



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

**SULLIVAN COUNTY LEGISLATURE**  
**Community and Economic Development Committee**  
*July 7, 2016*  
*11:30 A.M.*

***Committee Members: Ira Steingart (Chair); Terri Ward (Vice Chair);  
Joe Perrello; Catherine Owens; and Nadia Rajsz***

***AGENDA***

**PRESENTATION: None**

**DISCUSSION ITEMS: None**

**RESOLUTIONS: None**

**DIVISION/PROGRAM UPDATE:**

- Workforce Development – Laura Quigley
- Community & Economic Development – Freda Eisenberg
- IDA - Jen Flad
- Partnership for Economic Development – Marc Baez
- Visitors Association - Roberta Byron-Lockwood

**PUBLIC COMMENTS:**

- ❖ For Program Year 2015 (July 1, 2015 – June 30, 2016) (PY'15) under the Workforce Innovation and Opportunity Act (WIOA):
  - Of the 1,075 adults and dislocated workers who received services during the time period:
    - All received initial services including access to Career Center resources, workshops, labor market information etc.
    - 807 received more intensive services that include comprehensive assessment, development of Individual employment Plans, career guidance and counseling, short term pre-vocational training and supportive services.
    - 122 received support for occupational training
    - 13 On the Job (OJT) training contracts
  - There were 32 youth who received services that included case management, comprehensive assessment, development of Individual employment Plans, career guidance and counseling, occupational training, educational training and supportive services.
  - Program Year performance measure results are not yet available.
  
- ❖ The WIOA Final Rules were issued on June 30. Coming months will see a great deal of work on updating policies, procedures and partnerships. Impact of changes will be discussed in future meetings.
  
- ❖ Meeting held on June 1 at the college with faculty and Montreign staff to review training plan and further clarify direction. There will also be a community information session at the college for July 26 to let people know about the jobs, skills requirements and training opportunities.
  
- ❖ Meeting held June 6 with college and BOCES to discuss how to coordinate hospitality trainings so there is no duplications and there is a clear path for people to move from BOCES to the college.
  
- ❖ Planning is underway for the Summer Youth Employment programs. The program will provide six weeks (July 11 – August 19) of paid community based work experience to roughly 60 youth between the ages of 14 – 24. Youth work 26 hours per week and earn the minimum wage of \$9.00 per hour. There will be 60 youth working at approximately 22 work sites this summer.
  
- ❖ Meeting Highlights:
  - 6/8 NYATP Board meeting
  - 6/16 Youth Development training
  - 6/21 Rolling V/DFS/CWD transportation meeting
  - 6/22 County Healthy Initiatives meeting
  - 6/28 Regional Workforce Directors Meeting

## Unemployment Rates

Month	2016 Sullivan County	2015 Sullivan County	2016 Hudson Valley	2016 New York State	2016 United States
January	5.8	7.2	4.5	5.4	5.3
February	5.7	6.9	4.4	5.4	5.2
March	5.4	6.4	4.2	5.2	5.1
April	5.0	5.7	4.0	4.6	4.7
May	4.3	5.6	3.8	4.2	4.5
June					
July					
August					
September					
October					
November					
December					

# Labor Market Profile

## Resident Civilian Labor Force and Nonfarm Employment

### SULLIVAN COUNTY

May 2016, April 2016, May 2015

Category	May 2016	Apr 2016	May 2015	Net Month	% Month	Net Year	% Year
Resident Civilian Labor Force	33,500	33,000	33,900	500	1.5%	-400	-1.2%
Employed	32,100	31,300	32,000	800	2.6%	100	0.3%
Unemployed	1,400	1,700	1,900	-300	17.6%	-500	-26.3%
<b>Sullivan County Unemployment Rate</b>	<b>4.3%</b>	<b>5.0%</b>	<b>5.6%</b>	<b>-0.7</b>		<b>-1.3</b>	
NYS Unemployment Rate	4.2%	4.6%	5.3%	-0.4		-1.1	
US Unemployment Rate	4.5%	4.7%	5.3%	-0.2		-0.8	
<b>Total Nonfarm</b>							
<b>Total Nonfarm</b>	<b>25,500</b>	<b>24,600</b>	<b>25,600</b>	<b>900</b>	<b>3.7%</b>	<b>-100</b>	<b>-0.4%</b>
<b>Total Private</b>							
<b>Total Private</b>	<b>19,400</b>	<b>18,600</b>	<b>19,500</b>	<b>800</b>	<b>4.3%</b>	<b>-100</b>	<b>-0.5%</b>
<b>Goods-Producing</b>							
<b>Goods-Producing</b>	<b>2,600</b>	<b>2,300</b>	<b>2,400</b>	<b>300</b>	<b>13.0%</b>	<b>200</b>	<b>8.3%</b>
<b>Natural Resources, Mining and Construction</b>							
<b>Natural Resources, Mining and Construction</b>	<b>1,000</b>	<b>800</b>	<b>900</b>	<b>200</b>	<b>25.0%</b>	<b>100</b>	<b>11.1%</b>
<b>Manufacturing</b>							
<b>Manufacturing</b>	<b>1,600</b>	<b>1,500</b>	<b>1,500</b>	<b>100</b>	<b>6.7%</b>	<b>100</b>	<b>6.7%</b>
<b>Service-Providing</b>							
<b>Service-Providing</b>	<b>22,900</b>	<b>22,300</b>	<b>23,300</b>	<b>600</b>	<b>2.7%</b>	<b>-400</b>	<b>-1.7%</b>
<b>Private Service-Providing</b>							
<b>Private Service-Providing</b>	<b>16,800</b>	<b>16,300</b>	<b>17,200</b>	<b>500</b>	<b>3.1%</b>	<b>-400</b>	<b>-2.3%</b>
<b>Trade, Transportation and Utilities</b>							
<b>Trade, Transportation and Utilities</b>	<b>4,300</b>	<b>4,100</b>	<b>4,400</b>	<b>200</b>	<b>4.9%</b>	<b>-100</b>	<b>-2.3%</b>
<b>Information</b>							
<b>Information</b>	<b>200</b>	<b>200</b>	<b>200</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>
<b>Financial Activities</b>							
<b>Financial Activities</b>	<b>800</b>	<b>800</b>	<b>900</b>	<b>0</b>	<b>0.0%</b>	<b>-100</b>	<b>-11.1%</b>
<b>Professional and Business Services</b>							
<b>Professional and Business Services</b>	<b>1,600</b>	<b>1,600</b>	<b>1,500</b>	<b>0</b>	<b>0.0%</b>	<b>100</b>	<b>6.7%</b>
<b>Education and Health Services</b>							
<b>Education and Health Services</b>	<b>6,100</b>	<b>6,200</b>	<b>6,200</b>	<b>-100</b>	<b>-1.6%</b>	<b>-100</b>	<b>-1.6%</b>
<b>Leisure and Hospitality</b>							
<b>Leisure and Hospitality</b>	<b>2,500</b>	<b>2,100</b>	<b>2,600</b>	<b>400</b>	<b>19.0%</b>	<b>-100</b>	<b>-3.8%</b>
<b>Other Services</b>							
<b>Other Services</b>	<b>1,300</b>	<b>1,300</b>	<b>1,400</b>	<b>0</b>	<b>0.0%</b>	<b>-100</b>	<b>-7.1%</b>
<b>Government</b>							
<b>Government</b>	<b>6,100</b>	<b>6,000</b>	<b>6,100</b>	<b>100</b>	<b>1.7%</b>	<b>0</b>	<b>0.0%</b>

**COUNTIES RANKED BY UNEMPLOYMENT RATE  
MAY 2016**

<b>RANK</b>	<b>COUNTY</b>	<b>RATE</b>	<b>RANK</b>	<b>COUNTY</b>	<b>RATE</b>
1	Columbia County	3.3	30	Tioga County	4.4
2	Saratoga County	3.4	30	Warren County	4.4
2	Tompkins County	3.4	34	Chenango County	4.5
4	Nassau County	3.5	34	Livingston County	4.5
4	Putnam County	3.5	34	Madison County	4.5
6	Albany County	3.7	37	Cortland County	4.6
7	Dutchess County	3.8	37	Kings County	4.6
7	Genesee County	3.8	39	Essex County	4.7
7	Ontario County	3.8	39	Greene County	4.7
7	Queens County	3.8	39	Herkimer County	4.7
7	Rensselaer County	3.8	42	Broome County	4.8
7	Rockland County	3.8	42	Clinton County	4.8
7	Suffolk County	3.8	42	Schoharie County	4.8
7	Westchester County	3.8	45	Allegany County	4.9
15	New York County	3.9	45	Chautauqua County	4.9
15	Orange County	3.9	45	Delaware County	4.9
15	Ulster County	3.9	45	Franklin County	4.9
15	Yates County	3.9	45	Niagara County	4.9
19	Onondaga County	4.0	45	Orleans County	4.9
19	Otsego County	4.0	51	Schuyler County	5.0
19	Schenectady County	4.0	52	Montgomery County	5.1
19	Seneca County	4.0	53	Cattaraugus County	5.2
19	Washington County	4.0	53	Chemung County	5.2
24	Wyoming County	4.2	53	Fulton County	5.2
25	Erie County	4.3	53	Jefferson County	5.2
25	Monroe County	4.3	57	Steuben County	5.3
25	Oneida County	4.3	58	Hamilton County	5.4
25	Sullivan County	4.3	59	Oswego County	5.5
25	Wayne County	4.3	59	St. Lawrence County	5.5
30	Cayuga County	4.4	61	Lewis County	5.9
30	Richmond County	4.4	62	Bronx County	6.1

**ACTIVITY REPORT – JUNE 2016**  
**COUNTY OF SULLIVAN INDUSTRIAL DEVELOPMENT AGENCY, SULLIVAN COUNTY**  
**FUNDING CORPORATION, THE SULLIVAN COUNTY INFRASTRUCTURE LOCAL**  
**DEVELOPMENT CORPORATION**

June 29, 2016

June was a busy month for the IDA. At its June 13<sup>th</sup> and June 20<sup>th</sup> meetings, the Board of Directors approved three projects: Metallized Carbon Corporation, to develop a metal fabrication business in the Town of Fallsburg; Catskill Hospitality Holding LLC & Catskill Hospitality Operating LLC, to develop a Hampton Inn in the Town of Thompson; and Empire Resorts Real Estate I, LLC, to redevelop the Monster and International Golf Courses in the Town of Thompson. The Board also approved continued sales tax abatements for two ongoing projects: the master development of the Narrowsburg Union, formerly the Narrowsburg Central School, and the development of the Montreign Casino Resort. Finally, in June the Board authorized and approved a mortgage to finance the Veria Lifestyle Wellness Center project.

The Board also approved a new tax abatement program focused on the Arts Industry. The new Arts Industry Program will allow Sullivan County to capitalize on statewide efforts to develop the performing arts industry, and will incentivize businesses focusing on arts and culture to locate here in Sullivan.

On June 13, The Sullivan County Infrastructure Local Development Corporation authorized the issuance of revenue bonds to finance the infrastructure for the Adelaar project. The bond closing occurred on June 15.

In June the IDA announced plans to discontinue efforts to develop a red meat facility in Liberty, and to repurpose the red meat building for use as the Southern Catskills Regional Food Hub (SCRFH). We are working to organize a new not-for-profit corporation to run the food hub, and we have assembled a very talented group of farmers, commercial buyers, agency and organizational representatives to serve as the Board of Directors. SCRFH will educate farmers and food producers to access new markets, and will offer a free web-driven matchmaking service to connect producers with institutional and commercial consumers. SCRFH will also offer a fee-for-service delivery option to transport products. The prospective Board of Directors meets regularly and has established committees who are working actively on budgeting and financial matters, facility development, software development, fundraising, and many other aspects of the project. In recent weeks the IDA has submitted two applications for federal grant funds to develop SCRFH.

In furtherance of the food hub project, at its June meeting the Sullivan County Funding Corporation authorized funding for SCRFH, which will enable the new not-for-profit to organize, engage a consultant to assist with operational plans, and undertake capital improvements to finish the building and begin operations.

As the summer progresses, IDA staff will continue to focus on developing the food hub project, and will continue to administer our growing list of loan and tax abatement projects.

Jen Flad and Julio Garaicoechea, CSIDA



## Report to Legislature - July 2016

### A. General Operations

#### 1) **Activities**

- The 2016 Sullivan United Annual midsummer networking mixer will take place at the site of Veria Lifestyle Management Z Living Resort on July 14 from 5:30PM to 8:00PM. The Sullivan United event began three years ago as a way to inform area businesses, elected officials and the general public about each of the member organizations programmatic activities in one convenient setting. The too has been focused on highlighting a signature project that has or is being developed in Sullivan County and as a networking event for members of each organization to better cross communicate economic development ideas and priorities. Turnout has been quite good year to year with over 200 expected again this year.
- A continued sign of interest in Sullivan County, there has been an increased presence of hired consultants completing feasibility studies in consideration of future development in Sullivan County. Firms such as LW Hospitality Advisors, CBRE Hotels, Hotel Leisure Advisors and others have met with us and been given site tours of the current activity here.
- As a way of further prioritizing Western Sullivan areas as a place to do business we are working with the Narrowsburg Union principals to host a Western Sullivan Economic Summit so that those communities can present and discuss the current and future niche business opportunities that they would like us all to be aware of. There has been significant and vibrant activity within certain hamlets, with others seeking to follow suit. Look to a fall date to be determined.
- Save the date. The Partnership 22<sup>nd</sup> Annual Meeting and Celebration will be held on October 6 from 5:30 to 8:00 at the Ramada Inn at the Sullivan in Rock Hill.
- Unemployment continues to fall year to year. Note May of 2015 to May of 2016.

### Unemployment Rate

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Ann Avg
2016	5.8%	5.7%	5.4%	5.0%	4.3%								5.2%
2015	7.2%	7.0%	6.4%	5.9%	5.6%	5.3%	5.3%	4.8%	5.3%	5.0%	5.1%	5.2%	5.6%
2014	8.5%	8.6%	7.9%	6.7%	6.5%	6.2%	6.0%	5.8%	5.9%	5.7%	6.1%	6.3%	6.7%
2013	10.3%	9.9%	9.1%	8.4%	8.0%	7.9%	7.5%	7.0%	7.6%	7.5%	7.6%	7.7%	8.2%

- 2) **Internal/External Marketing** – we have just initiated an electronic marketing campaign targeted to the retail industry sector as part of our ongoing relationship with the World Economic Development Alliance. The campaign presents Sullivan County as the next smart retail investment given the development activity taking place today and still slated in the future. The campaign has been directed to 2,000 end users which encompass, site selectors, capital decision makers, CEOs, COOs and brokers in the retail development sector.
  
- 3) **Meetings:** New York State Economic Development Council, Town/Village of Liberty, Solar Consortium, Sullivan County Chamber, Hudson Valley Economic development Corporation, CFA.

## **B. Project Updates**

### **a. Corporate Attraction**

- Manufacturing project in Glenwild has been scheduled to close. A formal groundbreaking will take place at a soon to be determined date. Please check your mail for a formal invitation.
  
- We have formerly closed on financing for the Western Hotel in Callicoon. The Partnership approved a secured loan of \$50,000 through the Incubator without Walls Revolving Loan Fund.

### **b. Small Business/Entrepreneurial Development**

- We have approved the Fish & Bicycle Cafe application. As we are in the midst of the summer tourist season the firm has chosen to begin their construction activities in October. As a result the formal closing will take place approximately September of 2016.
- IWW funds available \$27,183 There are currently 9 loans within this program:
- SI funds available \$ 66,280 There are currently 4 loans with this program:
- Seven loans have been fully paid in FY 2015.

### **c. Business Expansion**

We have met with principals of Formaggio cheese with assistance from Empire State Development Corporation. The company has enjoyed recent expansion of



existing offerings and the successful introduction of new products in to the market place. They will be seeking to expand their facility to handle increase demand and will need an additional 40+ employees. We are working with them either as a potential CFA application or a time sensitive ESD project at this time.

We ship Express will be moving forward with plans to expand its specialty products distribution facility. The firm has outgrown its current building and will seek to add on to the existing 33,000sq. ft structure. Number of net new employees and cost of the expansion has not yet been determined as the project is in its preliminary stages.

**d. Shovel Ready Sites**

- We continue met with Pat Pomeroy of the Hudson Valley Business Council to discuss funding in our continued effort to analyze and move forward shovel ready sites along the Old Route 17 corridor. The feasibility phase is essential to laying the foundation for further funding of anticipated approvals costs and infrastructure needs.

**e. Membership Education – See Sullivan United Event.**

## **The Sullivan County Partnership** ***Proven Return on Your Investment!***

We are truly a Partnership for Economic Development, as we were originally constituted 21 years ago. Led by the private sector, and partnering with the public sector, to bring investment, jobs and tax ratables to our municipalities. We are your 'One Stop Shop' for Economic Development.

### **HERE ARE JUST SOME OF THE HIGHLIGHTS THAT DEMONSTRATE WHAT SULLIVAN COUNTY RECEIVES IN THE FORM OF DIRECT REVENUES:**

- \$2,900,000 – The total amount of property tax revenue taxing authorities in Sullivan County received in 2015 as a result of direct Partnership activities associated with projects receiving incentives to date.
- \$5,000,000+ - The total amount of property tax revenue taxing authorities in Sullivan County received in 2015 for all projects the Partnership facilitated to date.
- \$565,000 – The total amount of property tax revenue solely received by the County in 2015 as a result of direct Partnership activities to date.\*\*Does not include projects which did not apply for incentives or who's project incentive programs have already matured. Well over \$1 million when you include non-incentivized projects.
- Perpetually increasing tax ratables as incentive programs sunset over time.
- 3,500+ – The total number of current direct full time jobs that were created as a result of direct Partnership activities still under an incentive program.
- \$40,000,000+ – The current annual payroll of firms that relocated or expanded as a direct result of Partnership activities.
- \$21,355,000 – The total amount of projected sales taxes collected as a result of the payroll from firms directly assisted by the Partnership using an input output model.
- 1,530,000+ - The total current square footage of space created through direct Partnership activities.
- 66 – The total number of small businesses and farms the Partnership has directly assisted financially, representing over \$1,000,000 in investment and leveraging well over \$5 million to date.

### **Supplementary Returns**

- Professional duly elected volunteer board of directors offering multiple decades of business experience and many hours of volunteer service.
- Partnering with all economic development organizations to advance economic development issues in Sullivan County.
- Issue driven events and research open to all members of the general public.
- Ready action agency when County projects must be expedited to serve an immediate need.

Partnership Assisted Businesses	Location in Sullivan County
49 Main Street LLC	Livingston Manor
ADM Interiors	Monticello
Advanced Energy Solutions	Forestburgh
Apple's Small Engine Repair	Liberty
Arthur Glick Truck Dealership	Monticello
ASB Greenworld	Ferndale
Bethel Livestock	Swan Lake
Boreal Water	Monticello
Brandenburg Bakery	Livingston Manor
B'Teavone Pizza	Monticello
Cannie D's Corner	Neversink
Carmine's Meat Market	Monticello
Catskill Delaware Outdoors	Callicoon
Catskill Distilling Co./Dancing Cat	Bethel
Catskill Laser Tag	Youngsville
Catskill Mountain Photo	Wurtsboro
Catskill Oral Surgery	Monticello
Curves	Monticello
D.C. Welding	Ferndale
Deitchman & Sons/Sneaker World	Monticello
Eureka Café	Narrowsburg
FirBrook Flies	Livingston Manor
Fire Pit Pizzeria & Sports Lounge	Bloomington
Fish & Bicycle	Narrowsburg
Formaggio Cheese	Hurleyville
G&E Group Services	Swan Lake
Holiday Mountain Ski & Fun Park	Monticello
Ideal Snacks	Liberty
JBSR Enterprises/Vino	Monticello
Juliette Hermant/Maison Bergone	Narrowsburg
King's Catering	Livingston Manor
Kohl's Distribution	Wurtsboro
Liberty Collison Center	Liberty
Liberty Fitness	Liberty
LoCascio's Food	Liberty
Main Street Café	Livingston Manor
Main Street Foods	Narrowsburg
Maison Bergogne	Narrowsburg
Maitake Mushroom	Wurtsboro
Metallized Carbon	Mountindale
Millenium Pipeline	Western Sullivan
Miss Monticello Diner	Monticello
Monticello Motor Club	Monticello
Montreign/Adelaar	Monticello
Morgan Outdoors	Livingston Manor
Munson Diner Corp.	Liberty
Nature Restaurant	Monticello
Newburgh Egg	Woodridge
Nonni's	Ferndale

Pestech  
Pickled Owl, LLC  
Premier Care Physical Therapy  
Prohibition Distillery  
Puerto Rico Foods/Fat Boiz  
RH Land  
Riverside Remedies RX Copr.  
Salt & Pepper the Kitchen  
Sara's Gourmet  
Secret Garden  
Spencer Daniels Agency  
Sullivan First Recycling  
The Feast  
The Old Gristmill Restaurant  
Verde & Co.  
Veria Lifestyle  
We Ship Express  
Western Hotel  
Woodridge Segway  
Yanni's Gyro Express

Liberty  
Hurleyville  
Monticello  
Roscoe  
Monticello  
Rock Hill  
Callicoon  
Monticello  
Hurleyville  
Jeffersonville  
Woodridge  
South Fallsburg  
Monticello  
Burlingham  
Mountaindale  
Monticello  
Mamakating  
Callicoon  
Woodridge  
Monticello



**JUNE 2016**  
**SULLIVAN CATSKILLS**  
**HIGHLIGHTS**

- **SOCIAL & DIGITAL MEDIA:** SCVA hired a new Director of Social & Digital Media. This is a dedicated person to build our social and digital platforms throughout social media. In June SCVA Facebook reached 18,000 fans with over 100 direct organic responses a day. The profile of the visitor to Facebook is growing both nationally and internationally with the average age of users between 35-45 old. Twitter continues to grow with 1,300 followers and an increase in clicks and repost. Instagram has grown to over 1,000 followers. As the summer progresses, SCVA will continue to use organic searches to reach more visitors. For the 4<sup>th</sup> of July SCVA is requesting visitors to post their best photos of the holiday to the social media.
- **WEB SITE:** SCVA has changed the main domain for the site to [www.sullivancatskills.com](http://www.sullivancatskills.com) . The site is going through a major transition to create a better experience for visitors to the site.
- **PUBLIC RELATIONS:** SCVA is working with a NYC based PR firm, The Door. The Door will create attention and buzz to NY Metro and international writers. Stories and first hand experiences by writers will create a personal connection to the Sullivan Catskills.
- **NEW PROPERTIES:** SCVA has met with the marketing director from Veria to start the process of promoting this new resort. SCVA has also met with other potential hotel developers providing them with visitor statistics.
- **IPW TRADE SHOW & MEDIA SHOW:** SCVA attended the IPW Trade & Media event to meet with international operators and writers. During the conference SCVA met with over 150 operators and 100 travel writers.

- **CATSKILL CHALLENGE:** After months of preparation with the Governor's office staff and NYS agencies, the Sullivan Catskills hosted the first Catskill Challenge and the 2<sup>nd</sup> Annual Ride the Catskills. On June 29, motorcycles and writers toured the entire Catskill Region from the mountains of Hunter, Windham and Belleayre to the reservoirs of the Catskills. The ride ended at the Roscoe Beer Company. On June 30 the day started with a press conference by the Governor with special guest Robert DeNiro where Governor Cuomo announced several Catskill initiatives and working to secure the Woodstock site as a national historic site. The rest of the day consisted of rafting with the Governor, resort experience and golf at the Villa Roma, fly fishing at the Catskill Fly Fishing Center and Museum, soccer at Sullivan West HS, and a bevy of outdoor activities at Mongaup Pond. The day ended with a reception at Bethel Woods Center for the Arts. This was coordinated effort with SCVA partners; **Catskill Fly Fishing Center & Museum, Bethel Woods Center for the Arts and Museum, Morgan Outdoors and the DEC, Villa Roma Resort & Conference Center, Sullivan West HS, Lander's River Trips, Kittatinny Canoe, Indian Head Canoe and Jerry's Three River. A special thanks to all of these businesses and the numerous volunteers that made this successful.**
- **BROCHURE DISTRIBUTION:** Personal requests for travel guide is up 30% and SCVA continues to fill bulk distribution to major information center across the State. The latest shipment was the largest this season with 46 cases of travel guides sent.
- **NAT GEO WILD SCENIC DELAWARE:** SCVA continues to work with businesses to nominate their business to the site.
- **ON WALL STREET:** Through an ad buy with Horizon Magazine, SCVA is featured on the Horizon billboard in Times Square for the 4<sup>th</sup> of July weekend.