



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

SULLIVAN COUNTY LEGISLATURE
Community and Economic Development Committee
September 4, 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:

- 1. Adopting a Corrective Action Plan for the New York State Tourism, Promotion Audit.**

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:

**RESOLUTION INTRODUCED BY COMMUNITY AND ECONOMIC DEVELOPMENT
COMMITTEE TO APPROVE A CORRECTIVE ACTION PLAN FOR THE TOURISM
PROMOTION SERVICES REPORT OF EXAMINATION FOR THE PERIOD JANUARY 1,
2012 TO AUGUST 21, 2013 PERFORMED BY THE NEW YORK STATE
COMPTROLLER'S OFFICE**

WHEREAS, the New York State Comptroller issued a report of examination for the period of January 1, 2012 to August 21, 2013 concerning Tourism Promotion Services, and

WHEREAS, the objective of the audit was to review the contract with the Tourism Promotion Corporation, specifically asking, "Did the County provide adequate oversight over the collection and expenditure of the County's occupancy tax?", and

WHEREAS, the New York State Comptroller made several recommendations to improve the oversight over the enforcement and reporting of occupancy tax and related exemptions and a recommendation to improve the monitoring of the success of the Corporation, and

WHEREAS, in accordance with Section 35 of the General Municipal Law a written corrective action plan that addresses the findings and recommendations in the report should be prepared and sent to the New York State Comptroller

NOW THEREFORE, BE IT RESOLVED, that the Sullivan County Legislature hereby approves the attached corrective action plan.

Corrective Action Plan

Audit Report Title: Sullivan County, Tourism Promotion Services, Report of Examination for the period January 1, 2012 – August 21, 2013

Audit Report Number: 2014M-61

Recommendation:

- 1.) The Legislature should strengthen oversight over the enforcement and reporting of occupancy tax and related exemptions. Such oversight could include:
 - Clarifying the information requested on the occupancy tax forms,
 - Requiring establishments to submit support for exemptions with the occupancy tax forms,
 - Conducting trend analysis using occupancy tax forms or other sources such as sales tax amounts and
 - Conducting on-site audits.
- 2.) The Legislature should include clear goals, guidelines and benchmarks in the tourism promotional contract with the Corporation to enable the County to monitor the success of the contract.

Implementation Plan of Action:

- 1.) Staff intends to address the uniformity of the occupancy tax forms to ensure all vendors are reporting the same information. Modification of the forms should enable the County to be better able to perform trend analyses and ensure the validity of vendors claiming exemptions. The County has \$20,000 appropriated in the 2014 budget for the purposes of conducting on-site audits. The intention is to engage a vendor to perform the audits during 2015.
- 2.) The Corporation has an already executed contract with the County for 2014. The Legislature along with staff will determine appropriate goals and guidelines to incorporate into the 2015 contract. Such measures could include items such as marketing County owned tourism assets, measuring the reach of the Corporations marketing campaign, and defining the County goals in a marketing campaign.

Implementation Date: 2014 & 2015

Person Responsible for Implementation: (1) Sullivan County Treasurer and (2) Sullivan County Manager



SULLIVAN COUNTY
DIVISION OF PLANNING AND ENVIRONMENTAL MANAGEMENT

Community & Economic Development Committee Update

August 28, 2014

Summary/Highlights:

- Work plan created for connectivity working group
- Emerald Corporate Center

INITIATIVE	AUGUST ACTIVITY/STATUS	NEXT STEPS
GRANTS		
CFA 2014 Funding Round/MHREDC	<ul style="list-style-type: none"> • Final MHREDC meeting for 2014 CFA round on 8/6; pending award notification 	NA
CFA 2013 CDBG Funds	<ul style="list-style-type: none"> • Microenterprise grant request invited to move from the preapp to full application stage; full application mailed on 8/28/14 • Preapps for yogurt and maple syrup enterprises were not invited to the full application stage 	NA
USDA Rural Business Enterprise Grants (RBEG)	<ul style="list-style-type: none"> • News release from Senators Schumer & Gillibrand announced award of full \$200k grant request • Met with USDA rep George Popp to complete grant paperwork • Letter of confirmation award not yet received. • No activity this month. 	<ul style="list-style-type: none"> • No action to be taken until award letter is received.
EDA		<ul style="list-style-type: none"> • Submit GCAF once funding request and match strategy is determined.
USDA Rural Business Opportunity Grant (RBOG)		
Main Street & Small Business Initiatives		
Outreach/ County-wide efforts	<ul style="list-style-type: none"> • Business guide contents assembled, placed in organization framework; editing • Process flowcharts drafted to facilitate permit streamlining effort 	<ul style="list-style-type: none"> • Complete editing and design of guide; review events calendar, with partnering entities • Complete inventory of Main Street entities, and review/assessment of past initiatives; identify next steps for Main Street Matters program

INITIATIVE	AUGUST ACTIVITY/STATUS	NEXT STEPS
<ul style="list-style-type: none"> Jeffersonville, Livingston Manor, Monticello 	<ul style="list-style-type: none"> Inquiry from Salt and Pepper in Monticello for Main Street TA program 	<ul style="list-style-type: none"> Continue roll out of Monticello Main Street TA program, including follow up with property owners
Plans		
<ul style="list-style-type: none"> Comprehensive Economic Development Strategic Framework (EcDev Plan) 	<ul style="list-style-type: none"> Revised plan reviewed internally; ready for steering committee 	<ul style="list-style-type: none"> Reconvene advisory committee
<ul style="list-style-type: none"> Agricultural Preservation Plan 	<ul style="list-style-type: none"> Draft strategies confirmed with Ag Preservation Board; Consultant completing plan 	<ul style="list-style-type: none"> Preview draft ag plan recommendations with Ag & Sustainability Committee Consultants to submit draft plan
<ul style="list-style-type: none"> LWRP 	<ul style="list-style-type: none"> Submitted two UDC TAG grants – one for the Confluence project and one for eagle nest monitoring 	<ul style="list-style-type: none"> Continue/complete edits and revisions of draft LWRP document and access plan
	<ul style="list-style-type: none"> Obtained information on trash collection from DPW Plan edits ongoing 	<ul style="list-style-type: none"> Complete concepts and budget for trash maintenance to present at next Scenic Byway meeting
<ul style="list-style-type: none"> Comprehensive Transportation Plan 	<ul style="list-style-type: none"> Legislative briefing held 8/19 Data collection 90% complete; moving to the Initiated work with DGA on potential funding opportunity 	<ul style="list-style-type: none"> Draft recommendations to be available in October

INITIATIVE	AUGUST ACTIVITY/STATUS	NEXT STEPS
Miscellaneous		
Revolving Loan Programs	<ul style="list-style-type: none"> • Loan monitoring forms and protocol completed 	<ul style="list-style-type: none"> • Roll out monitoring program in October
Emerald Corporate Center	<ul style="list-style-type: none"> • Board reconvened on 8/28/14; reviewed water contracts, bills, and zoning issues 	<ul style="list-style-type: none"> • Complete water agreement update with The Sullivan • Submit grant relieve request to Dept of Cmmerce to allow supportive housing • Meet with Thompson Supervisor & Rock Hill Business Association to discuss potential changes to permitted use mix on the site • prepare memo to Board on water issues/options, inc. status of water company after the parcels are sold; water cost data from ESWC; comparative water prices; quantity of water that needs to be sold in order to break even; quantity of water likely to be sold to corp park tenants at full buildout; opportunities to expand service outside the park
Broadband & Mobile Telephony Working Group	<ul style="list-style-type: none"> • Group met internally and in public meeting with Ann Mueller from NYS Broadband Task Force • Maps updated and database of unserved properties compiled • Work program for group developed 	<ul style="list-style-type: none"> • Adapt Columbia County user survey to Sullivan needs; plan for distribution • Arrange for WISP providers to meet with group

Program Employment Data

Program	Covered Period	# of People Who Found Employment	# of Businesses	Examples of Businesses
Workforce Investment Act (WIA) Adult, Dislocated Worker & Youth	7/29/14 – 8/27/14	55 people	34 businesses	Atlas Security – 2 Blue Horizon Bogota Latin Bistro Callanan industries CRMC Combined Energy Country Fare Market County of Sullivan – 12 Crystal Run Healthcare Dunkin Donuts Fallsview Hotel – 3 Genpak Golden Hill Nursing/Rehab Ideal Snacks – 3 Jack Hall Plumbing MB Food Processing – 4 Modern optical Roches Garage Samaritan Village – 3 Sausto Contracting Schein Ice Cream – 2 SYDA Foundation United Natural Foods Inc Verona Oil Wellness Home Care

- ❖ This is the program close out period for the Workforce Investment Act so much time is spent on reports. This is also the time when the Local Plan is updated.
- ❖ Member of a statewide workgroup looking at the new Workforce Innovation and Opportunity Act (WIOA) legislation. This group will examine different sections and provide recommendations to USDOL prior to draft regulations being issued in January 2015. The new legislation is effective July 1 2015.
- ❖ Participating in a regional sector partnership focused on the manufacturing industry. The consortium includes the Council of Industry, community colleges, workforce development, and BOCES. The goal is to create a sector model of career pathways that can become a regional model for use with other industries. The introductory meeting was held in July. The next meeting is scheduled for early September.

Labor Market Profile

Resident Civilian Labor Force and Nonfarm Employment

SULLIVAN COUNTY

July 2014, June 2014, July 2013

Category	Jul 2014	Jun 2014	Jul 2013	Net Month	% Month	Net Year	% Year
Resident Civilian Labor Force	34,300	33,400	35,600	900	2.7%	-1,300	-3.7%
Employed	32,100	31,200	32,700	900	2.9%	-600	-1.8%
Unemployed	2,300	2,200	2,900	100	4.5%	-600	-20.7%
Sullivan County Unemployment Rate	6.6%	6.6%	8.1%	0.0		-1.5	
NYS Unemployment Rate	6.8%	6.5%	7.8%	0.3		-1.0	
US Unemployment Rate	6.5%	6.3%	7.7%	0.2		-1.2	
Total Nonfarm							
Total Nonfarm	26,400	25,700	26,600	700	2.7%	-200	-0.8%
Total Private							
Total Private	20,700	19,600	20,900	1,100	5.6%	-200	-1.0%
Goods-Producing							
Goods-Producing	2,300	2,300	2,400	0	0.0%	-100	-4.2%
Natural Resources, Mining and Construction							
Natural Resources, Mining and Construction	800	800	900	0	0.0%	-100	-11.1%
Manufacturing							
Manufacturing	1,500	1,500	1,500	0	0.0%	0	0.0%
Service-Providing							
Service-Providing	24,100	23,400	24,200	700	3.0%	-100	-0.4%
Private Service-Providing							
Private Service-Providing	18,400	17,300	18,500	1,100	6.4%	-100	-0.5%
Trade, Transportation and Utilities							
Trade, Transportation and Utilities	4,100	4,100	4,400	0	0.0%	-300	-6.8%
Information							
Information	200	200	200	0	0.0%	0	0.0%
Financial Activities							
Financial Activities	1,100	1,100	1,100	0	0.0%	0	0.0%
Professional and Business Services							
Professional and Business Services	1,500	1,400	1,500	100	7.1%	0	0.0%
Education and Health Services							
Education and Health Services	6,500	6,500	6,400	0	0.0%	100	1.6%
Leisure and Hospitality							
Leisure and Hospitality	3,900	3,000	4,000	900	30.0%	-100	-2.5%
Other Services							
Other Services	1,100	1,000	900	100	10.0%	200	22.2%
Government							
Government	5,700	6,100	5,700	-400	-6.6%	0	0.0%

COUNTIES RANKED BY UNEMPLOYMENT RATE
JULY 2014

RANK	COUNTY	RATE	RANK	COUNTY	RATE
1	Hamilton County	3.9	31	Monroe County	6.3
2	Saratoga County	4.7	31	Orange County	6.3
3	Tompkins County	4.8	34	Greene County	6.4
4	Yates County	4.9	34	New York County	6.4
5	Columbia County	5.0	34	Oneida County	6.4
6	Genesee County	5.1	34	Tioga County	6.4
6	Nassau County	5.1	38	Allegany County	6.5
6	Putnam County	5.1	38	Ulster County	6.5
9	Ontario County	5.2	40	Cattaraugus County	6.6
9	Warren County	5.2	40	Chautauqua County	6.6
11	Rockland County	5.4	40	Chemung County	6.6
11	Seneca County	5.4	40	Delaware County	6.6
11	Washington County	5.4	40	Niagara County	6.6
14	Albany County	5.5	40	Sullivan County	6.6
14	Suffolk County	5.5	46	Broome County	6.8
14	Westchester County	5.5	46	Cortland County	6.8
17	Chenango County	5.7	48	Clinton County	6.9
17	Dutchess County	5.7	48	Schoharie County	6.9
17	Otsego County	5.7	50	Fulton County	7.0
17	Rensselaer County	5.7	50	Queens County	7.0
21	Cayuga County	5.8	52	Lewis County	7.1
21	Livingston County	5.8	53	Franklin County	7.3
21	Schenectady County	5.8	53	Jefferson County	7.3
21	Wayne County	5.8	53	Steuben County	7.3
25	Schuyler County	5.9	56	Montgomery County	7.4
25	Wyoming County	5.9	57	Orleans County	7.5
27	Essex County	6.2	58	Oswego County	7.7
27	Herkimer County	6.2	59	Richmond County	7.8
27	Madison County	6.2	60	St. Lawrence County	8.3
27	Onondaga County	6.2	61	Kings County	8.6
31	Erie County	6.3	62	Bronx County	11.2

ACTIVITY REPORT – SEPTEMBER 2014
COUNTY OF SULLIVAN INDUSTRIAL DEVELOPMENT AGENCY

July 29, 2014

In August, work continued on the Red Meat project in the Village of Liberty. Documents were approved by the Dept of Commerce (a primary funding source for the project) for the mechanical, electrical, and plumbing work and a request for proposal was sent out with a bid opening date of September 15. A bid opening was held on August 26 for cooler and freezer units with no bid awarded. Re-bid for this component will be resubmitted after reapproval by the USDA. Work continued on drafting the request for proposals for operation of the facility, and networking with potential operators to generate interest. Staff continues to monitor all grant requirements and track the overall project budget.

With respect to other agricultural economic development programs and initiatives, IDA staff continues to attend monthly meetings of the Sullivan County Legislature's Ag Advisory Board (AAB). Staff also attends monthly meetings of the AAB's farmland protection planning subcommittee, to ensure that IDA efforts are integrated into the updated Countywide Agriculture and Farmland Protection Plan. Staff is also assisting the Sullivan County Planning Division in its evaluation of a proposal to utilize USDA grant funds for the development of a local dairy processing facility.

In August, the Agency held its regular meeting on the 12th. At that meeting the Board approved a resolution to sign a satisfaction of mortgage and project termination documents for the RSS Realty / S&S Waverly (Old Sullivans) project. It also approved an extension to the sales tax exemption period for the Mogenavland projects in the towns of Bethel and Tusten, and it approved additional funding for the Krispy Apple in Rock Hill. Discussions regarding the organization of a presentation to the NYS Gaming Facility Location Board and the possible need for the Sullivan County Community College needing assistance with escrow funds also occurred.

On August 25th the Agency held a public hearing on the Mohegan Sun at the Concord project at the Government Center, and at a special meeting of the board on August 27th it approved financial assistance for that project.

On September 3rd the Board will hold a special meeting to consider the approval of financial assistance to the EPR / Empire Resorts project.

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

Jennifer CS Brylinski
Jen Flad
IDA



Report to Legislature September 2014

A. General Operations

1) **Casino Update**

- Plans for speaking at the Casino Gaming Location Board hearings are well underway. While there is much interest and energy for many to attend and speak the rules of engagement prohibit that to a great degree. As a result the day seems to be evolving into a coordinated effort from the location board. We are working with 'an all hands on deck' approach and have and continue to ask interested stakeholders to sign up for a chance to speak. If it is not possible to speak, the Board will be accepting written comment up to 7 days after the public presentations.
- The Partnership, Sullivan County Visitors Association and Chamber have been assisting both our applicants where ever it is needed. Both applicants recently toured the area creating a compelling media products. We assisted Mohegan Sun in the coordination of a vendor interest event where over 200 attendees heard 1st hand the project plans as well as the workforce experiences of key Mohegan personnel.

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

- The Sullivan County Partnership will be honoring over 20 Life Time Commitment supporters of the organization including of course the County at our Annual Meeting and Celebration to be held on October 9 at the Sullivan. Invitations our out and we look forward to a wonderful event.
- *HVEDC* –The Partnership has re-energized our relationship with the Hudson Valley Economic Development Corporation. Critical to maximize our reach, frequency and cross networking opportunities it was necessary to maximize this relationship. We will be looking to HVEDC to host targeted events in Sullivan County, for example tying in their 3D Printing efforts to SCCC and more. Their next big event is the Hudson Valley Beer, Wine, Spirits & Cider Summit 2.0, through HVEDC's Food & Beverage Alliance. It will take place at the Culinary Institute. The keynote speaker will be *James Mariani, CEO of Banfi Vintners*, a leading importer in the U.S. and Featured, *Richard Ball from NYS Ag and Markets*. To RSVP, visit hvedcbwscsummit.eventbrite.com.

- #### 3) **Community Outreach** –I presented at the Saratoga Gaming and Racing Institute for the Albany Law School Institute of Legal Studies regarding the Impact of Commercial Casinos. The topic stemmed from the Spirit of the legislation to the impact on other gaming activities to the inclusion of Orange County effecting on the process. I will be met with the Town/Village of Liberty joint meeting in August to encourage them to seek infrastructure expansion opportunities along the Old 17 Corridor, an area zoned for Industrial/Commercial development.

- 4) **Misc** – the Partnership has just completed the elections of board members for FY 2014/2015. They will be announced along with new officers in the coming days. This year our annual meeting will take place on October 9, 2014.

B. Project Updates

a. Corporate Attraction

- We are responding to a manufacturing inquiry. A New York State firm is interested in expanding in the Hudson Valley region. The produces self lubricating carbon/graphite products for the aircraft industry. \$2.5 million investment, 10,000square feet of space and 25 jobs.
- We are in discussions with a New York City chef interested in establishing a chocolate factory in Sullivan County. He has been touring several hamlets as part of his due diligence. The gentleman has ties to the area.
- Veria Lifestyle Management has undergone some revised planning, all for the good as unexpected challenges have forced some rethinking. The project is proceeding forward.
- Alumitech has closed on a small building on Old Route 17 in the Town of Liberty. They produce custom Aluminum facades and doors for the NYC metro market.
- A custom wood flooring manufacturer has identified the former Neversink Glass building at the Sullivan County Airport Industrial Park as its primary facility. High taxes are a concern but we have contacted the IDA to explore abatement possibilities.TBD
- 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: Plans for a new facility are being drawn.

b. Small Business/Entrepreneurial Development

- We have approved financing for two small businesses in Monticello. The first is Fat Boiz a Caribbean ethnic eatery located on Liberty Street. The second is Yanni's located on Pleasant Street as an expansion project. Yanni's expansion is complete and Fat Boiz will be opening September.
- We have received an application for financing assistance relative to the development of a film studio. Remains in process
- 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

- Yanni's Gyro Express

d. Shovel Ready Sites

The Partnership and SC Planning are collaborating on developing an inventory of sites suitable for future shovel ready site status. To date 70 sites have cleared the 1st selection process. We will next be meeting with the individual towns and the real estate community to ensure we have covered all sites that could be included. A set of criteria has been used based on market demands, the expectations of sites selectors, and existing zoning. The goal is to identify and begin approvals for up to five key sites along the I-86 corridor including those that have already secured some approvals. Concurrently we will be identifying industry types that can fit within our existing zoning as a way to continue outreach efforts to small and medium sized businesses from the high cost metro area that can be encouraged to consider Sullivan County as a place to conduct their business. This two pronged approach will better position us to simultaneously address a broader window of prospective industry segments as a target.

e. Cluster Development

As part of our testimony to the siting location board we are making the economic, logistical and environmental case for clustering two resort destination casinos at the former Concord site. This message along with the legislative intent will be core principals to making a compelling argument relative to locating two projects in Sullivan County.

f. Membership Education

The Sullivan County Division of Planning and the Sullivan County Partnership will be meeting this week to collaborate on the 2nd annual SEQRA Conference to be held in January. The event is educational in nature where attendees can secure continuing education credits in their respective associated fields.

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

PROJECT/MEETING	SPONSOR LOCAL/STATE NATIONAL/INTERNATIONAL	STRATEGY	STRENGTHS	TIMELINE/COMPLETION	IMPACT
Ice Bucklet Challenge with Assemblywoman Gunther	SCVA & Assemblywoman	N/A	N/A	N/A	N/A
Travel Writer Rainer Jenss	SCVA and members	Travel article on Upsate Travel including the Sullivan County Catskills in AFAR magazine	Family Travel	August 18-19	Promotion of the SC Catskills for Fly fishing, Bethel Woods, restaurants and lodging. Coming back for another article as well
Woodstock Anniversary Weekend	I Love NY & SCVA	Promotion at 45 th weekend	All	August 15-17	Worked with I Love NY pod at Bethel Woods Center & Museum
SUNY Sullivan Women Who Make A Difference Award Ceremony	SUNY Sullivan Foundation	Recognition of 7 women including Roberta Byron- Lockwood for Tourism Development	N/A	August 21	N/A
State Fair & Meeting	SCVA	Promotion of the Sullivan County Catskills through the I Love NY booth	All	August 21 –Labor Day	Promotion and visitation

Video Shoot	N/A	Promotion of gaming & attractions	All	August 13 & 15	Promotion to assist gaming quest
REAP Board	REAP of Sullivan & Warwarsing	N/A	N/A	2014	Helping small rural communities
Renaissance 2014	SC Renaissance and SCVA	Create a Beautiful SC	N/A	2014	Create a welcoming area for visitors at the SCVA offices. SCVA won Best of Show for Flowers
Mohegan Sun Concord Event	Mohegan Sun, SC Partnership, SCVA	Working relationship	All	August 6	To create a working partnership with local businesses and Mohegan Sun
Brand USA	I Love NY, SCVA and CATS region	International marketing to UK and Germany with I Love NY	Outdoors and Culture	2015	Bring more international travelers who have a higher propensity for spending increasing revenue
EV Car Tourism Study	NYSERDA, Metro North, Berreta Bay, SCVA, Hertz and Green Hospitality	Study viability of working with Metro North and Hertz to supply EV cars for tourists to explore upstate and Sullivan businesses the opportunity to have charging stations	All	2014-15	This will open up a new market of travelers choosing to not drive out of city or without vehicles that use the train to exit high population areas. The green traveler movement is a growing segment of travelers
SC Sustainable Development	Sullivan County	Sustainable Development	All	2014	N/A

Tourism/Small Business workshop on transportation	SC Planning & SCVA	Building a trans system for workers and visitors	All	2014	Working with SC Planning, SCVA hosted a workshop to get input on transportation needs of small business
I Love NY Media Event NYC	I Love NY & CATS	Promote Fall events and activities to travel writers & bloggers	All	2014	Have already hosted several writers and bloggers
Video Project	SCVA	Produce short videos highlighting strengths	All	2014-2015	Increased awareness and visitor spending
Foundation Search Funding	SCVA	Utilize search software to research grant opportunities	All	2014-2015	Increase funding for marketing and expanding business
Business Mentor NY	Empire State Development/SCVA	Business mentoring for start ups	All	2014-2015	Increase business growth development
Miss China Tour	I Love NY & SCVA	Overall promotion	All	July 14, 2014	14 Miss China contestants were treated to fly fishing at Catskill Fly Fishing Center. They were also going to zip line but the weather did not allow. Their photos and video was live streamed to Chinese media and an hour long video will be produced for the Pageant about I Love NY

Print campaign for Fall	Hudson Valley Table & Hudson Valley Parent	Promote to Fall events and attractions	Agri-tourism, leaf peeping and outdoors	2014	Promote to drive and overnight demographics for the Fall events and attractions to family and friends
Social Media	Media Solstice, Large Media	Enhancements to current project	All	2014-2015	Increased exposure to the social media channels for visitors to receive information on the Sullivan County Catskills, increasing visitation and spending
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 from the tourism act instituted by Pres. 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	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

<p>NYC Receptive Operators</p>	<p>DONY, SCVA, NYS</p>	<p>Meeting Stateside Receptives operators located in NYC to promote attraction and accommodations in the Sullivan County Catskills</p>	<p>All</p>	<p>June 2014</p>	<p>Bring new visitors from the international as well as the NYC market.</p>
<p>Mysteryland, USA</p>	<p>IDT, Bethel Woods, SCVA</p>	<p>Increase economic impact of the three day Memorial Day event</p>	<p>All</p>	<p>Memorial Day Weekend 2014</p>	<p>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</p>
<p>Memorial Day Weekend</p>	<p>SCVA</p>	<p>Promote the unofficial opening of Memorial Day weekend</p>	<p>All</p>	<p>Memorial Day</p>	<p>Increased spending and quality of life for local residents</p>

CFA Workshop	SC Planning and Partnership	Produce CFA projects for SC	All	June 15 deadline	Facilitate CFA applications from public and private sectors
GALA Awards Event	GALA Sullivan County	N/A	N/A	May	First GALA Awards event to honor Assemblywoman Aileen Gunther and private citizen Jeffrey Spitz for their work in the advocacy of G&L
CBS Times Square Promotion	SCVA	Promotion of Sullivan County Catskills	All	April 9-July 15, 2014	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.
SCVA Literature Exchange	SCVA, SC Chamber, SC Partnership, YEL, Renaissance, SUNY Sullivan and Proud to be Sullivan partners	The Annual Literature Exchange is expanding to include workshops on Hospitality, Social Media, E-commerce and Proud program	All	May 8, 2014	Successful workshop for over 100 attendees on Social media and hospitality training. Literature and networking along with I Love NY Tourism Director

NY Magazine article on the Sullivan County Catskills	Finn Partners, I Love NY and SCVA	Added value promotion	All	May edition	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 the support of Congress

ESSAE Expo	Empire State Society of Association Executives	Business Conferences	Lodging and Meetings	May	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 office	Foxwoods Catskills	Garnering local support and information head quarters	Casino Destination	April 23, 2014	N/A

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

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 th Woodstock Anniversary

Media Placement	SCVA and partners	Ongoing strategy for promotion	All	2014	Increase awareness and visitation through advertising and media promotion
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.
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
Eastern States Classic	SCVA	Hospitality	All	January 2014	Provided dining list and travel guides to wrestling fans at SUNY Sullivan
Pride Map	SCVA & Renaissance	Promotion	All	February 2014	Supply front line businesses the ability to serve as hospitality stewards

