



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

SULLIVAN COUNTY LEGISLATURE
Community and Economic Development Committee
March 6, 2014
10:30 A.M.

***Committee Members: Ira Steingart (Chair); Alan Sorensen (Vice Chair);
Jonathan Rouis; Kathy LaBuda; 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:

ACTIVITY REPORT – MARCH 2014
COUNTY OF SULLIVAN INDUSTRIAL DEVELOPMENT AGENCY

March 3, 2014

In February, work continued on the Red Meat project. A Request for Proposal went out for the design of the building. Four responses were received, and the IDA Board choose the lowest bidder for the project.

Discussions on how to get funding for the costs of the unfunded balance of the Food Hub project also continued with the Board approving the submittal of a USDA RBEG application.

In February, the IDA Board addressed and reviewed policy issues required by the State in its Authority Budget Office PARIS reporting system. This includes a Performance Report and a Board Self Evaluation report, along with an annual approval of various policies.

Work continued in the office to organize, calculate, submit, and collect bills from Agency projects regarding their 2014 PILOT and lease payments, both having to be completed by February 28. The yearly IDA audit was conducted and State reporting preparations for 2014 continued, both having to be completed by March 31.

Prior to taxable status day (March 1), the Board acted on the termination of projects whose agreements had come to an end in 2014.

The Sullivan County Funding Corporation completed the paperwork needed for the transfer of the Apollo parcels to the Corporation and the transfer of the Cornell Cooperative Extension from the County to the Extension.

The Agency worked with several small businesses regarding IDA loan programs and the application process.

Jennifer CS Brylinski
IDA Executive Director



Report to Legislature March 2014

A. General Operations

1) **Casino Update**

a) With the recent stories about Orange County sites now being pursued by the Cordish Group and others, it has become much more critical to expedite our local process and begin officially supporting our projects. The unintended consequence of being passive or overly analytical about our projects will continue to bring newcomers into the game and jeopardize all that have worked so hard for in the past six months. I remind you that Columbia, Delaware, Ulster, Greene, Dutchess and Orange counties are in our region, so expect developers to continue to explore possibilities. Ultimately, the State will decide which projects are awarded licenses. We are fortunate that the bulk of our proposed projects have either completed all of the necessary approvals or have hit the ground running and are moving quickly through the process. Nevertheless, we can take nothing for granted and must support those that have put together sound projects with professional teams and have the resources to carry out their respective projects. Furthermore, the SEQRA process along with the strong language written in the legislation relative to local impacts provides the cover needed to ensure that our communities will be mitigated from potential negative impacts. I ask the legislature to consider expediting a resolution in support of Sullivan County Resort Destination Casino projects to continue to stay one step ahead of our competition from within and outside of our region.

b) We have begun to receive preliminary proposals for the preparation of a labor shed analysis for Sullivan County. The Partnership is working closely with Workforce Development to craft the necessary proposal deliverables. Funding the much needed study is a challenge but we are exploring various avenues:

- (i) Labor availability
- (ii) Underemployment characteristics – i.e. employee movement tendency upon the availability of new opportunities as well as backfill to existing employers.

2) **Community Outreach/Marketing –**

- On Tuesday February 25, SCP attended a small business exploratory meeting encouraged by Legislator Cindy Geiger geared to address small business needs in Western Sullivan County areas. These areas are now struggling to maintain businesses on their respective Main Street corridors. Beginning with Jeffersonville a series of visioning meetings to identify.

- SCCC/Start UP NY Outreach – we have been speaking to two prospects which would be a good match for the program and provide synergies with SCCC. Ongoing.

- Internal Marketing Program – 20th Anniversary of SCP kickoff meeting on Tuesday March 4.

3) **Meetings with Legislators and SC Planning Ongoing – effort to be more competitive in CFA process. Exploring Spring CFA forum.**

- 4) **Community Outreach – Speaking to** various community groups relative to economic development issues. Rotaries. Bankers Association etc.
- 5) **Misc**

B. Project Updates

a. Corporate Attraction

- We have been approached by a Indoor Water park Destination Resort firm interested in constructing a facility here. Not a casino project but encouraged by potential activity.
- Veria International Lifestyle Management LTD. At Kutcher's – construction eminent.
- Ancillary projects linked to casino success are beginning to express interest.
- Northern Leasing was not awarded ESD grant and has begun looking elsewhere. Sullivan is still in play.
- Large-scale foreign hydroponics firm interested in Hudson Valley. We spoke to them about SCCC and Start Up NY. Ongoing

b. Small Business/Entrepreneurial Development

- SCP will be presenting to Leadership Sullivan relative to small business and economic development issues.
- IWW funds available \$175,561.09. There are currently 8 loans within this program:
- SI funds available \$90,353.20. There are currently 11 loans with this program:
Loans outstanding:
 - IWW: \$127,706.96
 - SI: \$134,873.51

c. Business Expansion

- Prohibition Distillery set to expand. Demand driving the effort. TBD
- Local firm looking to expand. Double in size. Putting together financing at this time.

d. Shovel Ready Sites

- Meeting with landowners to gage interest in seeking approvals and possible spec building.
- Effort to make existing sites more readily available to interested prospects.
- Jill Weyer and I Met with RBA to discuss zoning issues.

e. Cluster Development

- Compilation of existing and anticipated industry clusters (i.e. agribusiness, health care, metal fabrication, food processing/beverage, light distribution...) This will be completed as a task through the economic development strategic plan. TBD

f. Membership Education

- Small Business forum tbd., Spring.
- Partnership, Visitors and SC Chamber to host B to B membership networking event.

**SULLIVAN COUNTY VISITORS ASSOCIATION
CED REPORT
MARCH 2014**

PROJECT/MEETING	SPONSOR LOCAL/STATE NATIONAL/INTERNATIONAL	STRATEGY	STRENGTHS	TIMELINE/COMPLETION	IMPACT
SCVA Board Retreat	SCVA	Review current marketing of the strength areas and plan for the future development of resort destination anchors	All	February 2014 with ongoing workshops and informational meetings for businesses	Strategically planning and meeting with potential developers to discuss the integration of new tourism assets with existing assets
Motorcycle Ride Map	SCVA, O'Toole Harley Davidson and sponsors	Promote to the niche motorcycle visitors	All	April 2014	Increase This lucrative market and spending at local businesses
Trade & Travel Shows	SCVA and business partners	Promotion at Sportsman and Outdoor shows, general travel shows for both domestic and international visitors. Produce new show banners to promote the identified strengths	All	January-June	Promoting the SC Catskills to target markets and niches

2014 Travel Guide	SCVA	Promotion	All	January 2014	Promotion of the Sullivan County Catskills with the 45 th Woodstock Anniversary and 45 things to do.
Media Placement	SCVA and partners	Ongoing strategy for promotion	All	2014	Increase awareness and visitation through advertising and media promotion
Path through History	NYS, SCVA and Mid Hudson Region	Promotion of regional historical sites	A&C, history	May 2014	Promotion of regional historical assets in NYC and media increasing visitation to historical sites
DEP Recreational Boating Meeting	DEP, CATS, counties	To work with DEP on promotion of the Reservoir opportunities	Outdoor recreation	February ongoing	Increased visitation and support of local communities and businesses around the Neversink Reservoir.
Tourism Industry Coalition	TIC	Organization for Tourism Action Day	N/A	March 2014	Increase awareness of the tourism industry importance to the economy
Resort Destination Developers	SCVA & developers	Strategies for working together for the entire tourism industry of Sullivan County	All	2014	Solution for the integration of new resort destination and cooperatively marketing with existing business
E-commerce	SCVA and partners	Revitalize the Made in the Catskills web site into an e-commerce site	All	2014	Increase the ability for businesses to sell product via the web increasing their bottom line

Mysteryland, USA	SCVA, Bethel Woods and Mysteryland	Develop a landing page for attendees to book lodging and other information	All	February 2014	SCVA is developing a landing page that will give information on lodging and distance from event. SCVA will be able to incorporate this into other events by moving the epicenter to where the event is taking place allowing the visitor easier access for planning.
Eastern States Classic	SCVA	Hospitality	All	January 2014	Provided dining list and travel guides to wrestling fans at SUNY Sullivan
Art & Cultural Map	SCVA & Arts	Promotion of niche market	Arts & Culture	February 2014	Increased exposure and visitor spending
Pride Map	SCVA & Renaissance	Promotion	All	February 2014	Supply front line businesses the ability to serve as hospitality stewards
Museum Map and Brochure	SCVA & Museum Coalition	Promotion	History	March 2014	Working with the 5 main museum in Sullivan County to promote visitation to museums
NJCAA Tournament	SUNY Sullivan, SCVA	Promotion	Event	March 2014	Visitor spending

Sullivan County Sportsmen & Outdoor Rec Expo	SCVA, SC Chamber, SUNY Sullivan	Promotion	Outdoor Adventure	March 2014	Bring together outdoor businesses to promote to visitors and residents
Green Tourism & Hospitality	SCVA, Green Hospitality, Delaware Highland Conservancy	Education	Lodging & green business	April 2014	Conference on Green Tourism and Hospitality for businesses to learn technologies
Farm Fresh Map	SCVA	Promotion	Agriculture	April 2014	Reprint of Farm Fresh map to promote SC agriculture
Stewart Airport	Stewart administration, SCVA and other counties 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.

<p>Farming and Food Processing in the Hudson Valley 2020 Plan</p>	<p>SCCC</p>	<p>Formalize plans for producing food hubs and education in Sullivan County by seeking a grant to build curriculums and incubators</p>	<p>Agriculture and Education</p>	<p>Ongoing</p>	<p>Increase agricultural, education and business incubation</p>
<p>Upper Delaware River Corridor</p>	<p>Sullivan County and various county wide stakeholders</p>	<p>Improve river access and view sheds along the Delaware River and Rt 97</p>	<p>Outdoor recreation</p>	<p>2014</p>	<p>Increase the visitors experience of the Delaware River and increasing visitor spending at the businesses and communities along the corridor</p>