



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

SULLIVAN COUNTY LEGISLATURE
Community and Economic Development Committee
December 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: 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 – DECEMBER 2014
COUNTY OF SULLIVAN INDUSTRIAL DEVELOPMENT AGENCY

November 24, 2014

The IDA held its regular meeting on November 18th and a reconvened meeting on November 25th. At those meetings the Board discussed the progress of the Red Meat Facility and their recommendation to the County Legislature to appoint Paul B. Guenther to fill the vacant position on the Agency Board. The recommendation will be forwarded to the Legislature for their review. At the reconvened meeting the Board approved a request by Griffin American/NorthStar (Crystal Run Healthcare Project) to approve a merger and a mortgage on the project, with no mortgage tax abatement granted.

In November, work continued on the Red Meat project in the Village of Liberty. A bid for the electrical work was awarded. Delivery of the facility building is expected in December with construction work estimated to be completed early in 2015. 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.

IDA staff began working on sending out the first PILOT bills, and information needed for the FY 2014 PARIS report is being accumulated, including employment numbers. Work to facilitate the agency's 2014 audit has also begun.

Regarding the Food Hub project, Ginsburg's Food has been making option payments on the Bridgeville building, and the firm is continuing to evaluate the site.

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 and also assists the Sullivan County Planning Division in its development of a local dairy processing facility.

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

Jennifer CS Brylinski
Jen Flad



Report to Legislature November 2014

A. General Operations

1) Casino Update

- Announcement may take place on Dec 17, the last siting board meeting, or shortly thereafter.
- No other information has been released to date.

2) Internal/External Marketing –

- SCP has begun a membership drive geared to increase membership, sponsorship revenue and continue to add to the diverse makeup of the organization. Financial, intellectual, and regional expertise is critical to the ongoing improvement and delivery of SCP programs and services. We expect 2015 to mark the start of an acceleration to that end.
- **WEDA** – we are continuing our relationship with the World Economic Development Alliance. In 2015 we will be heavily engaged in developing leads, working closer with their offices and staff to make the case for doing business in Sullivan County.

3) Community Outreach – a membership appreciation event will be taking place on Dec 11 at 5:30PM at Albella's Restaurant. Of course all legislators are welcome to attend. No big speeches or program...simply a celebratory networking occasion to thank our membership and economic development partners. No fee.

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 the size that met the basic criteria, was shown. Discussions with facility owners and the prospect have begun as there is genuine interest. *Update: Due diligence phase.*
- We have been approached by a firm the produces Hydro-Coils for Hydro electric applications. The firm has looked at an existing building and has genuine interest in 10,000sq. ft. The firm will require 35 jobs to start and ramp up to 100 by year three. Negotiations are underway with facility owner. *Update: Due diligence and financing development.*
- A local business man is in the process of purchasing a spark plug manufacturing business and will be relocating it to Sullivan County. The business is a 100 year old firm and currently produces for the wholesale market internationally. The new owner plans to introduce a consumer division which will create many more jobs than the five it now requires and more expansion investment as well. *Update: Developing business plan and final financing.*

- 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 a location. Update: NTR
- We have met with an NYC producer of Healthy Fruit juices. They are looking to establish a processing facility in Sullivan County. May be a start up NY candidate.

b. Small Business/Entrepreneurial Development

- The Partnership Revolving Loan Committee has approved financing for two applicants. The first is Riverside Remedies Rx in Callicoon. It will be a pharmacy with gifts and incidentals to serve to greater Callicoon area which has not had a pharmacy for approximately 10 years. The Second is an expansion project at Apple's Small Engine in Liberty. The firm has enjoyed tremendous activity and is preparing to add new lines and winter-based products.
- IWW funds available \$156,210 There are currently 9 loans within this program:
- SI funds available \$ 75,585 There are currently 11 loans with this program:

c. Business Expansion

- NTR

d. Shovel Ready Sites

With several owners interested in further exploring opportunities, we are now conducting research into other areas of similar demography that have successfully completed their respective sites as well as a framework for execution, funding and other parameters needed to move this initiative forward. There is much we can glean from this effort. In addition we are canvassing our region for other sites with which we will be competing to examine a just what level of readiness they are relative to what we should be doing.

e. Cluster Development

We have met with an additional spirits producer from the lower Hudson Valley interested in locating to Sullivan County. They are distributing in 9 states and growing. The development of a spirits and adult beverage cluster continues to evolve. We will be monitoring this circumstance for continued expansion, tourism and ancillary business development opportunities.

f. Membership Education

The 2nd Annual SEQRA Conference planning and coordination is well underway. The agenda as well as speakers are in place. We are now in the process of gathering presentations to submit to the relevant education boards for continuing education credit approval.

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

PROJECT/MEETING	SPONSOR LOCAL/STATE NATIONAL/INTERNATIONAL	STRATEGY	STRENGTHS	TIMELINE/COMPLETION	IMPACT
2015 Travel Guide	SCVA	Promotion of the Sullivan County	All	January 2015	Increase visitation with a high impact travel guide
Chelsea Cavanaugh Concert	I Love NY, SCVA, SC Chamber, Holiday Mtn., Thunder 102	Organize a concert event in January presenting a up and coming Country singer doing concerts at ski areas in NYS	Outdoor rec event	January 2015	Increase exposure of Holiday Mtn. and SC Catskills
Mysteryland, USA	IDT, Bethel Woods & SCVA	Coordination of Memorial Day weekend with Mysteryland's return	Event	Memorial Day Weekend	Increase visitation and sales tax generation
TrailKeeper.org	SCVA, SC Planning, Catskill Mountaineer, CCE and Morgan Outdoors	Outdoor activity and health with Coordinated hikes through the year as well as self-guided from the website	Outdoor rec	On-going	Increased awareness of the hiking and biking trails in SC as well as promoting healthy lifestyles
Northeast Regional Wrestling Tournaments	SCCC & SCVA	Event	All	Jan-March 2015	Working with the organizers and local business to host 3 wrestling events with special lodging and amenity discounts.

NJCAA Championships	SCCC & SCVA	Event	N/A	March 2015	Hosting the NJCAA championship and highlighting the SC Catskills
SC Sportsmen's Expo & Outdoor Rec	SCVA, SCCC, SC Democrat, SC Chamber	Promote the outdoor recreational opportunities	Outdoor rec	March 2015	Increase awareness and visitation
Green Expo	Hospitality Green, Delaware Conservancy, SCVA and Regional Partners	Planning for 2 nd Expo	All	April 2015	Educate businesses on green initiatives and hospitality
Hospitality Training Sullivan Pride	SCVA, SCCC, Renaissance, BOCES, private businesses	Build a better hospitality experience for visitors and change the attitude of residents	All	Ongoing	Improve visitor experience and quality of life for residents
2015 Bagel Festival Meeting	SCVA and Bagel Fest	Event planning for the 2015 Bagel Fest	Event	August 2015	Expand Bagel Fest and increase visitation
Farmland Protection Plan	Sullivan County	Develop a plan to enhance agricultural productivity and profits	Agritourism	2015	Increase the agricultural industry in Sullivan County
Catskill Cuisine	SCVA/CATS Region	Partners are in the planning stage of promoting a Catskill Cuisine event promoting agricultural product	All	Fall 2015	Increase awareness of farm fresh products by creating an event to highlight these products and increasing visitation and sales
Casino Promotion	SCVA, IDA, SC Partnership, SC Chamber	Keep top of mind awareness of SC's bid for casino destination	All	Oct. 2014	To enhance the tourism industry in SC
VIATOR travel site	I Love NY	Promotion of Upstate NY through	All	2015	Increased promotion under

			a national and international travel web site				the I Love NY marketing
China City Presentation	China City		Learn more about project	N/A		Oct. 22, 2014	Possible new attraction
2015 Travel Guide	SCVA		Preparation for guide	All		January 2015	Promotion with 2015 travel guide at trade and travel shows, requests and advertising
Snowmobile Meeting	SC Trails, SC Partnership & SCVA		Promote the snowmobile trails and winter activity	Winter sports		2015	Increase promotion of snowmobile trails and winter sports
Simple View Presentation	SCVA		To stay on cutting edge of web site improvements	All		2015	Increased usage of web site and functionality for users And businesses
Wine, Brew & Spirit Trail	SCVA		Promote our many wineries, breweries and distilleries in SC	Agriculture		2015	Working with a volunteer to coordinate a trail map of wines, brews and spirits
Brand USA filming for promotion	CATS & SCVA I Love NY		International marketing campaign the UK & Germany	Outdoors and history		Oct. 15, 16, 17, 2014	Filming will be used for promotional videos on Brand USA to promote CATS and the four counties, increasing awareness and visitation by international visitors
E-Commerce	SCVA & Large Media		Promote and assist	All		Starting before Holidays	Increase sales and

			local business with sales on-line			2014		promotion for local businesses
Farm to Table Villa Roma	Villa Roma		Highlight the locally grown products and brews of the Catskills		Agriculture	Oct. 11, 2014		Over 100 people from across the region and nationally that attended the dinner
NJCAA Tournament	SCCC & SCVA		Planning for 2015 NJCAA		Event	March 2015		Increased visitation
Celebrating Catskill Waters	Time & the Valleys Museum		New exhibit		History & Culture	Oct. 9, 2014		Increase awareness and visitation to our museums
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

Path Through History	NYS, Catskill/Hudson Valley	Promote historical sites	History & culture	Sept. 18, 2014	Development of 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	SCVA & Assemblywoman	N/A	N/A	N/A	N/A

Assemblywoman Gunther									
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	Mohegan Sun, SC	Working relationship	All	August 6	To create a				

Concord Event	Partnership, SCVA					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	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	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.
SC Sustainable Development Tourism/Small Business workshop on transportation	Sullivan County	Sustainable Development Building a trans system for workers and visitors	All	2014	2014	N/A
I Love NY Media Event NYC	I Love NY & CATS	Promote Fall events and activities to travel writers & bloggers	All	2014	2014	Working with SC Planning, SCVA hosted a workshop to get input on transportation needs of small business
Video Project	SCVA	Produce short videos highlighting strengths	All	2014-2015	2014-2015	Have already hosted several writers and bloggers Increased awareness and visitor spending
Foundation Search Funding	SCVA	Utilize search software to research grant opportunities	All	2014-2015	2014-2015	Increase funding and for marketing and expanding

Business Mentor NY	Empire State Development/SCVA	Business mentoring for start ups	All	2014-2015	business 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	Outdoors, food and Culture	2014-15	Increased visitation and spending by

		the UK and Germany This program is available from the tourism act instituted by Pres. Obama and is being assisted by I Love NY			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
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	All	Memorial Day Weekend 2014	Still working on impact study to generate exact

		event			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	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
GALA Awards Event	GALA Sullivan County	N/A	N/A	May	First GALA Awards event to honor Assemblywoman Aileen Gunther and private citizen

<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>Jeffrey Spitz for their work in the advocacy of G&L 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</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</p>

Governor Tourism Summit	NYS	Promotion of Tourism	All	May	summer or fall. 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

Event Promotion	SCVA and event organizers	Promotion to insure successful event and increase visitors	Event	2014	visitors
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

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, SCC, 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
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

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	spending money in restaurants and attractions.
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 agricultural, education and business incubation
					Increase the visitors experience of the Delaware River and increasing visitor spending at the businesses and communities along the corridor

Program Employment Data

Program	Covered Period	# of People Who Found Employment	# of Businesses	Examples of Businesses
Workforce Investment Act (WIA) Adult, Dislocated Worker & Youth	10/28/14 – 11/24/14	76 people	54 businesses	Adams & Associates Advance Security Aldi Berkshire Farm Center – 2 Bloomingdale’s C&H Salvage Corp County of Sullivan – 4 Fallsview Hotel – 2 Ideal Snacks – 4 New Hope Community – 4 Pizza Hut Rehab Support Services Rolling V – 6 Samaritan Village – 3 American Citadel Guard Marriot Courtyard – 3 Monroe Cable Company United Natural Foods Inc. Unity Ambulate Corp Wadeson Home Center

- ❖ In partnership with Sullivan Renaissance and Bethel Woods, presented a seminar on November 5 aimed at high school students and focused on the value of internships, community service and employment. The CWD portion spoke to the youth about how to identify the skills they learned and how to talk about their experiences to potential employers.
- ❖ The Youth Entrepreneurship Symposium developed by Rural Migrant Ministries’ Youth Economic Group (YEG) was held November 7 at the college. The one day event brought students and adults together to talk about youth entrepreneurship opportunities and worker cooperatives. Students from Liberty, Monticello and Fallsburg schools participated in a challenge to create new venture opportunities that they will then pitch to a panel of judges. The team that won received \$500 scholarships to SCCC.

- ❖ Member of a statewide workgroup that looked at the new Workforce Innovation and Opportunity Act (WIOA) legislation. This group examined and discussed each section and developed a set of recommendations that have been sent to the Assistant Secretaries of the US Dept. of Labor and US Dept. of Education. This is prior to draft regulations being issued in January 2015. In addition, the recommendations have been forwarded to the NYSDOL and the NYSED. The new legislation is effective July 1 2015.
- ❖ Meetings:
 - 10/28 – MCS Academy of Finance Breakfast
 - 10/31 – REDC Workforce Committee
 - 11/5 – REAP Board meeting
 - 11/21 – Non-Profit Summit Steering Committee

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	6.3	8.1	5.1	5.6	5.7
October	6.4	7.9	5.1	5.7	5.5
November					
December					

Labor Market Profile

Resident Civilian Labor Force and Nonfarm Employment

SULLIVAN COUNTY

October 2014, September 2014, October 2013

Category	Oct 2014	Sep 2014	Oct 2013	Net Month	% Month	Net Year	% Year
Resident Civilian Labor Force	31,800	31,700	32,700	100	0.3%	-900	-2.8%
Employed	29,800	29,700	30,100	100	0.3%	-300	-1.0%
Unemployed	2,000	2,000	2,600	0	0.0%	-600	-23.1%
Sullivan County Unemployment Rate	6.4%	6.3%	7.9%	0.1		-1.5	
NYS Unemployment Rate	5.7%	5.6%	7.3%	0.1		-1.6	
US Unemployment Rate	5.5%	5.7%	7.0%	-0.2		-1.5	
Total Nonfarm							
Total Nonfarm	24,800	24,800	24,800	0	0.0%	0	0.0%
Total Private							
Total Private	18,800	18,900	18,800	-100	-0.5%	0	0.0%
Goods-Producing							
Goods-Producing	2,300	2,300	2,400	0	0.0%	-100	-4.2%
Natural Resources, Mining and Construction	800	800	900	0	0.0%	-100	-11.1%
Manufacturing	1,500	1,500	1,500	0	0.0%	0	0.0%
Service-Providing							
Service-Providing	22,500	22,500	22,400	0	0.0%	100	0.4%
Private Service-Providing							
Private Service-Providing	16,500	16,600	16,400	-100	-0.6%	100	0.6%
Trade, Transportation and Utilities	4,100	4,000	4,400	100	2.5%	-300	-6.8%
Information	200	200	200	0	0.0%	0	0.0%
Financial Activities	1,000	1,000	1,000	0	0.0%	0	0.0%
Professional and Business Services	1,500	1,500	1,400	0	0.0%	100	7.1%
Education and Health Services	6,300	6,200	6,300	100	1.6%	0	0.0%
Leisure and Hospitality	2,400	2,700	2,300	-300	-11.1%	100	4.3%
Other Services	1,000	1,000	800	0	0.0%	200	25.0%
Government	6,000	5,900	6,000	100	1.7%	0	0.0%

**COUNTIES RANKED BY UNEMPLOYMENT RATE
OCTOBER 2014**

RANK	COUNTY	RATE	RANK	COUNTY	RATE
1	Tompkins County	3.9	31	Onondaga County	5.5
2	Yates County	4.3	33	Cortland County	5.6
3	Saratoga County	4.4	33	Monroe County	5.6
4	Columbia County	4.5	35	Erie County	5.7
4	Putnam County	4.5	35	Queens County	5.7
6	Nassau County	4.6	35	Ulster County	5.7
7	Albany County	4.8	38	Cattaraugus County	5.8
7	Ontario County	4.8	38	Greene County	5.8
7	Rockland County	4.8	38	Niagara County	5.8
10	Suffolk County	4.9	38	Oneida County	5.8
11	Dutchess County	5.0	38	Richmond County	5.8
11	Genesee County	5.0	38	Tioga County	5.8
11	Rensselaer County	5.0	44	Clinton County	5.9
11	Washington County	5.0	45	Broome County	6.0
11	Westchester County	5.0	45	Chemung County	6.0
16	Hamilton County	5.1	45	Delaware County	6.0
16	Otsego County	5.1	45	Essex County	6.0
16	Schenectady County	5.1	49	Chautauqua County	6.1
16	Seneca County	5.1	50	Herkimer County	6.3
20	Cayuga County	5.2	51	Orleans County	6.4
20	Livingston County	5.2	51	Sullivan County	6.4
20	New York County	5.2	53	Franklin County	6.5
20	Schuyler County	5.2	53	Lewis County	6.5
24	Schoharie County	5.3	53	Montgomery County	6.5
24	Warren County	5.3	53	Steuben County	6.5
24	Wayne County	5.3	57	Fulton County	6.7
24	Wyoming County	5.3	58	Kings County	6.9
28	Allegany County	5.4	58	St. Lawrence County	6.9
28	Chenango County	5.4	60	Jefferson County	7.0
28	Orange County	5.4	61	Oswego County	7.1
31	Madison County	5.5	62	Bronx County	9.0