	October-July 2014	Increased awareness and visitation to historic sites

Green Tourism	Hospitality Green, Delaware Conservancy, SCVA, and other various groups	Assist businesses to go green and attract the eco traveler	Eco-tourism	May 2014 Conference	Increase the eco-tourism niche
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 assets and strengths
Get Out the Vote	SCVA, Chamber, Partnership, Legislature and Gaming Committee	Awareness to vote on November 5 th	All	Now through November 5 th	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 Mountaineer, 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.
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 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.
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	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

<p>Food Wine and Spirit Event</p>	<p>SCCC SCVA</p>	<p>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</p>	<p>Agri-tourism</p>	<p>2014 Hop, Scotch & Vine Event to promote the various spirit, wine and breweries in Sullivan County as well as tour SCCC's hops growing operation. SCVA will collaborate and partner with the college to expand this event to include our local food product and chefs.</p>	<p>Increase the awareness for business opportunities and product in Sullivan County by highlighting all through this special event.</p>
<p>Sweepstakes</p>	<p>SCVA & members</p>	<p>Promote the Sullivan County Catskills through on-line promotional getaway and collect visitor information and demographics</p>	<p>All</p>	<p>July through September Completed with winner and final report due in September from Large Media</p>	<p>Increase awareness and promotion while building database of visitors</p>
<p>Travel Writers</p>	<p>SCVA</p>	<p>Promotion of the Sullivan County Catskills through travel stories</p>	<p>All</p>	<p>July 26-29</p>	<p>Stories about the Sullivan County Catskills in magazines and on-line</p>
<p>Rock Hill Business Association</p>	<p>RHBA and SCVA</p>	<p>Looking to coordinate promotion for the businesses of Rock Hill & their many events</p>	<p>Main Street & events</p>	<p>Ongoing</p>	<p>To further strengthen the visitation to the Main Streets</p>

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 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
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 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 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 WI FI	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 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 by attendance by residents, visitors and second home owners thereby creating successful events/ Members and community planners are entering events directly
Press Tour	CATS & SCVA M Silver & Associates State		Promotion of Sullivan County in major media through travel stories	All categories	February 8&9 Completed with several stories already on several blog sites	Promotion via travel stories to increase awareness of assets

NJCAA	SCCC & SCVA Local & National	Event promotion for the NJCAA national finals	Events	March 2013, Successful tournament and bid for the next three years.	Increased revenue for lodging, restaurants and ancillary businesses as well as National exposure
Heart-a-Thon	WSULWVOS & SCVA Local	Community & Public Relations	Image & Community	February 23, 2013 Done \$65,000 raised	Quality of Life
Tourism Action Day	Tourism Industry Coalition	Meet with State officials on tourism issues	N/A	March 5 Done	Increase awareness of the Tourism Industry
Summer Media Marketplace	M Silver & Associates, CATS, SCVA	Meet with media and showcase the Catskills	All strengths	March 12 Done upcoming additional Writers tours	Promotion of the Catskills and Sullivan County
Regional Legislative Action Day	SCVA, CATS, NYSHTA Local, State	Inform Local, Regional and State representatives of major tourism issues	N/A	March 14, 2013 Done	Education about laws and issues that affect the tourism industry
Walk A Mile in Her Shoes	RISE Local	Community & Public Relations	Image & Community	April Done \$25,000 raised	Quality of Life
Outdoor Travel Shows	SCVA & Roscoe Chamber Local	Direct promotion to outdoor travelers in New Jersey & NY	Natural Resources & Outdoor Attractions	February & March Done Leads generated	Increase outdoor visitor niche
GLBT Expo	SCVA Local	Promote to lucrative Gay & Lesbian market	All categories	March 9&10 Done Leads generated	Increase visitation and spending of the Gay market
Westchester Golf Show	Journal News SCVA Local	Increase awareness of the golfing opportunities in SC joined by the golf courses	Outdoor Attractions	March 9 & 10 Done Leads generated	Increase revenue to local golf courses through visitor spending and lodging packages

2013 Sportsmen & Outdoor Expo	SCVA/ SC Chamber	Build off the successful 2012 Expo as a shoulder season event that will include all outdoor activity	Events and Natural Outdoor attractions	March 22 & 23 2013 Done	Promote the outdoor attractions and businesses to the traveling public increasing visitation and spending
CONUS per diem	SCVA & Congressman Gibson Local, State & National	Increase Federal per diem rate	Conference & Meetings	2013 on going	Increase to per diem rate places lodging facilities on an equal playing field with neighboring areas for conferences and meetings thereby increasing lodging revenues
NYS Assembly Testimony	Assembly Committee on Arts, Tourism and Recreation Local & State	Importance of NYS tourism and marketing	All Categories	Completed	State funding to promote tourism
Monticello Finance Academy	Monticello HS Local	Intern Program	Image & Community	2013 on going	Build an intern program for tourism industry
New York Times Travel Show	CATS Local & State	Promotion to traveling public	All Categories	January 18-20, 2013 Successful show promoting the Sullivan County Catskills	Promoted tourism assets to 20,000 New York travelers and writers
Path through History	Governor Cuomo Task Force State	Identify and map major historic sites in NYS from the major highways	Arts & Cultural Heritage Committee to identify significant historic sites within Sullivan County	Started in 2012 with completion in 2013	Drive more visitors to the historic and cultural sites within Sullivan County to increase visitor spending
Syndicated Fishing Show	SCVA, Delaware County Chamber State & National	Promotion of our fishing areas in the two counties through a cooperative 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 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