



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

**SULLIVAN COUNTY LEGISLATURE**  
**Community and Economic Development Committee**  
*July 3, 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- Freda Eisenberg
- Workforce Development - Laura Quigley
- IDA - Jennifer C.S. Brylinski
- Partnership for Economic Development – Marc Baez
- Visitors Association - Roberta Byron-Lockwood

**PUBLIC COMMENTS:**



## Community & Economic Development Committee Update

June 26, 2014

INITIATIVE	JUNE ACTIVITY/STATUS	NEXT STEPS
<p><b>CFA 2014 Funding Round/MHREDC</b></p>	<ul style="list-style-type: none"> <li>County filed eight applications through the 2014 CFA, and provided assistance with several others               <ul style="list-style-type: none"> <li>At least 9 additional applications were submitted from entities within the County; some competing for the same funding source</li> </ul> </li> <li>Participated in MHREDC meetings and conference calls</li> <li>Counseled two ag businesses on CFA application and other funding opportunities</li> </ul>	<ul style="list-style-type: none"> <li>Ensure SC participation in MHREDC marketing subcommittee activities               <ul style="list-style-type: none"> <li>Media tour</li> <li>Trade show</li> </ul> </li> <li>Follow up to bring Monticello into the pipeline for Opportunity Agenda designation for future points (pending letter from Village manager)</li> <li>Resubmit CFA CDBG applications for separate CDBG funding pool with June 30 deadline</li> </ul>
<p><b>Main Street Initiatives</b></p> <ul style="list-style-type: none"> <li>Jeffersonville</li> <li>Monticello</li> <li>Livingston Manor</li> </ul>	<ul style="list-style-type: none"> <li>Completed CFA submission (see above)</li> <li>Reviewed foreclosed property on 500 Main Street for potential as incubator space, followed up with purchaser</li> <li>Conducted initial review of potential properties for receiving Main Street technical assistance grants with Village and Sullivan Renaissance</li> <li>Assisted Library with CFA proposal for Main Street Anchor program</li> <li>Completed CFA proposal for CDBG funding to bolster ACOE flood remediation project</li> <li>Conducted follow-up/monitoring with new Main Street business that is a County revolving loan fund recipient</li> </ul>	<ul style="list-style-type: none"> <li>Follow up with local committee on subsequent initiatives, direct small business assistance</li> <li>Continue discussions with purchaser of 500 Main to support use/tenancy of that property and other Main Street sites</li> <li>Complete roll out of Main Street TA program</li> <li>Continue work with group focused on comprehensive Main Street improvements, including sidewalks</li> </ul>

INITIATIVE	JUNE ACTIVITY/STATUS	NEXT STEPS
<b>Plans</b>		
<ul style="list-style-type: none"> <li>Comprehensive Economic Development Strategic Framework (EcDev Plan)</li> </ul>	<ul style="list-style-type: none"> <li>Work on this plan deferred until completion of CFA process</li> </ul>	<ul style="list-style-type: none"> <li>Complete draft, so as to inform DPEM mission and budget presentation</li> </ul>
<ul style="list-style-type: none"> <li>Agricultural Preservation Plan</li> </ul>	<ul style="list-style-type: none"> <li>At June 16<sup>th</sup> meeting, reviewed draft TOC, Vision, Goals, property tax analysis, and plan maps</li> </ul>	<ul style="list-style-type: none"> <li>Next meeting on July 21<sup>st</sup></li> <li>Plan for distribution and adoption of the plan</li> </ul>
<ul style="list-style-type: none"> <li>LWRP</li> </ul>	<ul style="list-style-type: none"> <li>Draft river access plan completed and presented to project advisory committee</li> <li>CFA submitted for advancing development of one access point</li> </ul>	<ul style="list-style-type: none"> <li>Resume edits and revisions of draft LWRP document</li> <li>Work with consultants on final revisions to access plan</li> </ul>
<ul style="list-style-type: none"> <li>Comprehensive Transportation Plan</li> </ul>	<ul style="list-style-type: none"> <li>Consultant selected for parking study being conducted jointly with Orange County</li> <li>First deliverable received — white paper on preliminary data collection</li> <li>Organized June consultant visit to include project advisory committee meetings, stakeholder interviews and employer focus group</li> </ul>	<ul style="list-style-type: none"> <li>Submit UDC TAG grant application to extend oral history project on PA side to SC communities</li> <li>Follow up to ensure completion of Provider and User surveys by July 18<sup>th</sup></li> <li>Schedule and promote community meeting</li> <li>Next consultant visit scheduled for July 30-31<sup>st</sup>, to include legislative update</li> </ul>
<b>Revolving Loan Programs</b>	<ul style="list-style-type: none"> <li>Loan Advisory committee convened 6/17 to review status of existing loans, potential new application, and state of loan program</li> </ul>	<ul style="list-style-type: none"> <li>Follow up with new applicant to obtain required documentation</li> </ul>
<b>USDA Rural Business Enterprise Grant (RBEG)</b>	<ul style="list-style-type: none"> <li>Review committee met 6/24 to discuss application received for dairy processing equipment lease project, and generated a list of follow up questions for applicant</li> <li>No activity/response from USDA MAP program application</li> </ul>	<ul style="list-style-type: none"> <li>Review status of applicant follow up by July 11<sup>th</sup> to assess over project viability and status of grant</li> </ul>
<b>Miscellaneous</b>		
<ul style="list-style-type: none"> <li>Working with County Manager's office to resume broadband planning, convene working group</li> <li>Organizing meeting of SC ec dev agencies to identify small business development strategies and County role</li> <li>Next round of USDA Rural Business Opportunity Grant (RBOG) solicitations still pending</li> <li>No activity on Emerald Corporate Center EDC. Strategy to be part of Economic development Action Plan</li> </ul>		

Community and Economic Development Committee  
Center for Workforce Development Report  
July 2, 2014

Program Employment Data

Program	Covered Period	# of People Who Found Employment	# of Businesses	Examples of Businesses
Workforce Investment Act (WIA) Adult, Dislocated Worker & Youth	5/28/14 – 6/25/14	53 people	26 businesses	Achieve – 3 Adams & Associates -2 Atlas Security Services – 2 Bethel Woods - 3 CRMC – 3 Combined Energy County of Sullivan – 5 Crystal Run Healthcare Gorr Trucking Independent Living - 3 MB Food Processing – 10 Mulch Mart New Hope – 6 Rolling V Bus Corp – 2 Schein Ice Cream Verde Electric
Welfare-to-Work	4/25/14-6/25/14	43 people	17 businesses	Achieve Antique Gallery Camp Morris Formaggio Cheese Kutchers Academy MB Consultants – 16 Pollo Grill Pika Shop rite – 6 Sureway Taxi Staples Verona Oil Villa Roma – 2 WalMart - 4

- ❖ Planning for the Summer Youth Program is underway. There will be approximately 80 youth between the ages of 14-21 working at 20 worksites from July 7 – August 15. Worksites include Achieve Nursing and Rehab, Cornell Cooperative Extension, SCCC, Winterton Farms, Monticello Library, Government Center offices, Woodridge Housing Authority, BOCES and SCVA. Youth employed for the summer will be paid \$8.00/hour and work 26 hours per week.
- ❖ The reauthorization of the Workforce Investment Act, known as the Workforce Innovation and Opportunity Act (WIOA) has passed the Senate and is awaiting House passage. The Act has not been reauthorized since 2003 and has been operating on continuing resolutions. The basic tenets remain but there are changes to service processes and Board structure.
- ❖ Presented to the Monticello Interfaith Council on June 10. The presentation focused on the youth services provided by CWD with emphasis on the summer youth employment program.
- ❖ Planning a meeting with regional Workforce Directors and members of the REDC subcommittee on workforce development. The meeting is planned for July and will be hosted by Kohl's Distribution Center in Wurtsboro.
- ❖ As part of the transportation grant process, CWD put together an employer focus group on June 25 at Robert Green Truck Division. Ten employers met with LSC consultant AT Stoddard to discuss how the lack of transportation negatively impacts their ability to hire and retain good workers.
- ❖ Additional Meetings:
  - 6/3 – Casino Impact Task Force
  - 6/10 – BOCES Health Advisory Board
  - 6/11 – Child Care Council Board meeting
  - 6/18 - Academy of Finance Advisory Board meeting
  - 6/26 – Transportation Policy committee meeting

# Labor Market Profile

## Resident Civilian Labor Force and Nonfarm Employment

### SULLIVAN COUNTY

May 2014, April 2014, May 2013

Category	May 2014	Apr 2014	May 2013	Net Month	% Month	Net Year	% Year
Resident Civilian Labor Force	32,300	31,700	33,400	600	1.9%	-1,100	-3.3%
Employed	30,100	29,500	30,500	600	2.0%	-400	-1.3%
Unemployed	2,200	2,200	2,900	0	0.0%	-700	-24.1%
<b>Sullivan County Unemployment Rate</b>	<b>6.9%</b>	<b>6.8%</b>	<b>8.6%</b>	<b>0.1</b>		<b>-1.7</b>	
NYS Unemployment Rate	6.4%	6.1%	7.5%	0.3		-1.1	
US Unemployment Rate	6.1%	5.9%	7.3%	0.2		-1.2	
<b>Total Nonfarm</b>							
<b>Total Nonfarm</b>	<b>24,800</b>	<b>23,900</b>	<b>25,200</b>	<b>900</b>	<b>3.8%</b>	<b>-400</b>	<b>-1.6%</b>
<b>Total Private</b>							
<b>Total Private</b>	<b>18,700</b>	<b>18,000</b>	<b>19,000</b>	<b>700</b>	<b>3.9%</b>	<b>-300</b>	<b>-1.6%</b>
<b>Goods-Producing</b>							
<b>Goods-Producing</b>	<b>2,200</b>	<b>2,200</b>	<b>2,400</b>	<b>0</b>	<b>0.0%</b>	<b>-200</b>	<b>-8.3%</b>
<b>Natural Resources, Mining and Construction</b>							
<b>Natural Resources, Mining and Construction</b>	<b>700</b>	<b>700</b>	<b>800</b>	<b>0</b>	<b>0.0%</b>	<b>-100</b>	<b>-12.5%</b>
<b>Manufacturing</b>							
<b>Manufacturing</b>	<b>1,500</b>	<b>1,500</b>	<b>1,600</b>	<b>0</b>	<b>0.0%</b>	<b>-100</b>	<b>-6.3%</b>
<b>Service-Providing</b>							
<b>Service-Providing</b>	<b>22,600</b>	<b>21,700</b>	<b>22,800</b>	<b>900</b>	<b>4.1%</b>	<b>-200</b>	<b>-0.9%</b>
<b>Private Service-Providing</b>							
<b>Private Service-Providing</b>	<b>16,500</b>	<b>15,800</b>	<b>16,600</b>	<b>700</b>	<b>4.4%</b>	<b>-100</b>	<b>-0.6%</b>
<b>Trade, Transportation and Utilities</b>							
<b>Trade, Transportation and Utilities</b>	<b>4,100</b>	<b>3,900</b>	<b>4,200</b>	<b>200</b>	<b>5.1%</b>	<b>-100</b>	<b>-2.4%</b>
<b>Information</b>							
<b>Information</b>	<b>200</b>	<b>200</b>	<b>200</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>
<b>Financial Activities</b>							
<b>Financial Activities</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>
<b>Professional and Business Services</b>							
<b>Professional and Business Services</b>	<b>1,400</b>	<b>1,500</b>	<b>1,400</b>	<b>-100</b>	<b>-6.7%</b>	<b>0</b>	<b>0.0%</b>
<b>Education and Health Services</b>							
<b>Education and Health Services</b>	<b>6,400</b>	<b>6,200</b>	<b>6,400</b>	<b>200</b>	<b>3.2%</b>	<b>0</b>	<b>0.0%</b>
<b>Leisure and Hospitality</b>							
<b>Leisure and Hospitality</b>	<b>2,500</b>	<b>2,100</b>	<b>2,500</b>	<b>400</b>	<b>19.0%</b>	<b>0</b>	<b>0.0%</b>
<b>Other Services</b>							
<b>Other Services</b>	<b>900</b>	<b>900</b>	<b>900</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>
<b>Government</b>							
<b>Government</b>	<b>6,100</b>	<b>5,900</b>	<b>6,200</b>	<b>200</b>	<b>3.4%</b>	<b>-100</b>	<b>-1.6%</b>

**COUNTIES RANKED BY UNEMPLOYMENT RATE**  
**MAY 2014**

<b>RANK</b>	<b>COUNTY</b>	<b>RATE</b>	<b>RANK</b>	<b>COUNTY</b>	<b>RATE</b>
1	Tompkins County	4.1	29	Wyoming County	6.0
2	Saratoga County	4.6	33	Cortland County	6.1
2	Yates County	4.6	33	Madison County	6.1
4	Putnam County	4.7	35	Niagara County	6.2
5	Columbia County	4.8	35	Oneida County	6.2
5	Nassau County	4.8	37	Delaware County	6.3
5	Rockland County	4.8	37	Herkimer County	6.3
8	Albany County	5.0	39	Broome County	6.4
8	Genesee County	5.0	39	Chautauqua County	6.4
8	Suffolk County	5.0	39	Greene County	6.4
11	Westchester County	5.1	39	New York County	6.4
12	Rensselaer County	5.2	43	Cattaraugus County	6.5
13	Dutchess County	5.3	43	Chemung County	6.5
13	Ontario County	5.3	43	Hamilton County	6.5
13	Otsego County	5.3	46	Clinton County	6.6
16	Schenectady County	5.4	47	Orleans County	6.8
16	Seneca County	5.4	47	Schoharie County	6.8
18	Cayuga County	5.7	49	Montgomery County	6.9
18	Chenango County	5.7	49	Queens County	6.9
18	Onondaga County	5.7	49	Sullivan County	6.9
18	Orange County	5.7	52	Fulton County	7.0
18	Warren County	5.7	52	Richmond County	7.0
23	Monroe County	5.8	54	Essex County	7.1
23	Schuyler County	5.8	55	Steuben County	7.2
23	Washington County	5.8	56	Franklin County	7.3
26	Allegany County	5.9	57	Lewis County	7.4
26	Erie County	5.9	58	Jefferson County	7.5
26	Wayne County	5.9	58	Oswego County	7.5
29	Livingston County	6.0	60	St. Lawrence County	7.7
29	Tioga County	6.0	61	Kings County	8.3
29	Ulster County	6.0	62	Bronx County	10.6

**ACTIVITY REPORT – JULY 2014**  
**COUNTY OF SULLIVAN INDUSTRIAL DEVELOPMENT AGENCY**

June 25, 2014

In June, site preparation work continued for the Red Meat project in the Village of Liberty. Bids were opened for the construction of the building and the Board approved the lowest bidder at its June 24<sup>th</sup> special meeting. After documents are approved by the Dept of Commerce (a primary funding source for the project) for the mechanical, electrical, and plumbing work and a thirty day review period ends, a Request for Proposal will go out for those components of the building.

Work continued on moving the Food Hub project forward, including additional discussions on the site of the project and funding for the costs of the unfunded balance of the project.

In June, the Agency held a regular and a special meeting. A public hearing was held on June 19<sup>th</sup> regarding the TEFRA requirements for the refinancing of the bonds for the Sullivan County Community College Dormitory Corporation. At the special meeting on the 24<sup>th</sup> the Board approved items required for the Sullivan County Funding Corporation to move forward with its refinancing of Sullivan County Community College Dormitory Corporation bonds.

The Sullivan County Funding Corporation held two special meetings in June. The one on June 10<sup>th</sup> approved a revolving loan to StickyFingers/Leah Maidenbaum and the other in June 24<sup>th</sup> approved bonding for the Dormitory Corporation. The closing for the Dormitory Corporation project was held on June 26.

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

Jennifer CS Brylinski  
IDA Executive Director





## Report to Legislature July 2014

### A. General Operations

#### 1) **Casino Update**

- Applications for casino licenses were due this past Monday June 30, 2014. The remaining two projects submitted applications. On or after July 21, 2014, applicants will make oral presentations to the site location board. There has been some discussion about a public comment period after Labor Day, though I do not see it listed on the RFA schedule. We will be preparing for it just as well to be able to put our best argument forward for this effort. The comparative analysis has been disseminated to developers, various media outlets and we have been actively promoting the findings.
- The comparative analysis has been disseminated to developers, various media outlets and pr firms. We have conducted a variety of radio interviews, commentaries and print stories articulating the findings in support of our casino projects.

#### 2) **Internal/External Marketing and Site Development –**

- The Partnership, SCVA, SCIDA and the Chamber will be hosting a “Business to Business” networking event dubbed “*Sullivan United*” on July 15, 2014 from 5:30 to 7:30 at the Monticello Motor Club. The mixer is designed to focus on non-casino related projects that are occurring in our county today and to provide a venue where members from the varying organizations can network freely and promote their respective businesses. See attached flyer.
- SCCC/Start UP NY Outreach – SCCC’s campus plan was approved. The college is now putting together criteria for the development of an RFP for engineering/approvals work needed for the site designated for the on-campus commerce park. SCCC has requested and we have provided a list of member engineering firms suitable for this process.

#### 3) **Community Outreach –** we continue to meet with varying community groups to educate, promote and speak to economic development issues throughout the county. I have presented to the Supervisors Association this past Wednesday relative to “Preparing Your Community to be Business Friendly”.

#### 4) **Misc**

### B. Project Updates

#### a. **Corporate Attraction**

- We have submitted a response to project Symmetry. We appreciate the assistance of the Division of Planning who provided GIS mapping assistance to a compacted deadline

(24 hours). The project involves a plug and play call center which could hire up 700 net new employees. The Frontier Insurance building has been submitted through its broker Pyramid/Cushman Wakefield. **UPDATE:** Awaiting Response form ESD

- We have responded to Project Green a manufacturer of bagged potting soils, mulch and other landscaping medium looking to site a 50,000 sq. ft facility. The project would create approximately 30 new jobs. **UPDATE:** Awaiting Response form ESD
- Small manufacturer from Long Island is looking to relocate in Sullivan County. A local businessman will be purchasing the business and moving it here. A preliminary site has been identified. Four new jobs. **UPDATE:** Under negotiation.

**b. Small Business/Entrepreneurial Development**

- I will be participating in the Small Business Initiative to be held at Planning on July 7.
- We have received an application for financing assistance relative to the development of a film studio.
- IWW funds available \$211,955.52. There are currently 8 loans within this program:
- SI funds available \$109,588.81. There are currently 11 loans with this program:

**c. Business Expansion**

- SCP and SCIDA and SCDPW continue to dialogue with Sutphen to help immediate and long term needs. The County recently cleared the way for the company to utilize a water source for testing their equipment.

**d. Shovel Ready Sites**

- SCP will be looking to bring in an intern to inventory existing sites that are zoned as of right for specified industries. While Shovel Ready is an ongoing focus the need to address increasing inquiries warrants this effort so that we can respond accordingly. **UPDATE:** The intern will begin on July 7, 2014.
- SCP met with various land owners to include their properly zoned sites in our site inventory development process. One owner in particular owns many key parcels and will be marketing those collectively through his own outreach campaign.

**e. Cluster Development**

The Double Diamond "Lost Lake development" is well underway. This is a 2,600 lot gated community featuring several community facilities, a lake, golf course, hiking trails all self maintained through its HOA. Already, 35 lots have been committed through a relationship with Double Diamond's other properties.

**f. Membership Education**

We have begun formulating several development and small business oriented educational forums for the fall schedule. These will include events focused on relevant business operational issues as well as the 2<sup>nd</sup> Annual SEQRA Educational Conference.

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

PROJECT/MEETING	SPONSOR LOCAL/STATE NATIONAL/INTERNATIONAL	STRATEGY	STRENGTHS	TIMELINE/COMPLETION	IMPACT
Confluence Program	SC Planning, SCVA and cross border partners	Work with a grant that promotes the culture and heritage of the Delaware River corridor as a video and recorded documentary of residents and historical experts	Culture and Heritage	2014	Increased visitor awareness of the rich culture and heritage of the Delaware River corridor increasing visitation and spending along the Delaware River.
Transportation Consultants	SC Planning	Discuss strategies to assist the transportation needs of the county	All	2014	Transportation needs addressed for workers and visitors in Sullivan County
Museum Coalition	SC Museums, SCVA, SCCC	Promotion of the museums of Sullivan County	Heritage, Culture & History	2014	Increased awareness of our museums and visitation and spending
Agri Tourism Task Force	SC Legislature and partners	Promotion of the agricultural products to residents and visitors assisting producers.	Agriculture	2014	Increased visitation to local producers and sales of locally grown products.

Writers and blogs	SCVA, I Love NY and SCVA partners	Push the Sullivan County Catskills out to travel writers and bloggers for first hand experiences and stories	All	2014	Recent articles in Fodor's, blogs and other various magazines and travel writers.
Brand USA Advertising	I Love NY, CATS, SCVA	A unified advertising campaign to promote CATS to the UK and Germany This program is available through the US tourism act instituted by President Obama and is being assisted by I Love NY.	Outdoors, food and Culture	2014-15	Increased visitation and spending by international traveler whose spending is 7 times that of the domestic traveler
NYSCVB Initiative	NYS CVB	Build on the convention and meeting market. Partnering with other CVB's and I Love NY	Meetings & Conferences	2014	Strategized efforts to increase meetings and conferences into Sullivan County.
Casino Support Meetings	SCVA & partners	Assist developers with application process.	All	2014	Impact of siting two casinos in the Sullivan County Catskills
NYC Receptive Operators	DONY, SCVA, NYS	Meeting Stateside Receptives operators located in NYC to promote attraction and accommodations in the Sullivan County Catskills	All	June 2014	Bring new visitors from the international as well as the NYC market.

Mysteryland, USA	IDT, Bethel Woods, SCVA	Increase economic impact of the three day Memorial Day event	All	Memorial Day Weekend 2014	Still working on impact study to generate exact numbers. Preliminary comments have been "best weekend" since Phish with a 50% increase in businesses and continued contact with visitors planning on returning this summer. Added value was the exposure to a world-wide audience of visitors
Memorial Day Weekend	SCVA	Promote the unofficial opening of Memorial Day weekend and Memorial Day celebrations and events. Kick off to the summer season	All	Memorial Day	Increased spending and quality of life for local residents
CFA Workshop	SC Planning and Partnership	Produce CFA projects for SC	All	June 15 deadline	Facilitate CFA applications from public and private sectors

<p><b>GALA Awards Event</b></p>	<p>GALA Sullivan County</p>	<p>N/A</p>	<p>N/A</p>	<p>May</p>	<p>First GALA Awards event to honor Assemblywoman Aileen Gunther and private citizen Jeffrey Spitz for their work in the advocacy of G&amp;L</p>
<p>CBS Times Square Promotion</p>	<p>SCVA</p>	<p>Promotion of Sullivan County Catskills</p>	<p>All</p>	<p>April 9-July 15, 2014</p>	<p>Increase visitor a huge market. To date a targeted statistical report shows an increase in 800 calls, mobile site increase of 300% over same period last year and increased web activity to a dedicated page.</p>
<p>SCVA Literature Exchange</p>	<p>SCVA, SC Chamber, SC Partnership, YEL, Renaissance, SUNY Sullivan and Proud to be Sullivan partners</p>	<p>The Annual Literature Exchange is expanding to include workshops on Hospitality, Social Media, E-commerce and Proud program</p>	<p>All</p>	<p>May 8, 2014</p>	<p>Successful workshop for over 100 attendees on Social media and hospitality training. Literature and networking along with I Love NY Tourism Director attendance and program on I Love NY marketing efforts. Increased promotion and quality of Life for a better experience</p>

NY Magazine article on the Sullivan County Catskills	Finn Partners, I Love NY and SCVA	Added value promotion	All	May edition	for visitors and residents Through contacts at Media events sponsored by I Love NY in NYC, contact was made with writer from NY Magazine promoting summer get a way in the SC Catskills. This writer has been asked to do another story sometime this summer or fall.
Governor Tourism Summit	NYS	Promotion of Tourism	All	May	Participated in the State-wide summit for tourism
FAM Trip Chinese & UK	I Love NY & SCVA	International Tourism expansion	All	May	Increase awareness of the I Love NY international representatives working in China and the UK to bring visitors
Lost Lake Ribbon Cutting	Lost Lake, Town of Forestburgh, SC Chamber	Second Home Development	Quality of Life	May	Increased second home inventory
REAP Meeting	SC REAP Board	Improve rural economy in Sullivan County	Agriculture	May	Congressman Gibson addressed the Board on the importance of being one of only 9 REAP Zones and

ESSAE Expo	Empire State Society of Association Executives	Business Conferences	Lodging and Meetings	May	the support of Congress Exposure of association meeting planners to options in the SC Catskills to increase spending. September meeting bringing in over 400 attendees for three days
NYS Coop Program	NYSTPA Council and participating counties	Work together to cooperatively market to magazine readers of Oprah, Better Homes, Family Circle and others	All	Spring 2014	This program allows SCVA to promote the Sullivan County Catskills to a large affluent population base and to date over 6,000 requests
Green Tourism Conference	SCVA, Green Hospitality, Delaware Conservancy	Educate lodging, restaurants and other businesses on the growing market for sustainable destinations	All	April, 2014	Successful conference with attendees learning about not only green tech but hospitality and training
Responsible Traveler	I Love NY and county partners	Further establish this market niche in SC	All	2014	Promotion of sustainable tourism to a large



						market of green tourists
Paths Through History	I Love NY and counties	Promotion of historical and cultural sites	A&C, History	Starting in June	Allows the historical and cultural site within SC to promote their events and centers	
Casino Support	SCVA Board	Working with Board and members to build support	All	2014	Garner letters of support and working relationships with developers	
Art & Cultural Trail	SCVA	Promote our arts and culture	A&C	May	Provide the A&C assets greater exposure to visitors	
Event Promotion	SCVA and event organizers	Promotion to insure successful event and increase visitors	Event	2014	Increased visitor spending	
Empire State Tourism Conference	I Love NY and NYSTIA	Educational	All	April 28-30, 2014	Meet with other tourism specialists from across NYS and nationally to further learn and discuss marketing strategies	
ESPR Rally Opening Ceremony	ESPR & SCVA	Event promotion	Event	April 25, 2014	Welcome drivers and fans from across the country and internationally and increase visitor spending	
Sullivan Renaissance Spring Forum	Sullivan Renaissance	Beautification of Community	All	2014	Continued support of Renaissance efforts to improve Quality of Life and visitor perception	
Grand Opening of Foxwoods Catskills	Foxwoods Catskills	Garnering local support and	Casino Destination	April 23, 2014	N/A	

office		information head quarters			
State Fair Conference Call	I Love NY, NYS Parks, NYSTIA	Promotion of State's tourism asset during NYS Fair	All	2014	NYS Parks is offering a better location during the State Fair
Blue Hill Café	SCVA, DVAA, & Blue Hill	Expansion of tourism product in Claryville	A&C	2014	Successful business owner from NYC opening art gallery and event space at property owned in Claryville that will add to the assets of SC
Vagabond Travel Editor	I Love NY, SCVA	6-8 page article in Vagabond Magazine, a Swedish travel magazine	Lodging, A&C, outdoor recreation	April 10 & 11, 2014	Value added advertising of the Sullivan County Catskills through a quality travel article about our eagles, hiking trails, Woodstock and river.
IPW	I Love NY and partners	International promotion	All	April 7,8,9, 2014	Increase visitation by international travelers who spend 7 times more than domestic traveler
CATS Meeting	4 counties in region	Process 2014 Marketing Plan for Catskill Region	All	2014	Increase marketing to supplement individual county efforts

Web Site and Social Media	SCVA	Promotion of the Sullivan County Catskills through digital media	All	Ongoing	Increases in analytics generated through various media including recent travel shows, articles, news and advertising. These articles have generated tremendous interest and bookings to the Sullivan County businesses
Media articles NYS AAA and Meeting Focus	SCVA, CATS	Promote Sullivan County through articles and stories	All	Spring 2014	Increased sales tax revenue and business development
Meeting with Congressman Gibson	N/A	Discuss agriculture, tourism and the increase of the CONUS per diem rate	All	2014	A strategic plan will enable Sullivan County to plan for future
Economic tourism and agriculture focus group	Sullivan County and stakeholders	Develop a plan for future	All	2014	Increase visitor experience and lead to return trips
Sullivan County Coach USA terminal	Renaissance, Coach USA and SCVA	Develop a quality experience at major terminal in Sullivan County	Hospitality and beautification	2014	Expand hospitality program, increase positive attitudes of residents,
Proud to be Sullivan	Renaissance, SCVA, and other volunteer organizations	Develop programs to solicit positive attitude	Quality of life	2014	

						affecting the visitor's perception of Sullivan County
SC Sportsmen and Outdoor Expo	SCVA, SCCC, Chamber and local businesses	Promote our businesses to the outdoor market	Outdoor Recreation		March 2014	Successful event with over 70 vendors and 3,000 visitors
Media Showcase, NYC	I Love NY	Meet with media, writers and advertisers	All		Summer 2014	Entice writers and media to do stories and travel articles on the Catskills
Member Workshop	SCVA	e-commerce site	All		2014	Allows businesses to use SCVA's umbrella to market and sell on-line
Stewart Airport Brainstorming Session	Stewart Airport and surrounding counties	Increase usage and visitors	All		2014	Working with airport to increase and promote visitors to region
Tourism Action Day	NYS Tourism & Hospitality	Increase awareness of tourism industry to NYS economy	N/A		March 2014	Awareness to Local and State officials on the importance of tourism
Celebrity Dinner	B&G Club of Sullivan County	Charitable	N/A		March 2014	Quality of Life for Sullivan County
I Love NY website	NYS Tourism	Increase usability and regional promotion	All		2014	Increase promotion
Paths Through History	Mid-Hudson Tourism Committee	Increase visitor awareness of historic sites	History and Culture		2014	Increase visits and revenue from history niche market

Heart-A-Thon	WSUL/WVOS, SCVA volunteers and other organizations	Charitable	Quality of Life	February 2014	Assist with helping improve quality of life in Sullivan County
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 <sup>th</sup> Woodstock

<b>Media Placement</b>	<b>SCVA and partners</b>	<b>Ongoing strategy for promotion</b>	<b>All</b>	<b>2014</b>	<b>Anniversary and 45 things to do.</b>
<b>DEP Recreational Boating Meeting</b>	<b>DEP, CATS, counties</b>	<b>To work with DEP on promotion of the Reservoir opportunities</b>	<b>Outdoor recreation</b>	<b>February ongoing</b>	<b>Increase awareness and visitation through advertising and media promotion</b>
<b>Resort Destination Developers</b>	<b>SCVA &amp; developers</b>	<b>Strategies for working together for the entire tourism industry of Sullivan County</b>	<b>All</b>	<b>2014</b>	<b>Increased visitation and support of local communities and businesses around the Neversink Reservoir.</b>
<b>Eastern States Classic</b>	<b>SCVA</b>	<b>Hospitality</b>	<b>All</b>	<b>January 2014</b>	<b>Solution for the integration of new resort destination and cooperatively marketing with existing business</b>
<b>Pride Map</b>	<b>SCVA &amp; Renaissance</b>	<b>Promotion</b>	<b>All</b>	<b>February 2014</b>	<b>Provided dining list and travel guides to wrestling fans at SUNY Sullivan</b>
					<b>Supply front line businesses the ability to serve as hospitality</b>

						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	
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	