



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

SULLIVAN COUNTY LEGISLATURE
Community and Economic Development Committee
June 1, 2017
11:00 A.M.

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

AGENDA

PRESENTATION: None

DISCUSSION ITEMS: None

RESOLUTIONS:

- 1. To Authorize the County Manager to enter into an agreement with the Sullivan County Visitors Association.**

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
- Chamber of Commerce – Cathy Paty

PUBLIC COMMENTS:

**COMBINED: LEGISLATIVE MEMORANDUM,
CERTIFICATE OF AVAILABILITY OF FUNDS
AND RESOLUTION COVER MEMO**

To: Sullivan County Legislature

Fr: Joshua Potosek, County Manager

Re: Request for Consideration of a Resolution: Authorize a contract

Date: 05/26/2017

Purpose of Resolution: [Provide a detailed statement of what the Resolution will accomplish, as well as a justification for approval by the Sullivan County Legislature.]

To authorize execution of a Contract between the County of Sullivan and Visitors Association

Is subject of Resolution mandated? Explain:

No

Does Resolution require expenditure of funds? Yes No

If "Yes", provide the following information:

Amount to be authorized by Resolution: \$ 575,000.00

Are funds already budgeted? Yes No

If "Yes" specify appropriation code(s): A6410-40-4011

If "No", specify proposed source of funds: _____

Estimated Cost Breakdown by Source:

County	\$ <u>575,000.00</u>	Grant(s)	\$ _____
State	\$ _____	Other	\$ _____
Federal Government	\$ _____	(Specify)	_____

Verified by Budget Office: 

Does Resolution request Authority to Enter into a Contract? Yes No

If "Yes", provide information requested on Pages 2. If "NO", please go straight to Page 3 and acquire all pre-legislative approvals.

Request for Authority to Enter into Contract with [Visitor's Association] of
[_____]

Nature of Other Party to Contract: Professional _____ Other: _____

Duration of Contract: From 01/01/2018 To 12/31/2022

Is this a renewal of a prior Contract? Yes No

If "Yes" provide the following information:

Dates of prior contract(s): From 01/01/2016 To 12/31/2017

Amount authorized by prior contract(s): 538,000.00

Resolutions authorizing prior contracts (Resolution #s): 114-16

Future Renewal Options if any:

Is Subject of Contract – i.e. – the goods and/or services Mandated? Yes No

If "Yes" cite the mandate's source; describe how this contract satisfies the requirements:

If "No" provide other justification for County to enter into this Contract: [County does not have resources in-house, best source of the subject materials, required by grant, etc.]:

Tourism and Promotion

Total Contract Cost for [year or contract period]: (If specific sum is not known state maximum potential cost): 575,000 per year for five years

Efforts made to find Less Costly alternative:

none known

Efforts made to share costs with another agency or governmental entity:

none known

Specify Compliance with Procurement Procedures (Bid, Request for Proposal, Quote, etc.)

n/a

Person(s) responsible for monitoring contract (Title): County Manager's Office

Pre-Legislative Approvals:

- Assistant*
A. Director of Purchasing: Amerson Lewis Date 5/30/17
B. Management and Budget: James [Signature] Date 5/30/17
C. Law Department: [Signature] Date 5/30/17
D. County Manager: Julia [Signature] Date 5/30/17
E. Other as Required: _____ Date _____

Vetted in CED Committee on 06/01/2017

RESOLUTION NO. _____ INTRODUCED BY THE COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE TO AUTHORIZE THE COUNTY MANAGER TO ENTER INTO AN AGREEMENT WITH THE SULLIVAN COUNTY VISITORS ASSOCIATION

WHEREAS, over the years, the Sullivan County Visitors Association (“Visitors Association”) has promoted and supported Sullivan County in its efforts to optimize tourism, and

WHEREAS, the current Agreement with Visitors Association expires on December 31, 2017, and

WHEREAS, the Legislature wishes to enter into an Agreement effective January 1, 2018, for an extended period to enable the Visitors Association to undertake the efforts necessary to accommodate the tourism-related growth anticipated with regard to the casino project and ancillary growth throughout the County, including one or more County Visitors Centers.

NOW THEREFORE BE IT RESOLVED, the County Attorney and the County Manager are authorized to negotiate an Agreement with the Visitors Association that addresses the current economic realities of tourism and related business in the County of Sullivan as well as anticipated growth over the next five years, and

BE IT FURTHER RESOLVED, the County Manager is hereby authorized to execute the Agreement with Sullivan County Visitors Association for a term commencing January 1, 2018 through December 31, 2022.

Moved by: _____,
Seconded by: _____,
And adopted on the motion dated: _____, 2017.

MAY 2017

SULLIVAN CATSKILLS

HIGHLIGHTS

- **The Annual Literature Exchange and Tail Gate Barbeque on May 11th at the Forestburgh Playhouse from 3PM to 6:30PM was a great success.**
- **SULLIVAN CATSKILL PROUD:** SCVA and its partners continues with Bold Gold Media to promote our local businesses and events.
- **SOCIAL MEDIA:** Social media continues to grow on Facebook, Twitter and Instagram building a brand for the Sullivan Catskills and the new web site is progressing with additional new fans and followers teamed with fresh and relevant blog content.
- **MARKETING PLAN:** SCVA print media placements are showing an upswing in request from the readership at these placements. SCVA is ready to launch a strong digital and social campaign.
- **TRAVEL & TRADE:** IPW is our stateside international showcase and the Sullivan Catskills will team with I Love NY and other DMO's throughout NYS in June in Washington, DC
- **NYSDMO MEETING:** The NYSDMO's are planning a promotional effort to entice meeting planners and groups. More information as plans form.
- **RIBBON CUTTING:** Attended the ribbon cutting ceremony of CRMC new urgent care building
- **GOVERNOR'S MID-HUDSON REPRESENTATIVE:** Meeting with Dylan Miyoshi to discuss developments and familiarization for him to the Sullivan Catskills. Toured him at YO1 Wellness.

- **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 finally being put in play. SCVA will again be hosting Influencers and Creators throughout our Sullivan Catskills in June promoting family travel.
- **PUBLIC RELATIONS:** Working with The Door our tourism partners have hosted several rounds of travel writers. The Sullivan Catskills have seen placement in Oprah and Men Journal this month. Our PR efforts are focusing on Fly Fishing and the 30th Anniversary of Dirty Dancing.
- **CATSKILL CUISINE:** The Sullivan Catskill is working with partners to develop a food experience focused event for fall.
- **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.
- **TASTE:** SCVA is working with Taste NY to sponsor a culinary event later this year
- **PHOTOGRAPHY:** SCVA is working with several photographer to increase the amount of high quality photos needed to supply the web and travel writer request. These are be catalogued in a Sullivan Catskills Gallery for easy access and use.
- **NORWEGIAN AIR:** SCVA attended a meeting with the State and Stewart Airport (Port Authority) to develop packages for receptive operators and travel agents to sell in the international marketplace.
- **TRAILS:** SCVA is working with the Trail committee and Trailkeeper, promoting and developing our Sullivan Catskills trail system.

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

May 25, 2017

At its regular meeting on May 8, 2017, the IDA Board approved a resolution authorizing a mortgage related to the Villa Roma Resort and Conference Center, Inc. project, and approved a resolution appointing The Center for Discovery, inc. as its agent with respect to the Hurleyville Arts Centre project. Later, on May 18, the IDA Board convened a special meeting to approve a resolution authorizing a mortgage related to the Montreign Operating Company, LLC and Empire Resorts Real Estate, I LLC projects.

On May 1, staff delivered two applications to USDA-Rural Development for Rural Business Development Grant funds, to assist local businesses through an equipment lease program. We expect to learn whether these applications are successful later this summer.

Also during May, staff continued to administer USDA grants for the benefit of Catskill Brewery, Roscoe NY Beer Company, and the Catskills Food Hub. We expect to fully expend these grant funds, request reimbursement from USDA, and close out the grants during the summer and fall.

On May 5, IDA Staff and CEO met with the Sullivan County Partnership for Economic Development and Empire State Development to discuss various projects in Sullivan County and possible funding opportunities offered by Empire State Development. As the Consolidated Funding Application (CFA) process gets underway, we will continue to work with local, regional, and state partners to support Sullivan County projects.

On May 18, the Sullivan County Funding Corp. Board held a special meeting to discuss and approve a resolution authorizing the issuance of bonds to finance projects for the benefit of The Center for Discovery, Inc. At the May 18 meeting, the Board also authorized the extension of its contract with Hudson Valley AgriBusiness Development Corporation, which has provided agricultural business development and support services in Sullivan County through its engagement by the Sullivan County Funding Corp. for several years.

Staff continues to work with various loan applicants seeking funds from the IDA's and Sullivan County Funding Corp.'s revolving loan programs.

With respect to The Sullivan County Infrastructure Local Development Corporation, staff continues its administration work as progress continues on the development of infrastructure for the Adelaar project, funded by public infrastructure bonds. We anticipate that another large bond requisition will be processed and paid in June.

Jennifer Flad and Julio Garaicoechea



Report to Legislature – June 2017

A. General Operations

- Last month I spoke about the need to create shovel ready sites in order to better compete with the region as well as other parts of the tri-state area. In addition a proposal indicating the type of work that will be done has been provided. Along with participating municipalities the funds will be used to establish in depth analytical analysis and recommendations of approximately a 2 mile stretch along old rout 17 which encompass multiple Industrial Commercially zoned land. After funding approval at the May Community and Economic Development Committee meeting, and subsequent approval at the full meeting of the legislature, a draft RFP has been crafted and disseminated to the County Manager and the Chair of the Community and Economic Development Committee for oversight as requested. Upon comment and changes if any, the RFP will be issued by the Partnership to qualifying Engineering firms with received proposal reviewed by the oversight team for subsequent recommendations. Since the approval there have been other sites made available through their respected representatives that will add to a growing list of Industrial/Commercial location options. It seems, the action of the legislature has created an atmosphere of confidence in some landowners previously reticent to proactively offer sites for consideration. As more progress is made toward our goal I believe steady momentum will be created by the market place. The action was not simply a measure to secure needed funds, but a signal that the legislature is making decisions that will continue to grow and expand our economic base.
- Due to an increase in the specialty fabrication industry sector, the Partnership is forming a Specialty fabrication/ manufacturing cluster group. The group will pair long time Sullivan County fabricators/manufacturers with new arrivals in order to assess current needs, identify opportunities and help grow this sector in Sullivan County as a viable job creator moving forward. Specialty advanced manufacturing has been identified as an area of opportunity not being adequately addressed throughout the country.
- The Partnership has joined a coalition made up of the Orange County Partnership, The Orange County Citizens foundation and private sector stakeholders to help advance an effort to improve traffic along route 17 from Harriman to the heart of Sullivan County. A NYSDOT study conducted in 2013 identified specific thresholds along the corridor based on traffic, development and other factors that would warrant improvements by the year 2020. Since then, there have been new developments already completed along the corridor, not

covered in the study that has accelerated the time table of identified thresholds. In an effort to move improvements along the coalition has asked the state to fund the environmental review work needed to conduct any capital project geared to make necessary improvements along the thoroughfare. Update: the coalition has met with NYSDOT in Poughkeepsie which covers most of the corridor in Orange County and Part of Sullivan and is scheduled to meet NYSDOT in Binghamton which covers most of the corridor in Sullivan County. The meetings already have identified what projects in the NYSDOT pipeline can be done immediately and what preliminary work has been accomplished relative to any engineering and approvals that can be used to reduce cost of implementation. It has been suggested that an implementation study be conducted as a necessary 1st step.

- We have been approached by a light industry prospect seeking preapproved land for a 100,000sq. ft facility. We have submitted our only shovel ready site suitable for this project, the Glenwild Industrial park. Developing...
- We are working to attract a large fulfillment center for an internationally known retailer. The site selection includes many in areas throughout the northeast. However, we do have a location that may be a suitable fit. The project would introduce a significant tax ratable and several hundred jobs to the county. The prospect has located an existing facility in along I-88. However, negotiations have halted so we still have a chance of locating firm here.

Unemployment Rate

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Ann Avg
2017	5.3%	5.7%	5.0%	4.8%									
2016	5.6%	5.7%	5.3%	4.8%	4.3%	4.3%	4.2%	4.2%	4.7%	4.6%	4.6%	4.9%	4.8%
2015	6.9%	6.8%	6.3%	5.6%	5.5%	5.2%	4.9%	4.5%	4.9%	4.7%	4.9%	4.9%	5.4%
2014	8.3%	8.4%	7.8%	6.6%	6.3%	6.0%	5.9%	5.7%	5.8%	5.6%	6.0%	6.1%	6.5%

Meetings: New York State Economic Development Council Annual Conference, Sullivan County Chamber of Commerce, East Broadway Development Corridor Steering Committee, Sullivan United, Regional Transportation Coalition (TTAP).

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. Update: the principals

are considering two Sullivan County sites at this time. A decision should be eminent. Awaiting response. No activity

b. Small Business/Entrepreneurial Development

NTR

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. There has been substantial activity at the location thus far. Update: the project is moving forward steadily. Special thanks to Mid Hudson Region ESD offices for their assistance.

d. Shovel Ready Sites

- See report above

e. Membership Education – the Partnership along with the Sullivan County Chamber and Visitors Association will be offering a membership education breakfast. The topic will be centered on investments for business principals and employees.