



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

**SULLIVAN COUNTY LEGISLATURE**  
**Community and Economic Development Committee**  
*February 2, 2017*  
*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:**

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

**PUBLIC COMMENTS:**

**FEBRUARY 2017**

**SULLIVAN CATSKILLS**

**HIGHLIGHTS**

- **WEB SITE:** New design of the web site is progressing along to mirror the overall branding and image growth of the Sullivan Catskills. The home page and links are being approved. We are planning a March 2017 launch.
  
- **MARKETING PLAN:** SCVA continues meeting with media outlets in business and leisure markets as well as individual niche markets for 2017 placements. At the same time the Association has been growing its digital and social reach and expanding the trade and consumer show schedule.
  
- **2017 TRAVEL GUIDE:** The 2017 Travel Guide is in the marketplace. The guide was delivered the first week of January and has been shipped to our distribution outlets, sent to several thousand new requests and utilized at SCVA and its partners will be attending several trade and travel shows in January and February.
  
- **I LOVE NY PROMOTION:** I Love NY continues to promote the Catskill Region and Sullivan Catskills. Plans for next year's Governor Catskill Challenge is being started. SCVA has begun hosting Beautiful Destinations and NICHE Influencers and Creators in the county over the past few weeks with great success. More will be joining us throughout the month. SCVA and their PR team will also be hosting several digital influencers throughout the winter season.
  
- **PUBLIC RELATIONS:** Working with The Door and I Love NY PR firms, our tourism partners have hosted several rounds of travel writers. Our PR efforts are focusing on Fly Fishing and the 30<sup>th</sup> Anniversary of Dirty Dancing.

The Sullivan Catskill food experience and creation of a showcase cuisine focused event are in the plans.

- **NYSTIA and Brand USA:** A combined effort culminated in a CFA grant to assist NYS tourism entities to market through Brand USA to an expanded international market. SCVA will be expanding our presence with Brand USA/Mile Destination.
  
- **NICHE ACCOMMODATION MARKETING OPPORTUNITY:** SCVA will be hosting Tour Mappers and I Love NY as they present the Catskill Region workshop on how to increase international visitation.
- **Hospitality Training:** SCVA working with the Sullivan County Chamber and BOCES will be offering front line training to businesses with a kick-off event planned next month.
  
- **SWDR (Nat/Geo):** SCVA continues to work with the Executive Council and Stewardship Council of the Scenic & Wild Delaware River to further plan and enhance the site and promotions.
  
- **Special Olympics:** The State-wide Special Olympics Winter Games will be held in the Hudson Valley/Catskills again this year with the skiing events held at Holiday Mountain. Looking for volunteers to help and cheer the athletes. February 17 & 18.
  
- **Regional Legislative Action Day:** SCVA will be hosting the Catskill Regional Legislative Breakfast teamed with the New York State Hospitality & Tourism Association this year. The Legislative Breakfast will be at Bernie's Holiday Restaurant from 8:30-10AM on Friday, March 3<sup>rd</sup>.
  
- The New York State Tourism Industry Coalition will be hosting a Tourism Industry Luncheon in Albany NY on Monday March 13, 2017. Statewide issues will be discussed and with our State Legislative leaders and tourism industry colleagues and more.

**ACTIVITY REPORT –JANUARY 2017**  
**COUNTY OF SULLIVAN INDUSTRIAL DEVELOPMENT AGENCY, SULLIVAN COUNTY FUNDING CORPORATION, THE SULLIVAN COUNTY INFRASTRUCTURE LOCAL DEVELOPMENT CORPORATION**

January 27, 2017

At its regular meeting on January 9, 2017, the IDA Board passed a resolution authorizing and approving mortgage financing for the Montreign Casino project. Representatives from Montreign advised the Board that this mortgage completes the financing needed for the project. The mortgage transaction closed on January 24, 2017.

Also at its January 9 meeting, the Board passed a resolution appointing Be Neet LLC and Jeff. Sanitation Inc. as agents of the IDA, for the purpose of developing a transfer station project in the Town of Delaware. The Board also authorized the assignment of the MG Catskill project to Veteran NY Equity Holdings, LLC.

IDA staff continues to collect PILOT payments from our projects, and the second distribution of payments to the taxing jurisdictions will be made in mid-February. We are also working to collect employment and sales tax information from our projects. This information and many other details about the IDA's projects and operations will be entered into New York State's Public Authorities Reporting Information System in the coming weeks.

IDA staff continues to administer several grants, including six grants from USDA Rural Development. Four of these grants are for the benefit of local craft brewing and distilling operations, and two are for the benefit of the Catskills Food Hub. Grant reporting and reimbursement requests have been a major focus of our time during January.

In addition to the regular meeting of the IDA, special meetings of the Sullivan County Funding Corp. and The Sullivan County Infrastructure Local Development Corporation were held on January 9, to conduct routine business.

Staff is preparing for the fiscal year 2016 annual audits for the IDA, Sullivan County Funding Corp., and The Sullivan County Infrastructure Local Development Corporation.

We continue to work with potential applicants to our loan and tax abatement programs, in coordination with the Sullivan County Partnership for Economic Development, the Sullivan County Division of Planning, Sullivan Renaissance, and other agency partners.

Jen Flad and Julio Garaicoechea



## Report to Legislature – February 2017

### A. General Operations

Our program of work for 2017 has begun in earnest. There are several key areas of focus among many others that I would like to share. Those are:

1. *To re-energize and bolster a concerted effort to create shovel ready sites in Sullivan County to better position the county to adequately address inquiries from abroad and to more fully engage in proactive efforts to attract select industry sectors to our county.*

*The lack of preapproved sites suitable to the demands of the market place has continued to hamper our ability to attract mid to larger scale projects that could act to provide job opportunities to potential employees with varied skill sets. In addition, if located strategically these sites can provide much needed ratables to municipalities currently not in a position to take advantage of the surge in activity derived from the Adelaar/Montreign and Veria Lifestyle projects. In particular the Town of Liberty and Village of Liberty are not yet seeing a rise in interest let alone any other indicators used to measure economic status. While they county as a whole is enjoying increased sales tax collections year to year, real estate sales beginning to turn around, and general lower unemployment numbers have remained low, we must develop opportunities along our core development corridor areas as other areas of the county are beginning to revitalize and grow in their own respective ways.*

2. *To assist municipalities along our core development corridor in addressing lack of significant investment in particular areas and to manage development along the corridor where interest will be immediate, we are focusing on two key corridor projects.*
  - a. *The Partnership is part of the steering committee along with the representatives from the Town of Thompson and the Village of Monticello, Renaissance and Sullivan County Planning overseeing the work of a planning consultant which is undertaking a development plan in and about the East Broadway corridor and other targeted corridors which will be of development interest to businesses looking to capitalize on the economic impact of the casino and spa projects.*
  - b. *The Partnership is the driving influence behind an effort to conduct a similar analysis and plan to create shovel ready sites along Old Route 17 from Liberty to the Town of Thompson. This area exhibits the necessary features like proximity to a major thoroughfare, zoning, location between two urban centers and others that warrant pursuing the plan in order to be competitive in the Hudson Valley market. There are however, key elements that must be addressed to bring the area up to the standards*

*the current market place is demanding in order to do that. The plan will address preapprovals of the entire corridor rather than one site at a time. It will address the cost and source of resources as well as next steps to bring much needed infrastructure to the location and ultimately for both areas culminate in a marketable plan to site selectors, real estate investors, and general suitable businesses all in effort to create tax ratables and jobs in an area that desperately needs it while diversifying the overall economy.*

- 3. To continue to assist the Center for Workforce Development in assessing our workforce needs and developing the short term and long term training systems to effectively address the labor demand that is coming soon, and the transfer of labor assets that is expected as a result of new job opportunities. We will be working with our Catskills Hospitality Institute partners to move this objective forward in preparation for the Montreign and Veria demand as well as ancillary developments moving forward.*
- 4. We will be crafting new messaging, new collateral materials, a new web site, logo and new video content all to begin broadcasting our messaging utilizing the latest in social media products along with tradition marketing methods where practicable. On the heels of a successful investment retooling the time for a fresh clean look and presentation strategy is needed. As we continue to welcome new investment to Sullivan County our story must now be told with an eye toward attracting much more investment in the years to come.*
- 5. We will continue to evolve and expand our fundraising effort while providing valuable membership education, promotion, business development and networking to our investors.*

## **STRATEGIC OUTCOMES**

The Partnership's efforts are focused on achieving specific strategic outcomes. The outcomes will be reviewed regularly to ensure continued relevance and to prioritize annual work plans in pursuit of those strategic outcomes.

- 1. To ensure that two critical corridors of expected and driven development grow consistent with local county and market driven expectations and puts Sullivan County's best foot forward in terms of new quality standards for development. The East Broadway Monticello corridor and the Old Route 17 development corridor will be the foundation upon which we build our new shovel ready product portfolio for both retail and industrial commercial prospects looking to be proximate to an interstate or of course the Montreign project.*
- 2. To help establish a system of efficiently preparing workers for the expected jobs in our immediate demand cycle while working to address new opportunities when available. A system of short term certifications to better respond to the needs of the market once in place can be replicated for varied industry sectors.*
- 3. To broadcast a high quality message through multiple media outlets that Sullivan County is the next best big investment to make for those seeking new development opportunities. Likewise to attract retail businesses and those indirectly our large scale tourism and arts oriented projects in order to keep sales tax revenue here while offering more retail options to our Sullivan County resident and visitors. From a commercial industrial perspective to attract the attention of site selection professionals and capital project managers and secure*

*investment based on proximity to market, ease of transportation, approvals predictability, and lower cost of operations among a host of other benefits.*

4. *To continue to offer educational and promotional opportunities that offers the best opportunities for economic growth while growing the organization by investor, investment, and organizational functions.*

- We toured several sites in the county for the purpose of locating a 250,000 sq. ft fulfillment center. We are competing directly with Orange County and areas outside New York. The facility would employ 50 jobs in a state of the art robotic based system of distributing goods to end markets. Most of the sites are located along the Route 17 corridor. As mentioned in our priorities above the lack of shovel ready sites continues to present severe challenges to our ability to locate diversified projects to our area.
- At year end the annual average unemployment is nearly a whole point lower than this time last year and nearly half of what it was just 3 years earlier. While the total number of employed has fallen as well, businesses believe this was the result of many factors including some rightsizing of the labor force given the economic challenges previously. This circumstance will only get better as we introduce new jobs in the coming years ahead.

### 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%	4.2%	4.2%	4.1%	4.7%	4.7%	4.7%	4.9%	4.8%
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%

- **Meetings:** New York State Economic Development Council, Hudson Valley Economic Development Corporation, Sullivan County Chamber of Commerce, East Broadway Development Corridor Steering Committee, Regional Transportation Coalition.

## B. Project Updates

### a. Corporate Attraction

- We have shown four sites in response to an inquiry requiring 250,000sq.fr of fulfillment space. The project cost is approximately \$10 million with a demand for 50 jobs to start. Several sites were viewed favorably. However, we are competing with Orange County, NJ and PA at this time.

- We are in the process of relocating a former Sullivan County business back here once again. The company produces specialty color chips for industrial/commercial applications.

**b. Small Business/Entrepreneurial Development**

- The Partnership has approved a loan to Jeff Sanitation for its expansion at its existing location. We are working with the IDA to coordinate efforts and administrative next steps. The project seeks to expand its operations and complete its transfer station construction efforts. Ongoing

**c. Business Expansion**

- We have met with the principals of We Ship Express 24/7. They will be looking to expand their operations significantly. We have been asked to provide an analysis of expanding at their current location and other locations that could increase their foot print from 33,000 sq. ft. to 100,000. Proportionate increase in employment would of course follow. The company has requested sample illustrations in order to make a prudent business decision. Ongoing.
- A local manufacturer will be investing in a new plant on a former food processing site. The plant will be producing metal racking systems for shelving, warehouse storage and other uses. The investment will bring dollars being spent outside of the US here to Sullivan County in the form of investment, jobs and a permanent rateable. We have assisted the company in a request for Empire State Development incentives. Ongoing.

**d. Shovel Ready Sites**

- A request has been made as we assemble needed funding for the 1<sup>st</sup> step of the Old Route 17 corridor analysis.
- SUNY Sullivan will be rescheduling an information session by NYESD covering new changes to the Start Up NY program which will make it more user friendly. It will take place at the Seelig Theater.

**e. Membership Education** –the next event will be held later this spring.