



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

SULLIVAN COUNTY LEGISLATURE
Community and Economic Development Committee
August 7, 2014
10:30 A.M.

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

AGENDA

PRESENTATION: None

DISCUSSION ITEMS: None

RESOLUTIONS:

- 1. Authorizing approval of the Board of Directors for the Sullivan County Visitors Association for years 2012-2014, 2013-2015 and 2014-2016.**

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:

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

To: Sullivan County Legislature

Fr: Sullivan County Visitors Association

Re: Request for Consideration of a Resolution: Approval of Board Members

Date: 7/30/2014

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.]

AUTHORIZING APPROVAL OF THE BOARD OF DIRECTORS FOR THE SULLIVAN COUNTY VISITORS ASSOCIATION FOR YEARS 2012-2014, 2013-2015 and 2014-2016

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: \$ _____

Are funds already budgeted? Yes ___ No ___

If "Yes" specify appropriation code(s): _____

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

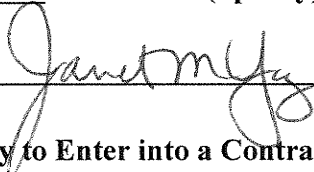
Estimated Cost Breakdown by Source:

County \$ _____ **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 [_____] of [_____]

Nature of Other Party to Contract: .

Other:

Duration of Contract: From _____ To _____

Is this a renewal of a prior Contract? Yes ___ No ___

If "Yes" provide the following information:

Dates of prior contract(s): From _____ To _____

Amount authorized by prior contract(s): _____

Resolutions authorizing prior contracts (Resolution #s): _____

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.]:

Total Contract Cost for [year or contract period]: (If specific sum is not known state maximum potential cost): _____

Efforts made to find Less Costly alternative:

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

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

_____ *Not Applicable* _____

Person(s) responsible for monitoring contract (Title): _____

Pre-Legislative Approvals:

- A. Director of Purchasing: *Wally Jones* Date 7/31/14
- B. Management and Budget: *Janet Myz* Date 7/30/14
- C. Law Department: *S. Gasque* Date 7/31/14
- D. County Manager: *Janet Myz* Date 8/1/14
- E. Other as Required: _____ Date _____

Vetted in CED Committee Committee on 08/07/2014

RESOLUTION INTRODUCED BY THE COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE AUTHORIZING APPROVAL OF THE BOARD OF DIRECTORS FOR THE SULLIVAN COUNTY VISITORS ASSOCIATION FOR YEARS 2012-2014, 2013-2015 and 2014-2016

WHEREAS, the Sullivan County Legislature contracts with the Sullivan County Visitors Association to promote tourism in Sullivan County; and

WHEREAS, the By-laws of the Sullivan County Visitors Association requires approval by the Sullivan County Legislature; and

WHEREAS, the County Manager and the Chairman of the Community and Economic Development Committee met with the nominating committee to review Sullivan County Visitors Association's recommendation; and

WHEREAS, the Sullivan County Visitors Association seeks approval of its appointees for Directors over the next 3 years as follows as well as the Officers and Executive Board for 2014:

2012-2014

Stacy Cohen	Dancing Cat Saloon
Darlene Fedun	Bethel Woods
Elaine Fetting	Roscoe Rockland Chamber
Anne Hart	Cutting Garden

2013-2015

Ivan Weinger	Inn at Lake Joseph
Norman Duttweiler	Foresburgh Playhouse
Elaine Giguere	Delaware Valley Arts Alliance
Rick Lander	Lander's River Trips

2014-2016 - NEWLY ELECTED

Paul Carlucci	Villa Roma Resort & Conference Center.
Sonja Hedlund	Apple Pond Farm
Alan Rosenblatt	ECCE Bed & Breakfast
Jeanne Tulp	Lazy Pond B&B
Richard Glisson	Monticello Casino & Raceway
Steve Vegliante	The Sullivan

2014 Officers and Executive Board

Paul Carlucci	Co-Chairman
Elaine Fetting	Co-Chairman
Rick Lander	Vice Chairman
Norman Duttweiler	Treasurer
Anne Hart	Secretary
Bill Sipos	Immediate Past Chairman
Elaine Giguere	General Board Member

NOW, THEREFORE, BE IT RESOLVED, that the Sullivan County Legislature approves the full slate of Board of Directors to the Sullivan County Visitors Association for years 2012-2014, 2013-2015 and 2014-2016 and the slate of officers and Executive Board for 2014.



SULLIVAN COUNTY
DIVISION OF PLANNING AND ENVIRONMENTAL MANAGEMENT

Community & Economic Development Committee Update

July 31, 2014

INITIATIVE	JULY ACTIVITY/STATUS	NEXT STEPS
NOFA 2014 Funding Round/MHREDC	<ul style="list-style-type: none"> • Continued participation in MHREDC meetings and conference calls <ul style="list-style-type: none"> ○ Brewed and distilled beverages identified as an industry sector to cultivate, given priority project status • Monticello participated in the first technical assistance training for potential Opportunity Agenda communities on 7/24 	<ul style="list-style-type: none"> • Last meeting for 2014 round scheduled for 8/6 • Identify targets for private sector outreach for 2015 applications, possibly starting with beverage makers
NOFA 2013 CDBG Funds	<ul style="list-style-type: none"> • Three preapplications for separate CFA CDBG funding pool submitted by June 30 deadline: <ul style="list-style-type: none"> ○ Yasgur Yogurt ○ Microenterprise Grants ○ Maranantha Maple Farm 	<ul style="list-style-type: none"> • Respond to questions from funding agency for additional details on Maranantha project
JSDA Rural Business Enterprise Grants (RBEG)	<ul style="list-style-type: none"> • Follow up questions submitted to applicant for dairy equipment lease , who has committed to providing the requested information by Sept. 2nd • Application for funding to revive the Microenterprise Assistance Program approved, though amount not yet specified. 	<ul style="list-style-type: none"> • Schedule September meeting of the RBEG dairy equipment lease committee to review new applicant information. • Execute contract for MAP program grant and launch program.
NOFA	<ul style="list-style-type: none"> • Met with Hudson Valley Regional Council ED, Sc Partnership and IDA on 7/16 to discuss development of EDA grant. Agreed to collaborate on developing proposal for shovel ready sites 	<ul style="list-style-type: none"> • Submit GCAF once funding request and match strategy is determined.
JSDA Rural Business Opportunity Grant (RBOG)	NOFA still pending	

INITIATIVE	JULY ACTIVITY/STATUS	NEXT STEPS
<p>Main Street & Small Business Initiatives</p> <p>Outreach/ County-wide efforts</p>	<ul style="list-style-type: none"> • Convened meeting of County ec dev entities working in the County on 7/7; agreed to collaborate on business resource guide, events; project inventory & tracking • Met with Liberty LDC on proposed "Main Street Matters" initiative. Identified need to inventory local Main Street initiatives & stakeholders throughout County for coordinated efforts; also business resource guide, as noted above • Initial draft of material for business resource guide compiled; needs review, augmentation, editing • Initiated planning for permit streamlining effort with comparative review of municipal regulations and processes [info will be incorporated into business resource guide] • Maintained contact with groups while CFA applications pending 	<ul style="list-style-type: none"> • Review and revise draft resource guide, and events calendar, with partnering entities • Complete inventory of Main Street entities, and review/assessment of past initiatives; identify next steps for Main Street Matters program • Prepare comparative table of municipal regs • Prepare process flowcharts for business guide • Complete roll out of Monticello Main Street TA program, including follow up with property owners
<p>Jeffersonville, Livingston Manor, Monticello</p>		
<p>Plans</p>	<ul style="list-style-type: none"> • Draft executive summary completes • At July 21st meeting, reviewed draft strategies; provided extensive comments and suggested revisions • Participated in meeting on regional Hudson Valley ag planning; agreed Sullivan, Orange and Ulster plans now in process would identify actions suitable for regional collaboration 	<ul style="list-style-type: none"> • Reconvene advisory committee • Work with consultants on revisions • Plan for distribution and adoption of the plan

INITIATIVE	JULY ACTIVITY/STATUS	NEXT STEPS
<p>LWRP</p> <p>Comprehensive Transportation Plan</p>	<ul style="list-style-type: none"> • UDC TAG grant application completed to extend oral history project on PA side to SC communities; supporting other TAG grants • Meeting held with citizens concerned about proposed Ten Mile River Access revisions; issues raised regarding trash can removal discussed with Scenic Byway • July focus on completed data collection via providers and user surveys <ul style="list-style-type: none"> ○ Nearly all provider data requested has been obtained ○ Nearly 600 transportation user surveys collected ○ Small business and tourism focus group conducted on 7/24 	<ul style="list-style-type: none"> • Continue/complete edits and revisions of draft LWRP document and access plan • Prepare concepts and budget for trash maintenance to present at next Scenic Byway meeting • Briefing on project scheduled for special legislative meeting, August 19th at 10am
<p>Miscellaneous</p> <p>Revolving Loan Programs</p>	<ul style="list-style-type: none"> • Loan monitoring forms developed and reviewed by RLF committee • Loan files organized to facilitate follow up and monitoring • New ag application pending • Annual audit completed and reviewed • Internal meeting with DPEM, County Attorneys, and Audit to discuss contract, other issues 	<ul style="list-style-type: none"> • Revise forms per committee recommendations; implement monitoring and tracking program • Board meeting scheduled for August 28th at 8am to review annual audit, project status and issues • DPEM scheduled to attend September meeting fo Rock Hill Business Association to discuss potential changes to permitted use mix n the site
<p>Emerald Corporate Center</p>	<ul style="list-style-type: none"> • Initial meeting held 7/9; group agreed to meet monthly • Agreed provider outreach should be the initial focus, with the goal of creating public-private partnerships to expand/enhance service; user outreach and education potential secondary activity 	<ul style="list-style-type: none"> • Review material on broadband planning from APA, and NYS resource guide • Pull, update list of provider contacts • Pull coverage maps
<p>Broadband & Mobile Telephony Working Group</p>	<ul style="list-style-type: none"> • Initial meeting held 7/9; group agreed to meet monthly • Agreed provider outreach should be the initial focus, with the goal of creating public-private partnerships to expand/enhance service; user outreach and education potential secondary activity 	<ul style="list-style-type: none"> • Review material on broadband planning from APA, and NYS resource guide • Pull, update list of provider contacts • Pull coverage maps

ACTIVITY REPORT – AUGUST 2014
COUNTY OF SULLIVAN INDUSTRIAL DEVELOPMENT AGENCY

July 29, 2014

In July, site preparation work for the Red Meat project in the Village of Liberty was basically completed. A bid was awarded for the construction of the building. After documents are approved by the Dept of Commerce (a primary funding source for the project) for the mechanical, electrical, and plumbing work and a thirty day review period ends, a Request for Proposal will go out for those components of the building. Work continued on drafting the request for proposals for operation of the facility, and networking with potential operators to generate interest. Staff continues to monitor all grant requirements and track the overall project budget.

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.

With respect to other agricultural economic development programs and initiatives, IDA staff continues to attend monthly meetings of the Sullivan County Legislature's Ag Advisory Board (AAB). Recent discussions have focused on ag education and business development efforts in local schools, and boosting agri-tourism throughout the County. Staff also attends monthly meetings of the AAB's farmland protection planning subcommittee, to ensure that IDA efforts are integrated into the updated Countywide Agriculture and Farmland Protection Plan, currently in development. Staff is also assisting the Sullivan County Planning Division in its evaluation of a proposal to utilize USDA grant funds for the development of a local dairy processing facility.

In July, the Agency held its regular meeting on the 8th. At that meeting the Executive Director gave a short presentation about the history and status of the Agency's loan programs. A discussion about the loan process and procedures followed.

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

Jennifer CS Brylinski
Jen Flad
IDA



Report to Legislature August 2014

A. General Operations

1) **Casino Update**

- The state Gaming Commission said it plans to hold public hearings in each of the three regions vying for four casino licenses in late September, but the locations and times have yet to be set. The commission said the 17 casino bidders will make their presentations to the commission on Sept. 8-9 in Albany at the Empire State Plaza. Then, the commission will hold a daylong public hearing in each of the three regions where casinos will be located: in the Southern Tier, Albany area and Hudson Valley/Catskills. Those three hearing dates have been set for Sept. 22 through Sept. 24. But the commission hasn't finalized which region or on which day they will be conducted.
- The Sullivan County Visitors Association and SCP are aggregating select communications firms interested in crafting the Sullivan County's messaging and presentation to the NYS Gaming Siting Location Board during the public presentation process. Leaving nothing to chance the goal is to put together as professional a presentation as possible since this will be our last and most direct chance to make a compelling case to the commission.

2) **Internal/External Marketing and Site Development –**

1. The Partnership, SCVA, SCIDA and the Chamber hosted a "Business to Business" networking event dubbed "*Sullivan United*" on July 15, 2014 from 5:30 to 7:30 at the Monticello Motor Club. The mixer was well received with **150** attendees in spite of torrential down pours. The feedback has been extraordinary as businesses reported much networking with each other and were happy to be updated on key projects in the County. Certainly something worth repeating.
2. *SCCC/Start UP NY Outreach* –The College has sent out an RFP for engineering services relative to a shovel ready commerce park to be located on the campus.

3) **Community Outreach –** we continue to meet with varying community internal and external groups to educate, promote and speak to economic development issues associated with Sullivan County. I will be presenting at the Saratoga Gaming and Racing Institute for the Albany Law School Institute of Legal Studies regarding the Impact of Commercial Casinos. I will be meeting with the Town/Village of Liberty joint meeting in August.

4) **Misc –** the Partnership has just completed the elections of board members for FY 2014/2015. They will be announced with new officers in the coming days. This year our annual meeting will take place on October 9, 2014.

B. Project Updates

a. Corporate Attraction

- Veria Lifestyle Management has undergone some revised planning, all for the good as unexpected challenges have forced some rethinking. The project is proceeding forward.
- Alumitech has closed on a small building on Old Route 17 in the Town of Liberty. They produce custom Aluminum facades and doors for the NYC metro market.
- A custom wood flooring manufacturer has identified the former Neversink Glass building at the Sullivan County Airport Industrial Park as its primary facility. High taxes are a concern but we have contacted the IDA to explore abatement possibilities.
- 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. UPDATE: Plans for a new facility are being drawn.

b. Small Business/Entrepreneurial Development

- We have approved financing for two small businesses in Monticello. The first is Fat Boiz a Caribbean ethnic eatery located on Liberty Street. The second is Yanni's located on Pleasant Street as an expansion project.
- We have received an application for financing assistance relative to the development of a film studio. Remains in process
- IWW funds available \$211,955.52. There are currently 8 loans within this program:
- SI funds available \$109,588.81. There are currently 11 loans with this program:

c. Business Expansion

- Yanni's Gyro Express

d. Shovel Ready Sites

- SCP has hired a summer intern to inventory existing sites that are zoned as of right for specified industries. He has been working with the Sullivan County Division of Planning and Real Property to create a GIS map of eligible properties. Basic criteria are those properties located up to 3 miles from a NYS 17/I-86 interchange. The goal is to drum down to 5 sites that are a 'best fit' for shovel status consideration.
- SCP will be putting together an 'as of right' external solicitation campaign targeted at industry sectors that fit within existing zoning criteria. Though extremely challenging we must begin to explore general interest in our I/C locations.
- The Sullivan County Division of Planning and the Sullivan County IDA met with Pat Pomeroy from the Hudson Valley Regional Council to explore grant possibilities through USDA targeting Sutphen East, Sullivan County Airport Industrial Park and a market feasibility study tailored to our existing industrial commercial zoning in Towns proximate to I-86

e. Cluster Development

NA

f. Membership Education

We have begun formulating several development and small business oriented educational forums for the fall schedule. These will of course be subject to change as Casino public hearings and announcements may take priority in the early fall..

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

PROJECT/MEETING	SPONSOR LOCAL/STATE NATIONAL/INTERNATIONAL	STRATEGY	STRENGTHS	TIMELINE/COMPLETION	IMPACT
I Love NY Media Event NYC	I Love NY & CATS	Promote Fall events and activities to travel writers & bloggers	All	2014	Have already hosted several writers and bloggers
Video Project	SCVA	Produce short videos highlighting strengths	All	2014-2015	Increased awareness and visitor spending
Foundation Search Funding	SCVA	Utilize search software to research grant opportunities	All	2014-2015	Increase funding for marketing and expanding business
Business Mentor NY	Empire State Development/SCVA	Business mentoring for start ups	All	2014-2015	Increase business growth development
Miss China Tour	I Love NY & SCVA	Overall promotion	All	July 14, 2014	14 Miss China contestants were treated to fly fishing at Catskill Fly Fishing Center. They were also going to zip line but the weather did not allow. Their photos and video was live streamed to Chinese media and an hour long

						video will be produced for the Pageant about I Love NY
Print campaign for Fall	Hudson Valley Table & Hudson Valley Parent	Promote to Fall events and attractions	Agri-tourism, leaf peeping and outdoors	2014	Promote to drive and overnight demographics for the Fall events and attractions to family and friends	
Social Media	Media Solstice, Large Media	Enhancements to current project	All	2014-2015	Increased exposure to the social media channels for visitors to receive information on the Sullivan County Catskills, increasing visitation and spending	
Confluence Program	SC Planning, SCVA and cross border partners	Work with a grant that promotes the culture and heritage of the Delaware River corridor as a video and recorded documentary of residents and historical experts	Culture and Heritage	2014	Increased visitor awareness of the rich culture and heritage of the Delaware River corridor increasing visitation and spending along the Delaware River.	
Transportation Consultants	SC Planning	Discuss strategies to assist the transportation needs of the county	All	2014	Transportation needs addressed for workers and visitors in Sullivan County	
Museum Coalition	SC Museums, SCVA, SCCC	Promotion of the museums of Sullivan County	Heritage, Culture & History	2014	Increased awareness of our museums and visitation and spending	

Agri Tourism Task Force	SC Legislature and partners	Promotion of the agricultural products to residents and visitors assisting producers.	Agriculture	2014	Increased visitation to local producers and sales of locally grown products.
Writers and blogs	SCVA, I Love NY and SCVA partners	Push the Sullivan County Catskills out to travel writers and bloggers for first hand experiences and stories	All	2014	Recent articles in Fodor's, blogs and other various magazines and travel writers.
Brand USA Advertising	I Love NY, CATS, SCVA	A unified advertising campaign to promote CATS to the UK and Germany This program is available from the tourism act instituted by Pres. Obama and is being assisted by I Love NY	Outdoors, food and Culture	2014-15	Increased visitation and spending by international traveler whose spending is 7 times that of the domestic traveler
NYSCVB Initiative	NYS CVB	Build on the convention and meeting market	Meetings & Conferences	2014	Strategized efforts to increase meetings and conferences into Sullivan County.
Casino Support Meetings	SCVA & partners	Assist developers with application process.	All	2014	Impact of siting two casinos in the Sullivan County Catskills
NYC Receptive Operators	DONY, SCVA, NYS	Meeting Stateside Receptives operators located in NYC to promote attraction and accommodations in	All	June 2014	Bring new visitors from the international as well as the NYC market.

	Mysteryland, USA		the Sullivan County Catskills	All	Memorial Day Weekend 2014	
	IDT, Bethel Woods, SCVA		Increase economic impact of the three day Memorial Day event	All		Still working on impact study to generate exact numbers. Preliminary comments have been "best weekend" since Phish with a 50% increase in businesses and continued contact with visitors planning on returning this summer. 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

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.
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	Successful workshop for over 100 attendees on Social media and hospitality training. Literature and networking along with I Love NY Tourism Director attendance and

<p>program on I Love NY marketing efforts. Increased promotion and quality of Life for a better experience for visitors and residents</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>NY Magazine article on the Sullivan County Catskills</p>	<p>May edition</p>	<p>All</p>	<p>Added value promotion</p>	<p>Finn Partners, I Love NY and SCVA</p>	<p>Participated in the State-wide summit for tourism</p>
<p>Governor Tourism Summit</p>	<p>May</p>	<p>All</p>	<p>Promotion of Tourism</p>	<p>NYS</p>	<p>Increase awareness of the I Love NY international representatives working in China and the UK to bring visitors</p>
<p>FAM Trip Chinese & UK</p>	<p>May</p>	<p>All</p>	<p>International Tourism expansion</p>	<p>I Love NY & SCVA</p>	<p>Increased second home inventory</p>
<p>Lost Lake Ribbon Cutting</p>	<p>May</p>	<p>Quality of Life</p>	<p>Second Home Development</p>	<p>Lost Lake, Town of Forestburgh, SC Chamber</p>	

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
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
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 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	Sullivan Renaissance	Beautification of	All	2014	Continued support

Renaissance Spring Forum		Community		Casino Destination	April 23, 2014	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			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		All	2014	Increase marketing

			Marketing Plan for Catskill Region			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	Renaissance, Coach USA and SCVA	Develop a quality experience at major	Hospitality and beautification	2014	Increase visitor experience and	

terminal		terminal in Sullivan County			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	All	2014	Increase

			and regional promotion		History and Culture	2014	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/WVOS, 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		All	January-June	Promoting the SC Catskills to target markets and niches

2014 Travel Guide	SCVA	to promote the identified strengths	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