



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

**SULLIVAN COUNTY LEGISLATURE**  
**Community and Economic Development Committee**  
*May 1, 2014*  
*10:30 A.M.*

***Committee Members: Ira Steingart (Chair); Alan Sorensen (Vice Chair);  
Jonathan Rouis; Kathy LaBuda; and Gene Benson***

***AGENDA***

**PRESENTATION:**

- 1. Proud to be Sullivan Campaign – Denise Frangipane, Sullivan Renaissance**

**DISCUSSION ITEMS: None**

**RESOLUTIONS: None**

**DIVISION/PROGRAM UPDATE:**

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

**PUBLIC COMMENTS:**



SULLIVAN COUNTY  
DIVISION OF PLANNING AND ENVIRONMENTAL MANAGEMENT

Community & Economic Development Committee Update

April 25, 2014

INITIATIVE	MARCH ACTIVITY/STATUS	NEXT STEPS
<p><b>CFA 2014 Funding Round</b></p>	<ul style="list-style-type: none"> <li>• Barton &amp; Loguidice contract completed, pipeline development project in progress               <ul style="list-style-type: none"> <li>○ All relevant plans sent to consultants for review</li> <li>○ Interviews conducted with DGA, DPW, CWD &amp; DPEM; mtg with DFS pending</li> </ul> </li> <li>• Mid-Hudson Ec Dev Council Mtg, 4/22               <ul style="list-style-type: none"> <li>○ NOFA expected early May</li> <li>○ Criteria reviewed for priority projects                   <ul style="list-style-type: none"> <li>○ projects building global commerce</li> <li>○ NY Rising communities</li> <li>○ pipeline projects – e.g. project that have received funding</li> <li>○ Local government collaboration – e.g. involvement of IDAs &amp; LDCs</li> <li>○ Projects supporting veterans</li> <li>○ Regional Opportunities Agenda</li> <li>○ Regional Workforce Development</li> </ul> </li> <li>○ Planning in Key Sectors</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Convene public meeting on 2014 CFA guidelines and opportunities</li> <li>• Identify projects in conjunction with SC DGA and other County stakeholders and potential applicants</li> </ul>
<p><b>Main Street Initiatives</b></p> <ul style="list-style-type: none"> <li>• Jeffersonville</li> <li>• Monticello</li> </ul>	<ul style="list-style-type: none"> <li>• Follow up on April Outreach Group on going [group has issued a survey]; interest in pursuing Main Street grant confirmed</li> <li>• \$25k re-grant program for planning downtown renovations</li> </ul>	<ul style="list-style-type: none"> <li>• Prepare Main Street grant application through CFA</li> <li>• Initial project coordination meeting with new Village manager (4/28)</li> <li>• Identify potential leverage opportunities, and funding sources for implementation</li> </ul>

INITIATIVE	MARCH ACTIVITY/STATUS	NEXT STEPS
<p><b>Plans</b></p>	<ul style="list-style-type: none"> <li>• Comprehensive Economic Development Strategic Framework (EcDev Plan)</li> <li>• Agricultural Preservation Plan</li> <li>• LWRP</li> <li>• Comprehensive Transportation Plan</li> </ul>	<ul style="list-style-type: none"> <li>• Complete new executive summary; circulate draft to CEDS, Steering committee</li> <li>• Next meeting Monday, May 19th</li> <li>• Edit document for tone, and to add supporting data</li> <li>• Include in review for CFA projects</li> <li>• Data collection phase, including provider surveys and stakeholder interviews</li> </ul>
<p><b>Casino Impact Committee</b></p>	<ul style="list-style-type: none"> <li>• Draft edited, streamlined; executive summary expanded</li> <li>• All focus groups completed; project moving forward on schedule for Fall 2014 completion</li> <li>• Draft document completed                             <ul style="list-style-type: none"> <li>○ received initial review; edits in process</li> <li>○ has strong focus on tourism development</li> <li>○ State offered extension through end of 2013</li> </ul> </li> <li>• Project initiated with consultant visit 4-23&amp;24                             <ul style="list-style-type: none"> <li>○ Schedule adjusted to bring recommendations forward into budget season</li> <li>○ Objectives include addressing employee transportation issues and tourism</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Next committee meeting scheduled for 5/5</li> </ul>
<p><b>Revolving Loan Programs</b></p>	<ul style="list-style-type: none"> <li>• Responded to Foxwoods inquiries on downtown revitalization planning, workforce, tourism and transportation</li> <li>• Reviewing SEQRA scoping document for Muss/Foxwoods</li> <li>• Outlining community development fund program for Neighborhood Impacts subcommittee</li> <li>• Ag loans being promoted to potential applicants, and meetings scheduled with three prospects. CCE is doing a funding workshop in the fall that will promote this program along with other County, State and Federal programs.</li> </ul>	<ul style="list-style-type: none"> <li>• Identify marketing strategy to increase loan use, support small business development, etc. To be made part of Ec Dev Plan actions</li> </ul>

INITIATIVE	MARCH ACTIVITY/STATUS	NEXT STEPS
<p><b>USDA Rural Business Enterprise Grant (RBEG)</b></p>	<ul style="list-style-type: none"> <li>• No applications received by 4/11 deadline for dairy processing equipment lease project                             <ul style="list-style-type: none"> <li>○ RFP reissued with 5/2 deadline</li> <li>○ DPEM staff working more closely with prospective applicants (2)</li> </ul> </li> <li>• Preapplication submitted on 4/2 for \$200,000 to fund a continuation of the MAP program pending</li> </ul>	<ul style="list-style-type: none"> <li>• Continue follow up with prospective dairy applicants</li> </ul>
<p><b>Miscellaneous/Inactive</b></p>		
<ul style="list-style-type: none"> <li>• Next round of USDA Rural Business Opportunity Grant (RBOG) solicitations anticipated soon. Potential projects to be identified, possibly in conjunction with B&amp;L project pipeline.</li> <li>• Green Tourism Conference held on April 7-8. Presentation of draft Upper Delaware study cited potential to double or triple visitation to the national park.</li> <li>• No activity on Emerald Corporate Center EDC. Strategy to be part of Economic development Action Plan.</li> </ul>		

Program Employment Data

Program	Covered Period	# of People Who Found Employment	# of Businesses	Examples of Businesses
Workforce Investment Act (WIA) Adult, Dislocated Worker & Youth	3/26/14 – 4/24/14	47 people	33 businesses	A+ Sewer Service Achieve Nursing – 3 Apollo Security Callahan Industries CRMC County of Sullivan E Tetz & Sons Inc. MB Foods – 3 McDonald’s Mountain Candy NYS Office of Info Tech -4 Pepsi Cola Bottling President Container R&H Gorr Inc. – 2 Rehab Support Services Rolling V Bus – 2 Sullivan County Paving Sullivan Structures Twin Bridge Play School Villa Roma - 2 Westchester-Ellenville Hospital
Welfare to Work	3/26/14 – 4/24/14	17 people	11 businesses	Burger King CACHE Formaggio Cheese Honor Haven Resort McDonald’s M&B Consultants – 4 One Source Rolling V – 2 ShopRite Villa Roma - 2 Wal-Mart - 2

- ❖ Worked with Legislator and the Liberty CDC to coordinate a meeting held April 1 with representatives from Foxwoods. It was a workforce development meeting and included representatives from the Town and Village of Liberty, SCCC, BOCES, Liberty Central School, Delaware Valley Job Corps, and the Division of Health and Family Services.
- ❖ A seminar for the business community on the Affordable Care Act will be held on May 13 at the Legislative Hearing Room from 5:00 – 7:00 pm. Lev Ginsburg, Director of Government Affairs for the Business Council of NYS will be the speaker. It is in partnership with the Chamber of Commerce. A flyer is attached.
- ❖ As part of the transportation policy team a kick off meeting with the consultants, LSC Transportation, was held 4/23. The meeting gave the consultants and opportunity to outline their plan of action and receive feedback from the committee.
- ❖ The NYS Dept. of Labor has issued draft guidelines for the Program Year 2014 Regional Workforce Strategic Plan. Meeting of the HV Workforce Directors was held on 4/21 to finalize the plan that will be submitted April 28.
- ❖ The Sullivan Renaissance Youth Internship program will begin May 14. This year 16 youth will work with Renaissance programs through the end of August, earning \$10 per hour. In addition, the youth will participate in bi-weekly leadership development sessions.
- ❖ Additional Meetings:
  - 4/7 – Casino Impact Task Force
  - 4/9 – SC Child Care Council Board
  - 4/16 – Casino Impact Workforce Subcommittee
  - 4/18 – Planning Consultants Barton & Loudice
  - 4/23 – Grants Department

# Labor Market Profile

## Resident Civilian Labor Force and Nonfarm Employment

### SULLIVAN COUNTY

March 2014, February 2014, March 2013

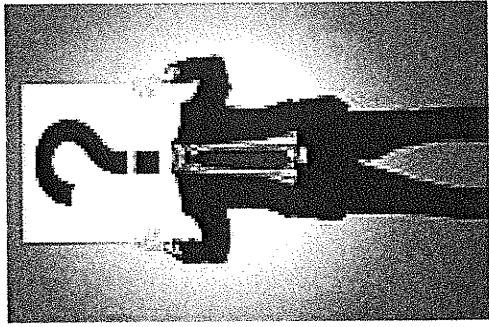
Category	Mar 2014	Feb 2014	Mar 2013	Net Month	% Month	Net Year	% Year
Resident Civilian Labor Force	32,200	32,300	33,000	-100	-0.3%	-800	-2.4%
Employed	29,500	29,400	29,900	100	0.3%	-400	-1.3%
Unemployed	2,700	3,000	3,200	-300	10.0%	-500	15.6%
<b>Sullivan County Unemployment Rate</b>	<b>8.4%</b>	<b>9.2%</b>	<b>9.6%</b>	<b>-0.8</b>		<b>-1.2</b>	
NYS Unemployment Rate	7.3%	7.7%	8.0%	-0.4		-0.7	
US Unemployment Rate	6.8%	7.0%	7.6%	-0.2		-0.8	
<b>Total Nonfarm</b>	<b>23,800</b>	<b>23,800</b>	<b>24,400</b>	<b>0</b>	<b>0.0%</b>	<b>-600</b>	<b>-2.5%</b>
<b>Total Private</b>	<b>17,900</b>	<b>17,900</b>	<b>18,400</b>	<b>0</b>	<b>0.0%</b>	<b>-500</b>	<b>-2.7%</b>
<b>Goods-Producing</b>	<b>2,200</b>	<b>2,200</b>	<b>2,200</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>
Natural Resources, Mining and Construction	700	700	700	0	0.0%	0	0.0%
Manufacturing	1,500	1,500	1,500	0	0.0%	0	0.0%
<b>Service-Providing</b>	<b>21,600</b>	<b>21,600</b>	<b>22,200</b>	<b>0</b>	<b>0.0%</b>	<b>-600</b>	<b>-2.7%</b>
Private Service-Providing	15,700	15,700	16,200	0	0.0%	-500	-3.1%
Trade, Transportation and Utilities	3,900	3,900	4,000	0	0.0%	-100	-2.5%
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	1,400	1,400	1,400	0	0.0%	0	0.0%
Education and Health Services	6,300	6,300	6,300	0	0.0%	0	0.0%
Leisure and Hospitality	2,000	2,000	2,000	0	0.0%	0	0.0%
Other Services	900	900	1,300	0	0.0%	-400	30.8%
<b>Government</b>	<b>5,900</b>	<b>5,900</b>	<b>6,000</b>	<b>0</b>	<b>0.0%</b>	<b>-100</b>	<b>-1.7%</b>

**COUNTIES RANKED BY UNEMPLOYMENT RATE  
MARCH 2014**

<b>RANK</b>	<b>COUNTY</b>	<b>RATE</b>	<b>RANK</b>	<b>COUNTY</b>	<b>RATE</b>
1	Tompkins County	4.4	29	Greene County	7.6
2	Nassau County	5.2	29	Queens County	7.6
2	Putnam County	5.2	29	Richmond County	7.6
4	Rockland County	5.3	29	Washington County	7.6
5	Albany County	5.5	29	Wayne County	7.6
6	Saratoga County	5.7	37	Chautauqua County	7.7
6	Westchester County	5.7	38	Cattaraugus County	7.8
8	Suffolk County	6.0	38	Schuyler County	7.8
9	Dutchess County	6.1	40	Tioga County	7.9
10	Columbia County	6.2	41	Clinton County	8.1
10	Schenectady County	6.2	41	Niagara County	8.1
12	Orange County	6.3	43	Cortland County	8.2
13	Monroe County	6.4	43	Warren County	8.2
13	Onondaga County	6.4	45	Madison County	8.3
13	Rensselaer County	6.4	45	Steuben County	8.3
13	Yates County	6.4	47	Sullivan County	8.4
17	New York County	6.7	48	Fulton County	8.5
18	Genesee County	6.8	48	Wyoming County	8.5
18	Ontario County	6.8	50	Montgomery County	8.7
18	Otsego County	6.8	51	Franklin County	8.8
18	Seneca County	6.8	51	Herkimer County	8.8
22	Erie County	6.9	51	Kings County	8.8
23	Ulster County	7.0	51	Schoharie County	8.8
24	Chenango County	7.1	55	Oswego County	9.1
25	Cayuga County	7.2	56	St. Lawrence County	9.2
25	Oneida County	7.2	57	Essex County	9.3
27	Livingston County	7.3	58	Orleans County	9.5
28	Allegany County	7.5	59	Hamilton County	9.6
29	Broome County	7.6	60	Jefferson County	10.1
29	Chemung County	7.6	61	Lewis County	10.7
29	Delaware County	7.6	62	Bronx County	11.7



# HEALTHCARE UNRAVELLED



## Are You CONFUSED About Healthcare and the Affordable Care Act??

#obamacare #whattheheckisgoingon? #needahealthcaretranslator!

**Free Business Seminar**

***“Affordable Care Act and Your Business”***

**PRESENTER:** Lev Ginsburg, Esq. – Director of Government Affairs for the Business Council of  
New York State

**Tuesday, May 13, 2014**

**Sullivan County Government Center, 100 North St., Monticello, NY**

**Registration @ 5:00 pm**

**Seminar -- 5:30 – 7:00 pm**

**RSVP: Sullivan County Chamber of Commerce**

**Email: [office@catskills.com](mailto:office@catskills.com)**

**Phone: 845-791-4200**

**SPONSORED BY: Sullivan County Center for Workforce Development and Sullivan County Chamber of Commerce**

**ACTIVITY REPORT – MAY 2014**  
**COUNTY OF SULLIVAN INDUSTRIAL DEVELOPMENT AGENCY**

April 23, 2014

In April, site preparation work commenced again for the Red Meat project. The Architectural Firm that was awarded the bid completed the design of the building and it is expected that in the near future a Request for Proposal will go out for the construction of the building and for components of the building.

Work continued on moving the Food Hub project forward, including additional discussions on the site of the project and funding for the costs of the unfunded balance of the project.

The yearly IDA audit and State Reporting for 2014 were completed. This included compiling tax information and employment information and completing the Authority Budget Offices' voluminous online PARIS reporting system. Work on the additional paper copies to required agencies was also completed.

Annual work to update the Agency's website was completed.

In April, the Agency held a regular meeting. At that meeting the Board reviewed its officer and committee structure and discussed the Food Hub project.

In April, the Sullivan County Funding Corporation in conjunction with Jeff Bank approved a small business loan to Apple's Small Engine Repair in the Village of Liberty. The funds will be used to assist with the acquisition of an existing repair shop and the purchase of new equipment.

The Agency worked with several small businesses regarding IDA loan programs and with the application process.

Jennifer CS Brylinski  
IDA Executive Director



## Report to Legislature May 2014

### A. General Operations

#### 1) **Casino Update**

- (i) Now that the regional and state applicants have been identified the next phase of the process at least for us is to assist all of our projects in getting local support for their respective applications, Already the Partnership, SCVA and Chamber have been reaching out to help applicants connect with local businesses, non profits, religious groups and vendors in an effort to help clearly secure the 20% of the application that is dedicated to local support. Workforce plans are being worked on by each of the projects with our workforce development team.
- (ii) In addition we are reaching beyond the borders of Sullivan County to gather support from external areas, such as entities in Delaware County and elsewhere, that will indirectly benefit from our projects in Sullivan County.
- (iii) The Casino impact committee has been working through sub groups to identify areas of programmatic need as well as the data need to support specific requests if any.
- (iv) The comparative analysis 1<sup>st</sup> draft should be completed May 1. We will review and tweak if and where needed before finalizing the report for dissemination to our respective applications.

#### 2) **Community Outreach/Marketing –**

- The Partnership, SCVA and the Chamber will be hosting a “Business to Business” networking event. We are working out the logistics at this time. The goal is to assist our member businesses to cross communicate and sell their services to each other and network.
- SCCC/Start UP NY Outreach – as was reported in the Democrat we continue to receive inquiries about Start Up New York at SCCC. Of course it is critical to secure the resources need to begin and complete the development of a dedicated commerce area. I will be meeting with a life sciences firm interest in exploring the potential of locating to the campus next week.
- Internal Marketing Program – The Partnership Post Officially began this month, informing members and the general public about key project initiatives, relevant economic development focused issues, highlighting new members and announcing future events.

#### 3) **Community Outreach –** spoke at this month’s several community group meetings relative to economic development issues.

#### 4) **Misc**

### B. Project Updates

**a. Corporate Attraction**

- We have met with charter flight operation. Billed as an Air Taxi service the company based in the NY metro area is interested in possibly locating several planes to the Sullivan County Airport to house, service and maintain.
- We are in the process of relocating a custom aluminum door and window façade manufacturing firm to Ferndale. The firm has selected a site and is working through the planning process a public hearing has been scheduled.
- We have been approached by a Indoor Water park Destination Resort firm interested in constructing a facility here. Not a casino project but encouraged by potential activity. The Brand would be easily recognizable. We are compiling some market and local data at this time.
- Veria International Lifestyle Management LTD. At Kutcher's – construction eminent TBD.
- Ancillary projects linked to casino success are beginning to hire professional services firms and designing development plans. Most have to do with anticipated retail, workforce housing, and services demand. This continues to gain in intensity and I would expect will only grow if a Sullivan County casino location is selected.

**b. Small Business/Entrepreneurial Development**

- SCP has facilitated the purchase and expansion of a small engine sales and services business in Liberty, NY. Apple's small engine did purchase Roger's small engine and closed on the financial request needed to expand business services and add new jobs. It is already making a difference as they are picking up many new customers.
- SCP attended Brandenburg Bakery grand opening in Livingston Manor.
- IWW funds available \$175,561.09. There are currently 8 loans within this program:
- SI funds available \$90,353.20. There are currently 11 loans with this program:  
**Loans outstanding:**
  - IWW: \$127,706.96
  - SI: \$134,873.51

**c. Business Expansion**

- SCP and SCIDA and SCDPW have been working as a matter of critical importance to assist Sutphen East with several immediate needs relative to operations, workforce and potential future expansion. BOCES is pursuing dedicated training alternatives for potential employees. We will be meeting with Sutphen this week to keep addressing immediate issues as we work on retaining them.
- Local firm looking to expand. Double in size. Putting together financing at this time.

**d. Shovel Ready Sites**

- The SCP Shovel ready task force will be meeting to address the needs of existing sites and to analyze future demand as a result of recent developments. The goal is to continue to better prepare our sites for market demand and anticipated ancillary demand from potential resort projects.
- Effort to make existing sites more readily available to interested prospects.
- SCP met with SCCC to review and assist in the approval of its Start Up NY Plan. A key component is the commerce park and its business categories as we will begin proactive marketing once the plan is approved.

**e. Cluster Development**

- SCP will be formulating a specialty metal fabrication cluster. There are seven firms that operate in Sullivan County that produce specialty products in this sector. There is opportunity for it to grow dramatically as nationwide demand for these products is high.

**f. Membership Education**

- We are beginning to formulate a CFA education seminar. I will be coordinating with Freda to set a date and begin marketing to municipalities and individual businesses.

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

PROJECT/MEETING	SPONSOR LOCAL/STATE NATIONAL/INTERNATIONAL	STRATEGY	STRENGTHS	TIMELINE/COMPLETION	IMPACT
CBS Times Square Promotion	SCVA	Promotion of Sullivan County Catskills	All	April 9-July 15, 2014	Increase visitor awareness through 160 million impressions to a huge market.
SCVA Literature Exchange	SCVA, SC Chamber, SC Partnership, YEL, Renaissance, SUNY Sullivan and Proud to be Sullivan partners	The Annual Literature Exchange is expanding to include workshops on Hospitality, Social Media, E-commerce and Proud program	All	May 8, 2014	Increased promotion and quality of Life for a better experience for visitors and residents
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 garners several thousand request a year.

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 Impact Committee	Sullivan County	Support and provide information on casino development	All	2014	Successful smart growth of the Sullivan County tourism industry
Casino Support	SCVA Board	Working with Board and members to build support	All	2014	Garner letters of support and working relationships with developers
Art & Cultural Trail	SCVA	Promote our arts and culture	A&C	May	Provide the A&C assets greater exposure to visitors
Event Promotion Upcoming is Mysteryland and the Woodstock Triathlon	SCVA and event organizers	Promotion to insure successful event and increase visitors	Event	2014	Increased visitor spending

Empire State Tourism Conference	I Love NY and NYSTIA	Educational	All	April 28-30, 2014	Meet with other tourism specialists from across NYS and nationally to further learn and discuss marketing strategies
ESPR Rally Opening Ceremony	ESPR & SCVA	Event promotion	Event	April 25, 2014	Welcome drivers and fans from across the country and internationally and increase visitor spending with successful event
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
Woodstock Triathlon	Speed Racing & SCVA	Promotion of upcoming event and links to scva.net for lodging, restaurants and attractions	All	May 31, 2014	Increase sales tax and links to entice spending by competitors and visitors
Web Site and Social Media	SCVA	Promotion of the Sullivan County Catskills through digital media	All	Ongoing	Increases in analytics generated through various media including recent travel shows, articles, news and advertising.
Media articles NYS AAA and Meeting Focus	SCVA, CATS	Promote Sullivan County through articles and stories	All	Spring 2014	These articles have generated tremendous interest and bookings to the Sullivan County businesses

Meeting with Congressman 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, affecting the visitor's perception of Sullivan County
SC Sportsmen and Outdoor Expo	SCVA, SCCC, 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

<b>Member Workshop</b>	<b>SCVA</b>	<b>e-commerce site</b>	<b>All</b>	<b>2014</b>	<b>Allows businesses to use SCVA's umbrella to market and sell on-line</b>
<b>Stewart Airport Brainstorming Session</b>	<b>Stewart Airport and surrounding counties</b>	<b>Increase usage and visitors</b>	<b>All</b>	<b>2014</b>	<b>Working with airport to increase and promote visitors to region</b>
<b>Tourism Action Day</b>	<b>NYS Tourism &amp; Hospitality</b>	<b>Increase awareness of tourism industry to NYS economy</b>	<b>N/A</b>	<b>March 2014</b>	<b>Awareness to Local and State officials on the importance of tourism</b>
<b>Celebrity Dinner</b>	<b>B&amp;G Club of Sullivan County</b>	<b>Charitable</b>	<b>N/A</b>	<b>March 2014</b>	<b>Quality of Life for Sullivan County</b>
<b>I Love NY website</b>	<b>NYS Tourism</b>	<b>Increase usability and regional promotion</b>	<b>All</b>	<b>2014</b>	<b>Increase promotion</b>
<b>Paths Through History</b>	<b>Mid-Hudson Tourism Committee</b>	<b>Increase visitor awareness of historic sites</b>	<b>History and Culture</b>	<b>2014</b>	<b>Increase visits and revenue from history niche market</b>
<b>Heart-A-Thon</b>	<b>WSUL/WVOS, SCVA volunteers and other organizations</b>	<b>Charitable</b>	<b>Quality of Life</b>	<b>February 2014</b>	<b>Assist with helping improve quality of life in Sullivan County</b>
<b>SCVA Board Retreat</b>	<b>SCVA</b>	<b>Review current marketing of the strength areas and plan for the future development of resort destination anchors</b>	<b>All</b>	<b>February 2014 with ongoing workshops and informational meetings for businesses</b>	<b>Strategically planning and meeting with potential developers to discuss the integration of new tourism assets with existing assets</b>

<b>Motorcycle Ride Map</b>	<b>SCVA, O'Toole Harley Davidson and sponsors</b>	<b>Promote to the niche motorcycle visitors</b>	<b>All</b>	<b>April 2014</b>	<b>Increase This lucrative market and spending at local businesses</b>
<b>Trade &amp; Travel Shows</b>	<b>SCVA and business partners</b>	<b>Promotion at Sportsman and Outdoor shows, general travel shows for both domestic and international visitors. Produce new show banners to promote the identified strengths</b>	<b>All</b>	<b>January-June</b>	<b>Promoting the SC Catskills to target markets and niches</b>
<b>2014 Travel Guide</b>	<b>SCVA</b>	<b>Promotion</b>	<b>All</b>	<b>January 2014</b>	<b>Promotion of the Sullivan County Catskills with the 45<sup>th</sup> Woodstock Anniversary and 45 things to do.</b>
<b>Media Placement</b>	<b>SCVA and partners</b>	<b>Ongoing strategy for promotion</b>	<b>All</b>	<b>2014</b>	<b>Increase awareness and visitation through advertising and media promotion</b>
<b>DEP Recreational Boating Meeting</b>	<b>DEP, CATS, counties</b>	<b>To work with DEP on promotion of the Reservoir opportunities</b>	<b>Outdoor recreation</b>	<b>February ongoing</b>	<b>Increased visitation and support of local communities and businesses around the Neversink Reservoir.</b>

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
Mysteryland, USA	SCVA, Bethel Woods and Mysteryland	Develop a landing page for attendees to book lodging and other information	All	February 2014	SCVA is developing a landing page that will give information on lodging and distance from event. SCVA will be able to incorporate this into other events by moving the epicenter to where the event is taking place allowing the visitor easier access for planning.
Eastern States Classic	SCVA	Hospitality	All	January 2014	Provided dining list and travel guides to wrestling fans at SUNY Sullivan
Pride Map	SCVA & Renaissance	Promotion	All	February 2014	Supply front line businesses the ability to serve as hospitality stewards

Museum Map and Brochure	SCVA & Museum Coalition	Promotion	History	March 2014	Working with the 5 main museum in Sullivan County to promote visitation to museums
NJCAA Tournament	SUNY Sullivan, SCVA	Promotion	Event	March 2014	Visitor spending
Hog Rally	Harley Davidson and SCVA	Present the Sullivan County Catskills as rider friendly county with great roads and exceptional activity	All	July 10-14, 2014	Harley Davidson riders will be exposed to the many assets of the Sullivan County Catskills over three days spending money in restaurants and attractions.
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	Increase agricultural, education and business incubation
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 the visitors experience of the Delaware River and increasing visitor spending at the businesses and communities along the corridor