



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

SULLIVAN COUNTY LEGISLATURE
Community and Economic Development Committee
October 2, 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:

- IDA - Jennifer C.S. Brylinski
- Partnership for Economic Development – Marc Baez
- Visitors Association - Roberta Byron-Lockwood
- Workforce Development – Laura Quigley
- Community & Economic Development – Freda Eisenberg

PUBLIC COMMENTS:

ACTIVITY REPORT – OCTOBER 2014
COUNTY OF SULLIVAN INDUSTRIAL DEVELOPMENT AGENCY

September 23, 2014

In September, work continued on the Red Meat project in the Village of Liberty. With the site work virtually completed, a Building Permit from the Village of Liberty was obtained and prep work for the construction of the building started. Documents were approved by the Dept of Commerce and a bid opening for the mechanical, electrical, and plumbing work occurred on September 15th, and a second bid opening for the cooler and freezer units occurred on September 26th. 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.

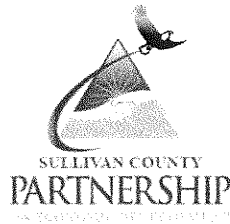
Since the IDA held special meetings on August 27th and September 3rd, and completed its business at those meetings, the September 9th regular meeting was cancelled. At those special meetings the Board approved financial assistance for the Mohegan Sun at the Concord project and the Monticello Raceway Management/ Montreign project. The Agency also conducted a closing with both projects and agreement documents were signed.

Discussions and actions regarding the organization of a presentation to the NYS Gaming Facility Location Board for the public comment portion of their process that occurred on September 23rd also took place.

At its October 14th regular meeting the Board expects to discuss a new application from International Contracting Corporation who is looking to locate at the Sullivan County Airport Industrial Park at the existing AKL Building on Industrial Park Road. Both 2015 budgets for the IDA and the Sullivan County Funding Corporation need to be approved in October for submittal to the State by November 1. Required notifications have been dispersed, and a public hearing for the budgets will be held on October 10th.

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

Jennifer CS Brylinski
Jen Flad
IDA



Report to Legislature October 2014

A. General Operations

1) **Casino Update**

- The Sullivan County Economic Development team was ever present and 'Sullivan United' in the final stretch of what has been a long, emotional, and challenging 14 months in this effort. The Siting Board public hearings brought many Sullivan County supporters to speak on behalf of MO², our two Concord centric projects. The day was highlighted by effectively capturing the heart of the day, with members of the Sullivan County team speaking back to back in a well prepared and coordinated presentation that we all felt impressed the Siting Board. It is important, while seemingly impossible to recognize many people that were part of the effort late last summer. Many participated in the rallies held at The Sullivan, by donating advertising, time, money and more to help ensure the passage of proposition 1 in the 1st place. Like a baseball game there are those that start the game and those that close it, but all have contributed to what will hopefully be an extraordinary win for Sullivan County.
- The Partnership and the Sullivan County Visitors Association will be hosting a meet and greet for a foreign investment group interested in opportunities in Sullivan County. There are no specifics yet as we will be vetting the group to gauge interest and possibilities.
- The Partnership, SCVA and Chamber continue to assist both Casino license applicants with special events and meetings they are coordinating. Each have target sub projects critical to their respective goals which the team will continue to assist with moving forward.

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 have been sent and we look forward to a wonderful event. If you have not yet responded and intend to do so please contact Jennifer at 794-1110.
- *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 s 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 have been announced. A slate of new officers will be presented and sworn in on October 9, 2014 at our annual meeting.

B. Project Updates

a. Corporate Attraction

- We have met with an upstate wholesale distribution company seeking 50,000 sq. ft. space to serve the metro to Albany market. An existing facility, the only one of that size that met the basic criteria, was shown. Discussions with facility owners and prospect have begun as there is genuine interest.
- 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. Update: We are out of contention. The two critical areas that hurt our chances were, lack of infrastructure and approvals readiness. Again this speaks to the need for preapproved “ Shovel Ready” sites.
- 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. Update: Two areas have been toured, Livingston Manor and Hurleyville. A business plan is being developed at this time based on where the prospect will ultimately choose as allocation.
- Veria Lifestyle Management is proceeding forward once again. There was a delay with the raising of certain buildings that has now been resolved. The firm has been meeting with the Town of Thompson, local contractors and professional firms as it gears up to proceed with phase 1 of its development.
- 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. Update: Work has begun on the building.

b. Small Business/Entrepreneurial Development

- We have received an application for financing assistance an expansion project in Liberty and a Pharmacy in Callicoon. Five to ten jobs are estimated to be created as a result.
- IWW funds available \$218,968. There are currently 9 loans within this program:
- SI funds available \$115,205 There are currently 11 loans with this program:

c. Business Expansion

- Apples Small Engine.

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. Update: The Chairman of the IDA has expressed interest in assisting with this most important effort making good use of existing professional relationships to help with developing support in Albany and with funding procurement opportunities needed to carry out this initiative. This initiative is clearly spelled out as a key deliverable in the soon to be completed Sullivan County Economic Development Plan.

e. Cluster Development

As part of our testimony to the siting location board we have made the economic, logistical and environmental case for clustering two resort destination casinos at the former Concord site. This message along with the legislative intent was well received 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 have met to begin collaborating 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. We expect extraordinary attendance has interest is already being expressed.

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

PROJECT/MEETING	SPONSOR LOCAL/STATE NATIONAL/INTERNATIONAL	STRATEGY	STRENGTHS	TIMELINE/COMPLETION	IMPACT
SC Leadership Presentation	SC Leadership & SCVA	Education to future leaders	N/A	Sept 30, 2014	Educate future leaders on tourism in SC Catskills
Confluence Meeting	SC Planning & SCVA	Promotion of Delaware River corridor	Outdoors & History	2014-2015	Increase promotion and visitation
UK Writer visit	SCVA and members	Promote SC through major story in UK publication	Outdoors & arts & culture	Sept 26 & 27, 2014	Story will appear in UK travel publication on Catskills
ESSAE Reception	Villa Roma & SCVA	Meet & Greet	Conferences & Meetings	Sept 25, 2014	ESSAE Conference at Villa Roma, increased spending
Casino Presentation Meeting	Eco Dev Team	Bringing casinos to Sullivan	N/A	September 23, 2014	Demonstrate to the Facility Siting Board the need and economic impact of siting a casino in Sullivan County 2 for Sullivan
Sullivan Regency Open House	Sullivan Regency	New lodging options	Second Home	Sept 22, 2014	Adds to housing inventory and second home spending
Path Through	NYS, Catskill/Hudson Valley	Promote historical	History & culture	Sept. 18, 2014	Development of

History		sites				promotion to increase visitation
NYS Highway Supt Conference	Villa Roma, SCVA	Greet 380 NYS Highway Supt to the Sullivan County Catskills	Conferences	Sept 16, 2014	Opening night of 4 day conference plus a Taste of SC Catskills event to encourage visitation	
Sportsmen Expo Planning	SCCC, SCVA, members	Promote outdoor recreation opportunities to local and visitors	Outdoor Recreation	March 2015	Expand the visitation to outdoor recreation	
Casino Developers presentations Albany	Facility Gaming Board	Listen to Catskill/Hudson Valley presentations to effectively produce a Public Comment strategy	All	September 9, 2014	Economic Development	
Simple View Software Discussion	SCVA	Upgrade to a new software program	All	2014-2015	Upgrades will allow for cutting edge technology to assist in promotion for individuals and meetings	
Brand USA, Catskills	CATS, SCVA, I Love NY	To promote the Catskills via Brand USA and I Love NY	Outdoors & Arts & Culture	2014-2015	Working with I Love NY and CATS to bring more international travelers to the Region	
Casino Committee Conference Call	SC Partnership, SCVA, IDA, SC Chamber, Fisher Mears, Wilson-Elsner	Strategize how group would work to support casino projects	All	September 5, 2014	Economic Development	
Ice Bucket Challenge with Assemblywoman Gunther	SCVA & Assemblywoman	N/A	N/A	N/A	N/A	
Travel Writer Rainer	SCVA and members	Travel article on	Family Travel	August 18-19	Promotion of the	

Jenss			Upsate Travel including the Sullivan County Catskills in AFAR magazine				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 and 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	SC Planning, SCVA and	Work with a grant	Culture and Heritage	2014	Increased visitor

Program	cross border partners	that promotes the culture and heritage of the Delaware River corridor as a video and recorded documentary of residents and historical experts			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	Outdoors, food and Culture	2014-15	Increased visitation and spending by international

<p>NYS CVB Initiative</p>	<p>NYS CVB</p>	<p>This program is available from the tourism act instituted by Pres. Obama and is being assisted by I Love NY</p>	<p>Meetings & Conferences</p>	<p>2014</p>	<p>traveler whose spending is 7 times that of the domestic traveler</p>
<p>Casino Support Meetings</p>	<p>SCVA & partners</p>	<p>Build on the convention and meeting market</p>	<p>All</p>	<p>2014</p>	<p>Strategized efforts to increase meetings and conferences into Sullivan County.</p>
<p>NYC Receptive Operators</p>	<p>SCVA & partners</p>	<p>Assist developers with application process.</p>	<p>All</p>	<p>2014</p>	<p>Impact of siting two casinos in the Sullivan County Catskills</p>
<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.</p>

Memorial Day Weekend	SCVA	Promote the unofficial opening of Memorial Day weekend	All	Memorial Day	<p>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>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	<p>First GALA Awards event to honor Assemblywoman Aileen Gunther and private citizen Jeffrey Spitz for their work in the advocacy of G&L</p> <p>Increase visitor a</p>
CBS Times Square	SCVA	Promotion of	All	April 9-July 15, 2014	

<p>Promotion</p>		<p>Sullivan County Catskills</p>			<p>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</p>
<p>NY Magazine article on the Sullivan County Catskills</p>	<p>Finn Partners, I Love NY and SCVA</p>	<p>Added value promotion</p>	<p>All</p>	<p>May edition</p>	<p>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.</p>
<p>Governor Tourism Summit</p>	<p>NYS</p>	<p>Promotion of Tourism</p>	<p>All</p>	<p>May</p>	<p>Participated in the State-wide summit for tourism</p>

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,	All	Spring 2014	This program allows SCVA to promote the Sullivan County

			Better Homes, Family Circle and others		All				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,	Lodging, A&C, outdoor recreation	April 10 & 11, 2014	Value added advertising of the

		a Swedish travel magazine				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	N/A	Discuss agriculture, tourism and the	All	2014		Increased sales tax revenue and

Gibson		increase of the CONUS per diem rate	All			business development
Economic tourism and agriculture focus group	Sullivan County and stakeholders	Develop a plan for future	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	2014	Hospitality and beautification		Increase visitor experience and lead to return trips
Proud to be Sullivan	Renaissance, SCVA, and other volunteer organizations	Develop programs to solicit positive attitude	2014	Quality of life		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	March 2014	Outdoor Recreation		Successful event with over 70 vendors and 3,000 visitors
Media Showcase, NYC	I Love NY	Meet with media, writers and advertisers	Summer 2014	All		Entice writers and media to do stories and travel articles on the Catskills
Member Workshop	SCVA	e-commerce site	2014	All		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
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.

Program Employment Data

Program	Covered Period	# of People Who Found Employment	# of Businesses	Examples of Businesses
Workforce Investment Act (WIA) Adult, Dislocated Worker & Youth	8/28/14 – 9/24/14	72 people	43 businesses	97 Bar & Grill Annandale Construction Belmont Management CRMC County of Sullivan – 3 Crystal Run Healthcare – 3 Fallsburg Central School – 2 Ideal Snacks – 2 Livingston Manor Central School – 2 Mobile Media Inc. Patsy’s Pizzeria Rehab Support Services Rolling V – 16 Roscoe Nursing Home SCCC – 2 SYDA Foundation Tri-Valley Central; School Verona Oil Co

- ❖ 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. Meeting held September 8 where approval was given for the process outline.
- ❖ Each Local Workforce Area is required to submit to NYSDOL an annual Local Plan that describes the services provided and how funding will be allocated. The Plan can be found on the county’s website under workforce development. Public notice for a 30 day public comment period has been sent to area newspapers.
- ❖ Attended Mohegan Sun public forum on employment opportunities that was held September 18 and 19 at the Days Inn in Liberty.
- ❖ Attached is summary of the 2014 Summer Youth Employment Program.

Labor Market Profile

Resident Civilian Labor Force and Nonfarm Employment

SULLIVAN COUNTY

August 2014, July 2014, August 2013

Category	Aug 2014	Jul 2014	Aug 2013	Net Month	% Month	Net Year	% Year
Resident Civilian Labor Force	34,100	34,300	35,500	-200	-0.6%	-1,400	-3.9%
Employed	32,000	32,000	32,800	0	0.0%	-800	-2.4%
Unemployed	2,100	2,300	2,700	-200	-8.7%	-600	22.2%
Sullivan County Unemployment Rate	6.1%	6.6%	7.6%	-0.5		-1.5	
NYS Unemployment Rate	6.1%	6.7%	7.5%	-0.6		-1.4	
US Unemployment Rate	6.3%	6.5%	7.3%	-0.2		-1.0	
Total Nonfarm							
Total Nonfarm	26,700	26,400	26,900	300	1.1%	-200	-0.7%
Total Private							
Total Private	20,900	20,700	21,100	200	1.0%	-200	-0.9%
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	24,400	24,100	24,500	300	1.2%	-100	-0.4%
Private Service-Providing							
Private Service-Providing	18,600	18,400	18,700	200	1.1%	-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	1,500	1,400	0	0.0%	100	7.1%
Education and Health Services							
Education and Health Services	6,600	6,500	6,800	100	1.5%	-200	-2.9%
Leisure and Hospitality							
Leisure and Hospitality	4,000	3,900	3,900	100	2.6%	100	2.6%
Other Services							
Other Services	1,100	1,100	900	0	0.0%	200	22.2%
Government							
Government	5,800	5,700	5,800	100	1.8%	0	0.0%

Labor Force comparison of August 2011 and August 2014 shows a reduction in the overall labor force of 2,500 individuals. There are 1,700 fewer people that were employed in August of 2014 compared to August 2011. There are 200 fewer people identified as unemployed in August 2014 compared to those identified as unemployed in August 2011.

There were 26,700 total nonfarm jobs in August 2014 representing a loss of 1,200 jobs over August 2011 which had 27,900 total nonfarm jobs. That job loss was comprised of a loss of 200 goods producing jobs and a loss of 1,000 service providing jobs.

	August 2011	August 2014	Difference
Resident Civilian Labor Force	36,600	34,100	-2,500
Employed	33,700	32,000	-1,700
Unemployed	2,900	2,100	-800

Unemployment Rates

Month	2014 Sullivan County	2013 Sullivan County	2014 Hudson Valley	2014 New York State	2014 United States
January	8.9	10.7	6.3	7.3	7.0
February	9.2	10.4	6.6	7.7	7.0
March	8.4	9.6	6.0	7.3	6.8
April	6.8	8.8	4.8	6.1	5.9
May	6.9	8.6	5.3	6.4	6.1
June	6.6	8.5	5.3	6.5	6.3
July	6.6	8.1	5.7	6.8	6.5
August	6.1	7.6	5.4	6.1	6.3
September					
October					
November					
December					

Achieve Zen Garden

Achieve Rehab and Nursing Facility recently had a ribbon cutting for the unveiling of the new Zen Garden. Over the past six weeks youth workers who participated in the Sullivan County's Summer Youth Employment program helped to plan and design the garden. Two large planters are filled with sand and rocks and are at wheelchair height in order for the residents to use the interactive Zen Garden. The garden also includes a pond, butterfly bushes, blueberries and various dwarf apple trees.

The youth were given the opportunity to come up with a design for the in closed garden area. They wrote the proposal and conducted a survey amongst the residence, staff and visitors to come up with the garden concept. They worked with Deb Worden, Director of Volunteer and Community Services as well as Diana Weiner and Vivian Multari-Ginsberg from Sullivan Renaissance.

This past Thursday, they held the ribbon cutting and a ceremony for the youth worker crew. Each of the youth were awarded with an achieve bag filled with school supplies.



Summer Youth Employment Group from Achieve.
Clockwise from left: Frank Smith Jr., Pria Budhram, Alexandra Julson (Crew Leader), Shakiah York, Kelli Conklin and Destiny Highbaugh.



Summer Youth Employment Group from Achieve.
From left: Frank Smith Jr., Destiny Highbaugh, Pria Budhram, Alexandra Julson (Crew Leader), Kelli Conklin, Shakiah York and Deborah Worden (Director of Volunteer and Community Services).

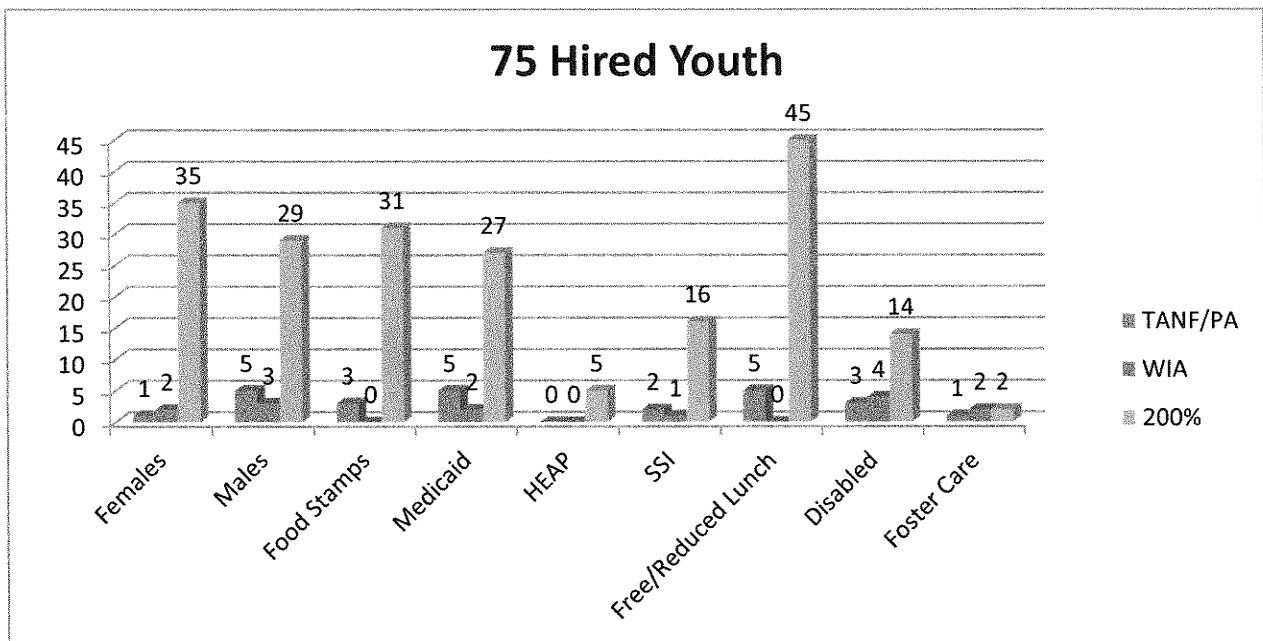
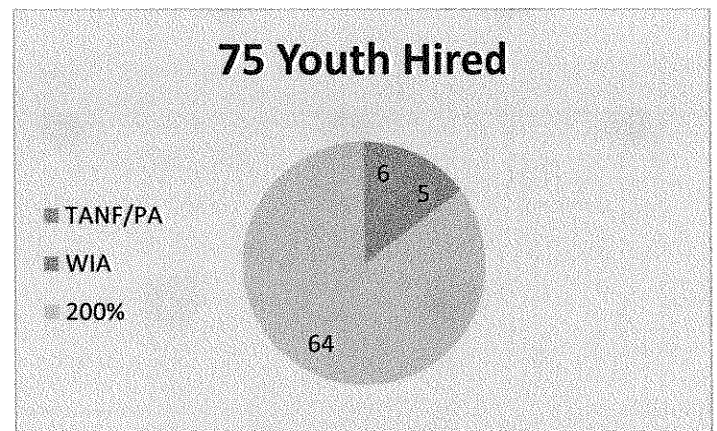
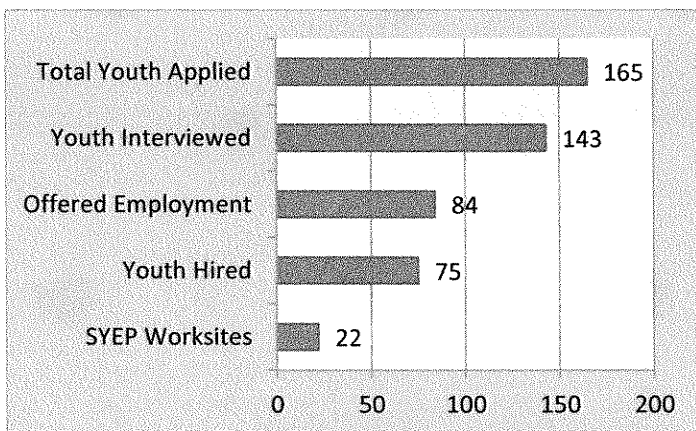


Sullivan County Center for Workforce Development Summer Youth Employment Program 2014

The Center for Workforce Development's Summer Youth Employment Program is a work-based learning program. The participants do "real" work with "real" outcomes in this paid work experience.

The youth are aged 14 to 21 from Sullivan County that are experiencing their first, or perhaps second, employment position. It remains the ultimate goal of our agency to ensure a positive work experience for the youth who participate through the summer. During their experience with the Summer Youth Employment Program the youth will gain work readiness skills, positive work ethic and positive attitude.

Participants earn the federal minimum wage of \$8.00 per hour and work up to 26 hours a week. The program runs for 6 weeks during the months of July and August. This program is made possible through NY State TANF and Workforce Investment Act funding.

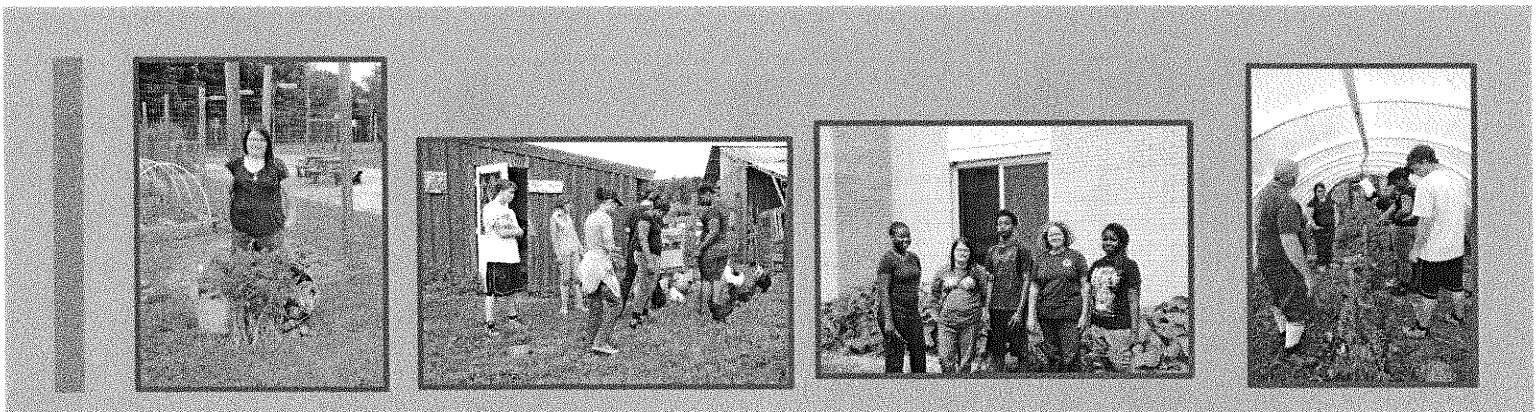


SYEP 2014 Worksites:

Achieve Rehab and Nursing Home	Liberty, NY
Cornel Cooperative Extension	Liberty, NY
Crawford Library	Monticello, NY
Liberty Central School District – Edible Garden	Liberty, NY
Literacy Volunteers – Read it Again Book Store	Monticello, NY
Livingston Manor School	Livingston Manor, NY
Monticello Central School – Edible Garden	Monticello, NY
Monticello District Attorney’s Office	Monticello, NY
Monticello Parks & Recreation	Monticello, NY
Monticello Village Offices	Monticello, NY
Non-Profit Summit Project – One Stop	Monticello, NY
Roscoe Central School – Edible Garden	Roscoe, NY
Sullivan County BOCES	Monticello, NY
Sullivan County Community College	Loch Sheldrake, NY
Sullivan County SUNY Attain Lab	Monticello, NY
Sullivan County Visitors Association	Ferndale, NY
Sullivan West Central School	Jeffersonville, NY
Woodridge Housing Authority	Woodridge, NY
YEG	Liberty, NY

SYEP 2014 Highlights:

- * **Achieve** - Youth participants plan and design a Zen Garden for residents.
- * **CCE and Edible Garden** – Youth participate in Eat Smart NY and visit local farms throughout Sullivan County.
- * **SUNY Attain Lab** – Youth complete Microsoft Office Specialist Certification.
- * **SCCC and Monticello Parks & Rec** – Youth participate in first Annual Health Summit.





SULLIVAN COUNTY
 DIVISION OF PLANNING AND ENVIRONMENTAL MANAGEMENT

Community & Economic Development Committee Update

September 24, 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"> • No activity 	NA
CFA 2013 CDBG Funds	<ul style="list-style-type: none"> • Yasgur yogurt and Maranatha maple syrup invite to advance from the preapp to full application process. Working with applicants to complete applications by 9/26 • Letter of confirmation award received. • Work initiated on entrepreneurial training schedule. 	NA
USDA Rural Business Enterprise Grants (RBEG)	<ul style="list-style-type: none"> • Grant for “shovel ready” project being explored with Hudson Valley Regional Council, potentially to support shovel ready certification at ECC and other sites 	<ul style="list-style-type: none"> • Confirm training schedule and promote to participants
EDA		<ul style="list-style-type: none"> • Develop cost estimates for use in GCAF
USDA Rural Business Opportunity Grant (RBOG)	NOFA still pending	
Main Street & Small Business Initiatives		
Outreach/ County-wide efforts	<ul style="list-style-type: none"> • Ongoing work on business resource guide 	<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
	<ul style="list-style-type: none"> • Staff change in project management 	<ul style="list-style-type: none"> • Launch program

INITIATIVE	AUGUST ACTIVITY/STATUS	NEXT STEPS
Plans		
<ul style="list-style-type: none"> Comprehensive Economic Development Strategic Framework (EcDev Plan) 	<ul style="list-style-type: none"> Project steering committee reconvened; agreed to move forward with final review of draft on a bi-weekly schedule; acknowledged plan may need amendments related to gaming 	<ul style="list-style-type: none"> Complete edits
<ul style="list-style-type: none"> Agricultural Preservation Plan 	<ul style="list-style-type: none"> Draft completed; schedule prepared for public input and revision prior to presentation to submission to the County legislature for adoption toward the end of the year 	<ul style="list-style-type: none"> DPEM staff edits to consultants – 9/29 Schedule and promote stakeholder meeting and public meeting for late Oct/early Nov
<ul style="list-style-type: none"> LWRP 	<ul style="list-style-type: none"> Plan edits ongoing 	<ul style="list-style-type: none"> Continue/complete edits and revisions of draft LWRP document and access plan 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"> Planned project transition due to departure of project manager 	<ul style="list-style-type: none"> Obtain additional data requested by consultants from DPW and DFS
Miscellaneous		
Revolving Loan Programs		
Emerald Corporate Center	<ul style="list-style-type: none"> No activity Met with Rock Hill Business Association and Thompson Town Supervisor; subcommittee convened to work with DPEM staff to draft zoning amendments to broaden the allowable use mix on the site Initiated work with Empire State Development on shovel ready certification; barriers to certification identified Research done on comparative water rates 	<ul style="list-style-type: none"> Roll out monitoring program in October Complete water agreement update with The Sullivan Meet with RHBA subcommittee to craft zoning amendment Get cost estimate for cost/benefit study of potentially extending Emerald Springs water to Rock Hill businesses

INITIATIVE	AUGUST ACTIVITY/STATUS	NEXT STEPS
<p>Broadband & Mobile Telephony Working Group</p>	<ul style="list-style-type: none"> • Presentation to working group from Connex • Follow-up discussion with V-Comm (author of County plan) • Maps updated to reflect County census blocks eligible for subsidy under federal grant program • Upcoming grant opportunity reviewed; requires applicant to be a provider • Outreach made to Time Warner • User survey drafted 	<ul style="list-style-type: none"> • Arrange meeting with small cell companies, building on follow up discussions to Connex presentation • Continue pursuing Time Warner contact