



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

SULLIVAN COUNTY LEGISLATURE
Community and Economic Development Committee
June 5, 2014
10:30 A.M.

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

AGENDA

PRESENTATION:

- 1. Update on CFA Applications**

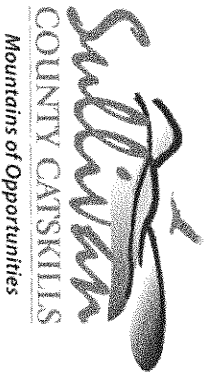
DISCUSSION ITEMS: None

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

May 29, 2014

INITIATIVE	MARCH ACTIVITY/STATUS	NEXT STEPS
CFA 2014 Funding Round	<ul style="list-style-type: none"> Conducted joint CFA workshop on June 9th Proceeded to develop applications for a package of projects in conjunction with DGA Grant Concept Approval Forms completed for five projects to date; 2-3 projects pending Blanket resolution approved for preparing & submitting applications Provided assistance to projects where the County is not the applicant 	<ul style="list-style-type: none"> Complete applications for June 16th deadline (June 12th target)
Main Street Initiatives <ul style="list-style-type: none"> Jeffersonville Monticello Livingston Manor 	<ul style="list-style-type: none"> Main Street grant being developed for CFA submission Met with Village Manager, Partnership & Sullivan Renaissance on downtown revitalization Provided technical assistance on Main Street Anchor grant for library Provided technical support to group planning for Livingston downtown improvements, including developing CDBG grant for sidewalk planning 	<ul style="list-style-type: none"> Complete CFA application, as above Village manager scheduling follow up meeting to continue discussion, develop project Identify potential leverage opportunities, and funding sources for implementation Complete CFA application, as above
Plans <ul style="list-style-type: none"> Comprehensive Economic Development Strategic Framework (EcDev Plan) Agricultural Preservation Plan 	<ul style="list-style-type: none"> Work on this plan deferred until completion of CFA process SWOT analysis and census data reviewed at May 19th meeting 	<ul style="list-style-type: none"> Next meeting on June 16th to review initial recommendations Plan for distribution and adoption of the plan

INITIATIVE	MARCH ACTIVITY/STATUS	NEXT STEPS
<ul style="list-style-type: none"> LWRP Comprehensive Transportation Plan 	<ul style="list-style-type: none"> Internal edits completed on portion of the document Implementation of river access projects being pursued through CFA <ul style="list-style-type: none"> Data collection phase nearing completion White paper expected first week in June 	<ul style="list-style-type: none"> Complete plan edits after CFA submissions Distribute community/user surveys Next consultant visits scheduled for June 25-26 and July 27-28 <ul style="list-style-type: none"> Convene employer focus group Schedule meetings with user groups
<p>Casino Impact Committee</p>	<ul style="list-style-type: none"> Community development fund program outline completed by Neighborhood Impacts subcommittee 	<p>TBD</p>
<p>Revolving Loan Programs</p>	<ul style="list-style-type: none"> Status of existing loans reviewed with advisory committee via emails Loans explored as match potential for CFA small business applicants 	<ul style="list-style-type: none"> Identify marketing strategy to increase loan use, support small business development, etc. To be made part of Ec Dev Plan actions
<p>USDA Rural Business Enterprise Grant (RBEG)</p>	<ul style="list-style-type: none"> One application received for dairy processing equipment lease project <ul style="list-style-type: none"> DPPEM staff convening review committee on the application Also working with applicant to further project development, including CFA application through CDBG program USDA confirmed that preapplication submitted on 4/2 for \$200,000 to fund a continuation of the MAP program pending will be reviewed next month 	<ul style="list-style-type: none"> Continue working with applicant through both CFA and RBEG

Miscellaneous/Inactive

- Next round of USDA Rural Business Opportunity Grant (RBOG)solicitations still .
- No activity on Emerald Corporate Center EDC. Strategy to be part of Economic development Action Plan.

Program Employment Data

Program	Covered Period	# of People Who Found Employment	# of Businesses	Examples of Businesses
Workforce Investment Act (WIA) Adult, Dislocated Worker & Youth	4/25/14 – 5/27/14	110 people	73 businesses	3PD Transport Corp 613 Automotive Group A Alport & Sons Adams & Associates Brandenburg Pastry Callahan Industries – 2 CRMC – 2 County of Sullivan – 14 Debel Foods – 2 Fallsburg Central School Fallsview hotel – 4 Gary Meyers Excavation Ideal Snacks – 3 Loidice Excavating Inc MB Food Processing Mountain Candy – 2 New Hope – 3 Rolling V Bus Corp – 3 SDTC Structural Services of NY Sullivan County Paving – 2 Sullivan West School TJ Transport – 4 Town of Fallsburg Ultra Power Verona Oil – 2 Willow Woods Condos Wizard Electric Inc

- ❖ A seminar for the business community on the Affordable Care Act was held on May 13 at the Legislative Hearing Room. Lev Ginsburg, Director of Government Affairs for the Business Council of NYS was the speaker. This was a partnership with the Chamber of Commerce.
- ❖ The Program Year 2014 Regional Workforce Strategic Plan was submitted on April 28 to NYS Dept. of Labor. This was a collaborative effort of the seven Hudson Valley Workforce Directors.
- ❖ The Program Year 2014 Local Workforce Development Plan guidelines were issued by the NYS Dept. of Labor. The plan is due July 31 and requires a 30 day public comment period. The plan will outline the planned work of the local workforce system with regards to the Workforce Investment Act and Wagner Peyser programs.
- ❖ The Workforce Development Board quarterly meeting was held May 13. BOCES presented their annual report to the Board and there was a presentation by the Early Care & Learning Council. The Learning Council is New York State's child care resource network. They represent the local Child Care Councils.
- ❖ The Sullivan Renaissance Youth Internship program began 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:
 - 5/1 – Casino Impact Task Force committee meeting
 - 5/5 - Casino Impact Task Force meeting
 - 5/7 – Academy of Finance Advisory Board committee meeting
 - 5/14 – Emerging Worker Council meeting

Labor Market Profile

Resident Civilian Labor Force and Nonfarm Employment

SULLIVAN COUNTY

April 2014, March 2014, April 2013

Category	Apr 2014	Mar 2014	Apr 2013	Net Month	% Month	Net Year	% Year
Resident Civilian Labor Force	31,700	32,200	32,700	-500	-1.6%	-1,000	-3.1%
Employed	29,500	29,500	29,800	0	0.0%	-300	-1.0%
Unemployed	2,200	2,700	2,900	-500	-18.5%	-700	-24.1%
Sullivan County Unemployment Rate	6.8%	8.4%	8.8%	-1.6		-2.0	
NYS Unemployment Rate	6.1%	7.2%	7.4%	-1.1		-1.3	
US Unemployment Rate	5.9%	6.8%	7.1%	-0.9		-1.2	
Total Nonfarm							
Total Nonfarm	24,000	23,800	24,300	200	0.8%	-300	-1.2%
Total Private							
Total Private	18,100	17,900	18,300	200	1.1%	-200	-1.1%
Goods-Producing							
Goods-Producing	2,200	2,200	2,200	0	0.0%	0	0.0%
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%
Service-Providing							
Service-Providing	21,800	21,600	22,100	200	0.9%	-300	-1.4%
Private Service-Providing							
Private Service-Providing	15,900	15,700	16,100	200	1.3%	-200	-1.2%
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	1,500	1,400	1,500	100	7.1%	0	0.0%
Education and Health Services	6,200	6,300	6,400	-100	-1.6%	-200	-3.1%
Leisure and Hospitality	2,200	2,000	2,100	200	10.0%	100	4.8%
Other Services	900	900	900	0	0.0%	0	0.0%
Government	5,900	5,900	6,000	0	0.0%	-100	-1.7%

COUNTIES RANKED BY UNEMPLOYMENT RATE

APRIL 2014

RANK	COUNTY	RATE	RANK	COUNTY	RATE
1	Tompkins County	3.5	31	Delaware County	6.2
2	Nassau County	4.2	31	Schuyler County	6.2
2	Putnam County	4.2	31	Tioga County	6.2
4	Rockland County	4.4	31	Wayne County	6.2
5	Albany County	4.5	36	Chautauqua County	6.3
6	Saratoga County	4.6	36	Cortland County	6.3
6	Westchester County	4.6	36	Greene County	6.3
8	Columbia County	4.7	39	Wyoming County	6.4
8	Suffolk County	4.7	40	Cattaraugus County	6.5
10	Dutchess County	4.9	40	Madison County	6.5
10	Yates County	4.9	40	Niagara County	6.5
12	Rensselaer County	5.0	43	Queens County	6.6
13	Schenectady County	5.1	44	Clinton County	6.7
14	Onondaga County	5.2	44	Richmond County	6.7
14	Orange County	5.2	44	Warren County	6.7
16	Monroe County	5.3	47	Sullivan County	6.8
16	Otsego County	5.3	48	Montgomery County	7.0
18	Genesee County	5.4	48	Schoharie County	7.0
18	Seneca County	5.4	48	Steuben County	7.0
20	Ontario County	5.5	51	Fulton County	7.1
21	Cayuga County	5.6	51	Herkimer County	7.1
21	Chenango County	5.6	53	Orleans County	7.4
21	Erie County	5.6	54	Franklin County	7.5
21	Ulster County	5.6	55	Oswego County	7.6
25	Livingston County	5.7	56	St. Lawrence County	7.7
26	Washington County	5.8	57	Kings County	7.9
27	Oneida County	5.9	58	Essex County	8.2
28	Allegany County	6.0	58	Jefferson County	8.2
28	New York County	6.0	60	Lewis County	8.7
30	Broome County	6.1	61	Hamilton County	8.8
31	Chemung County	6.2	62	Bronx County	10.3

ACTIVITY REPORT – JUNE 2014
COUNTY OF SULLIVAN INDUSTRIAL DEVELOPMENT AGENCY

May 28, 2014

In May, site preparation work continued for the Red Meat project. The Architectural Firm that was awarded the bid completed the design of the building, and after the submitted documents are approved by the Dept of Commerce (a primary funding source) and a thirty day review period ends, 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.

In April, the Agency held a regular meeting. At that meeting the Board approved the proposed expansion and upgrade at the Center One Holdings project in Woodridge and to increase the payment in lieu of tax payment required because of this expansion. It also re-approved an expansion project at Liberty Storage in Liberty that had expected to complete their project last fall but was delayed by the weather until this year. Additionally, Andrew Arias of Cooper Arias, LLP, conducted his annual audit review of the IDA and SCFC for the agency boards.

IDA staff attended a two day Economic Development Council conference in Cooperstown that was an important opportunity for networking and professional development.

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

Jennifer CS Brylinski
IDA Executive Director



Report to Legislature June 2014

A. General Operations

1) **Casino Update**

- (i) Entering into the last three weeks before applicant submissions all projects are pushing to solidify their respective applications. The Partnership, Chamber and SCVA have engaged in an all out effort to seek and secure support resolutions, letters etc. E- Blasts, Radio Ads, Social Media and other forms of communication are being utilized to seek and secure support. It seems every time there is some Q&A clarification, Sullivan County ends up having to do more, make adjustments, jump through some more hoops to be able to compete. Nevertheless, the resolve of the economic development team is there to make our projects the best that they can be.
- (ii) The effort to reach 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 is paying dividends as we have begun to receive official support from several external entities and expect more.
- (iii) The comparative analysis is complete with suggested adjustments, where applicable offered by planning, the developers and Wilson Elser. Feedback from the developers has been good as they have used specific arguments to help bolster their applications.

2) **Community Outreach/Marketing –**

- The Partnership and the Division of Planning conducted a CFA educational seminar which was attended by 48 attendees seeking answers to questions about the process. The deadline is so compacted this year that it was imperative the we act quickly so based on the short notice, the response was certainly acceptable.
- SCCC/Start UP NY Outreach – SCCC's campus plan was approved. The college is now putting together criteria for the development of an RFP for engineering/approvals work needed for the site designated for the on campus commerce park. If you have not met the Chief International Officer, Charlie Gao, PhD, please do so. Charlie brings a fresh new look to SCCC, has a background working with and relocating international businesses and is aggressive in his approach. We look forward to assisting SCCC relative to his work there.

3) **Community Outreach –** we continue to meet with varying community groups to educate, promote and speak to economic development issues throughout the county.

4) **Misc**

B. Project Updates

a. **Corporate Attraction**

- We have submitted a response to project Symmetry. We appreciate the assistance of the Division of Planning who provided GIS mapping assistance to a compacted deadline (24 hours). The project involves a plug and play call center which could hire up to 700 net new employees. The Frontier Insurance building has been submitted through its broker Pyramid/Cushman Wakefield.
- We have responded to Project Green a manufacturer of bagged potting soils, mulch and other landscaping medium looking to site a 50,000 sq. ft facility. The project would create approximately 30 new jobs.
- Alumitech has worked through its public hearing process in the Town of Liberty with no significant issues raised. They are a manufacturer of custom aluminum framed windows and doors.
- Small manufacturer from Long Island is looking to relocate in Sullivan County. A local businessman will be purchasing the business and moving it here. A preliminary site has been identified. Four new jobs.

b. Small Business/Entrepreneurial Development

- 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 continue to dialogue with Sutphen to help immediate and long term needs we have asked Sutphen to apply to ESD through the CFA process and have forwarded detailed guidelines to the company. Based on their future needs and the makeup of their employees this would be a strong application for the region. They have not indicated they would like to apply as of yet.
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d. Shovel Ready Sites

- SCP will be looking to bring in an intern to inventory existing sites that are zoned as of right for specified industries. While Shovel Ready is an ongoing focus the need to address increasing inquiries warrants this effort so that we can respond accordingly.
- SCP met with SCCC to review and assist in the approval of its Start Up NY Plan. The plan has been approved. The next step will be to begin the process of getting approvals for a designated site.

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. UPDATE: There has been new interest in relocation small niche metal fabrication/tooling firms. This will add to this cluster and make it a target niche we will go after as a strategic initiative.

f. Membership Education

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

PROJECT/MEETING	SPONSOR LOCAL/STATE NATIONAL/INTERNATIONAL	STRATEGY	STRENGTHS	TIMELINE/COMPLETION	IMPACT
Mysteryland, USA	IDT, Bethel Woods, SCVA	Increase economic impact of the three day Memorial Day event	All	Memorial Day Weekend 2014	This three day event generated millions in spending, filling accommodations, restaurants and campgrounds. An impact study will be generated to give exact numbers. Added value was the exposure to a world-wide audience of visitors
Memorial Day Weekend	SCVA	Promote the unofficial opening of Memorial Day weekend and Memorial Day celebrations and events	All	Memorial Day	Increased spending and quality of life for local residents

Casino Impact Subcommittee	SCVA, SC Partnership, SC Chamber	Impact on existing industry and support 2 casinos for Sullivan	All	2014	Work with businesses and developers to include local businesses in their planning and operations. A web site was also created and promoted through social media to solicit private and public support as well as educate the public on process.
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 Jeffrey Spitz for their work in the advocacy of G&L
CBS Times Square Promotion	SCVA	Promotion of Sullivan County Catskills	All	April 9-July 15, 2014	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>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 attendance and program on I Love NY marketing efforts. Increased promotion and quality of Life for a better experience for visitors and residents</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 summer or fall.</p>
<p>Governor Tourism Summit</p>	<p>NYS</p>	<p>Promotion of Tourism</p>	<p>All</p>	<p>May</p>	<p>Participated in the State-wide summit for tourism</p>

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 through his efforts
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

Art of Food, Craft of Drink	SCCC & SCVA	Event promotion	Events	August 9, 2014	Besides promoting all events in Sullivan County, SCVA is working with SCCC to create a new event about our food and spirits producers using local and regional chefs.
Brand USA programming	Brand USA, I Love NY, CATS Region	Increase International Visitation	All	2014	Working with partners to efficiently promote to targeted international visitors, thereby opening up increased visitor spending
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 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	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

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 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
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/MVOS, 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 and 45 things to do.
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 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