



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

SULLIVAN COUNTY LEGISLATURE
Community and Economic Development Committee
September 1, 2016
11:30 A.M.

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

AGENDA

PRESENTATION: None

DISCUSSION ITEMS: None

RESOLUTIONS: None

DIVISION/PROGRAM UPDATE:

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

PUBLIC COMMENTS:

ACTIVITY REPORT – AUGUST 2016
COUNTY OF SULLIVAN INDUSTRIAL DEVELOPMENT AGENCY, SULLIVAN COUNTY
FUNDING CORPORATION, THE SULLIVAN COUNTY INFRASTRUCTURE LOCAL
DEVELOPMENT CORPORATION

August 23, 2016

At its August 8th regular meeting, the IDA Board received updates from two ongoing projects, Deb El Food Products, LLC and Monticello Motor Club LLC. Both informed the IDA that they are continuing to develop their projects and requested extensions of their sales tax abatement periods. The extensions were granted in accordance with the project agreements with the IDA.

During August the Governance Committees of the IDA, SCFC and TSCILDC met as required by New York State Law, to discuss agency governance committee policies and related matters. As fall approaches, staff has also begun to prepare for year-end administrative and reporting requirements in accordance with the Public Authorities Law. As public authorities, all three agencies must meet these requirements.

As local municipalities begin to prepare their 2017 budgets, staff is assisting by providing current PILOT information and answering any questions that arise.

Staff began to prepare draft budgets for the IDA, SCFC and TSCILDC during August. In accordance with State Law, 2017 budgets for all three agencies must be reviewed and approved by the Boards and submitted to New York State no later than November 1, 2016.

Staff and leadership attended an August 10th meeting of the Mid-Hudson Regional Economic Development Council in Hurleyville, to hear the Council's updates and support the Consolidated Funding Applications that have been submitted for projects within Sullivan County.

The effort to develop a food hub gained momentum during August. The prospective Board of Directors of Southern Catskills Regional Food Hub Inc. (in formation) met twice, and consultant Nathan Forster of Groundwork Companies has been engaged by Hudson Valley Agribusiness Development Corporation to begin work on the project. Mr. Forster visited the site on August 15th, and attended the August 22nd Board meeting to share his initial impressions and set forth a plan of work. Two priority areas of focus are the completion of the building, and the development of matchmaking and logistics software. Staff conducted a site visit with Carol Roig and Stephen Stuart of the Sullivan Alliance for Sustainable Development on August 18th and learned about renewable energy and energy efficiency components that can be integrated into the building and site design.

Staff is currently working with a loan applicant seeking assistance for a business expansion in the Town of Delaware.

Jen Flad and Julio Garaicoechea, CSIDA



Report to Legislature - September 2016

A. General Operations

1) **Activities**

- We have responded to a National food distribution inquiry as well as an international firm looking to establish a U.S. presence. We are competing with the other Hudson Valley locations along with multiple states.
- We will be meeting again with a specialty wood veneer and custom cabinetry manufacturer following Labor Day. The firm operates out of NYC and is looking to relocate to the area. The project promises up to 35 jobs working in approximately 40,000 sq. ft of space. Several sites were visited in the spring with Glenwild Industrial of particular interest given its readiness and recent activity.
- Two local firms, Formaggio cheese and We Ship Express are seeking to expand their operations due to demand. We have been meeting with them to provide facilitative assistance through their expansion process.
- Save the date. The Partnership 22nd Annual Meeting and Celebration will be held on October 6 from 5:30 to 8:00 at the Ramada Inn at the Sullivan in Rock Hill.
- Unemployment continues to fall year to year. Note July of 2015 to July of 2016.

Unemployment Rate

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Ann Avg
2016	5.8%	5.7%	5.4%	5.0%	4.3%	4.2%	4.2%						4.9%
2015	7.2%	7.0%	6.4%	5.9%	5.6%	5.3%	5.3%	4.8%	5.3%	5.0%	5.1%	5.2%	5.6%
2014	8.5%	8.6%	7.9%	6.7%	6.5%	6.2%	6.0%	5.8%	5.9%	5.7%	6.1%	6.3%	6.7%
2013	10.3%	9.9%	9.1%	8.4%	8.0%	7.9%	7.5%	7.0%	7.6%	7.5%	7.6%	7.7%	8.2%

- 2) **Internal/External Marketing** – our electronic marketing campaign targeted to the retail industry sector as part of our ongoing relationship with the World Economic Development Alliance continues. This is a four step process as we are about to engage in our second contact. The campaign presents Sullivan County as the next smart retail investment given the development activity taking place today and still slated in the future. The campaign has been directed to 2,000 end users who encompass, site selectors, capital decision makers, CEOs, COOs and brokers in the retail development sector. Update: ongoing.

- 3) **Meetings:** New York State Economic Development Council, Liberty Town Board, CCA, Hudson Valley Economic Development Corporation, East Broadway Development Corridor Task Force, SED Solar Conference, Catskills Workforce Alliance.

B. Project Updates

a. Corporate Attraction

- See Activities above.
- We have been approached to assist yet another Western Sullivan project. We will be meeting with a group interested in purchasing and expanding The Hills in Callicoon Center. The project is early on in discussions.

b. Small Business/Entrepreneurial Development

- We will be assisting a local small business with a heavy equipment purchase need to expand operations in his business. The firm is located in Jeffersonville.

c. Business Expansion

We have met with principals of Formaggio cheese with assistance from Empire State Development Corporation. The company has enjoyed recent expansion of existing offerings and the successful introduction of new products in to the market place. They will be seeking to expand their facility to handle increase demand and will need an additional 40+ employees. We are working with them either as a potential CFA application or a time sensitive ESD project at this time. Ongoing

We ship Express will be moving forward with plans to expand its specialty products distribution facility. The firm has outgrown its current building and will seek to add on to the existing 33,000sq. ft structure. Number of net new employees and cost of the expansion has not yet been determined as the project is in its preliminary stages. Ongoing

d. Shovel Ready Sites

- We met with the Town of Liberty to discuss next steps in our continued effort to analyze and move forward shovel ready sites along the Old Route 17 corridor. The feasibility phase is essential to laying the

foundation for further funding of anticipated approvals costs and infrastructure needs. Several funding sources were discussed. We are investigating the viability of those sources at this time.

e. Membership Education –TBD

AUGUST 2016

SULLIVAN CATSKILLS

HIGHLIGHTS

- **I LOVE NY PROMOTION:** I Love NY is working with Thrillist to promote the Catskill Region. There have been several different lists, from attractions to restaurants running over the last 6 weeks. I Love NY is also promoting 48 hour vacation itineraries as part of a Ford Escape promotion.
- **BI ANNUAL CATS DIGITAL UPDATE:** Working with our CATS partners, the visitthecatskills.com web site and digital advertising is driving traffic to sullivancatskills.com. Content shared on social media including branded creative is out performing industry standards and driving qualified traffic to an audience that is more likely to request a travel guide, click through to a county site and ultimately travel to the Catskills. Referral traffic from the CATS site to the SCVA site has tripled over the last year.
- **MEETINGS WITH INTERESTED DEVELOPERS:** SCVA met with WTS International to discuss demographics and statistics on two projects for Broadway in Monticello.
- **WEB SITE:** www.sullivancatskills.com has seen an increase in traffic overall for the year with a 10% increase in page views and time on site. Mobile usage has increase by 20% over last year that shows the Sullivan Catskills is becoming a younger generation destination as the demographics of users on site is over 50% from 18-45 year olds
- **PUBLIC RELATIONS:** SCVA hosted several travel writers in July and August and stories and blogs will be hitting print and on-line soon. Planning with the Door to create itineraries for writers to pick and choose from a variety of interests are being done as we push our Fall foliage season.
- **NYS FAIR:** The Sullivan Catskills is participating in the I Love NY information center at the NYS Fair. Working with NYSTIA, DEC and ESD, we are now in the DEC building which has a higher quality visitor than the past.

- **ESCAPE MANHATTAN:** Expanding SCVA's reach, we are planning to attend an Edible Manhattan event in October.
- **NEW PHOTOGRAPHY AND VIDEO:** SCVA is working to produce new imagery that will expand over 4 seasons
- **TRAILKEEPER.ORG:** The revamped site is up and running adding to promotion of our vast trail system
- **CATSKILL CHALLENGE & CATS DIGITAL PROMOTION:** The media awareness continues as the CATS Region is partnering with NYS in a digital campaign, TV advertising and the Port Authority.
- **EV CHARGING STATIONS:** SCVA continues to work with SASD to support the installation of several EV charging stations in the County. SCVA had worked with Barretto Bay, whom had submitted a grant to NYSERDA last year and was awarded substantial funds to place EV stations in Sullivan County. These two initiatives with our natural assets will put the Sullivan Catskills into a new marketing niche for the Green Traveler. SCVA and its partners are working with several car rental companies to not only supply EV vehicles but regular rentals at major hubs of public transportation. Zip Car and BMW are among the list.
- **EAT HEALTHY, EAT LOCAL:** This program is almost ready to launch. A partnership with SCVA, CRMC and SC Dept. of Health is still soliciting restaurants to submit healthy locally grown options for their menus.
- **SCVA CFA INFORMATION CENTER:** SCVA is still proceeding with an "Information Center" at Exit 106 to promote the Sullivan Catskills to the millions of visitors expected and already traveling the Rte. 17 (I-86) corridor.

Program Employment Data

Program	Covered Period	# of People Who Found Employment	# of Businesses	Examples of Businesses
Workforce Innovation and Opportunity Act (WIOA) Adult, Dislocated Worker & Youth	7/26/16 – 8/23/16	35 people	21 businesses	Carbuck LTD Carol Temporaries County of Sullivan Genpak LLC I Zakarin & Sons Nyack Hospital Orange Regional Medical Pat Murtagh Construction Right Away Electric Rolling V Superior Building

- ❖ The Summer Youth Employment Program ended on August 19. There were 61 youth were enrolled in the 6 week program. They worked 26 hours per week and earned \$9/hour. There were 22 work sites including Achieve, CRMC, District Attorney’s office, Government Center, Roscoe Campground, Livingston Manor Highway Dept., Monticello Housing Authority and Literacy Volunteers. There were 55 youth who successfully completed the program.
- ❖ Part of a regional workforce consortium for a federal USDOL Ready to Work grant. Westchester is the lead agency. Goal is to train long term unemployed individuals for jobs in the health care sector. Will be contracting with Westchester for grant funds to offset staff salaries for implementation in Sullivan County. Grant runs through mid-year 2018.
- ❖ Part of another workforce consortium for a federal USDOL TechHire grant. Westchester is the lead agency. Goal is to train individuals in advanced manufacturing, IT, IT related fields and healthcare. Will be contracting with Westchester for grant funds for staffing. This is a four year grant.
- ❖ Applying for a NYSDOL grant to develop a regional sector partnership for the hospitality/ tourism industries and create career pathways that will meet employer needs and clarify for individual possible career tracks and required trainings. The grant is due September 1 and is being done in collaboration with SCCC. If awarded the grant runs through June 30 2017.

❖ The WIOA Final Rules were issued on June 30. Work continues on updating policies, procedures and partnerships. Impact of changes will be discussed in future meetings.

❖ Meeting Highlights:

8/10 – REAP Board meeting

8/10 – SC Child Care Council Board meeting

8/24 – Academy of Finance Executive Board meeting

8/29 – Academy of Finance Strategic Planning meeting

Unemployment Rates

Month	2016 Sullivan County	2015 Sullivan County	2016 Hudson Valley	2016 New York State	2016 United States
January	5.8	7.2	4.5	5.4	5.3
February	5.7	6.9	4.4	5.4	5.2
March	5.4	6.4	4.2	5.2	5.1
April	5.0	5.7	4.0	4.6	4.7
May	4.3	5.6	3.8	4.2	4.5
June	4.2	5.3	4.0	4.5	5.1
July	4.2	5.1	4.3	5.0	5.1
August					
September					
October					
November					
December					

Labor Market Profile

Resident Civilian Labor Force and Nonfarm Employment

SULLIVAN COUNTY

July 2016, June 2016, July 2015

Category	Jul 2016	Jun 2016	Jul 2015	Net Month	% Month	Net Year	% Year
Resident Civilian Labor Force	35,800	34,500	36,100	1,300	3.8%	-300	-0.8%
Employed	34,300	33,100	34,300	1,200	3.6%	0	0.0%
Unemployed	1,500	1,400	1,800	100	7.1%	-300	-16.7%
Sullivan County Unemployment Rate	4.2%	4.2%	5.1%	0.0		-0.9	
NYS Unemployment Rate	5.0%	4.5%	5.4%	0.5		-0.4	
US Unemployment Rate	5.1%	5.1%	5.6%	0.0		-0.5	
Total Nonfarm	27,700	26,500	27,500	1,200	4.5%	200	0.7%
Total Private	21,900	20,400	21,700	1,500	7.4%	200	0.9%
Goods-Producing	2,800	2,700	2,300	100	3.7%	500	21.7%
Natural Resources, Mining and Construction	1,300	1,200	900	100	8.3%	400	44.4%
Manufacturing	1,500	1,500	1,400	0	0.0%	100	7.1%
Service-Providing	24,900	23,800	25,200	1,100	4.6%	-300	-1.2%
Private Service-Providing	19,100	17,700	19,400	1,400	7.9%	-300	-1.5%
Trade, Transportation and Utilities	4,500	4,500	4,600	0	0.0%	-100	-2.2%
Information	200	200	200	0	0.0%	0	0.0%
Financial Activities	900	900	1,100	0	0.0%	-200	-18.2%
Professional and Business Services	1,600	1,600	1,500	0	0.0%	100	6.7%
Education and Health Services	6,200	6,200	6,300	0	0.0%	-100	-1.6%
Leisure and Hospitality	4,100	2,900	4,100	1,200	41.4%	0	0.0%
Other Services	1,600	1,400	1,600	200	14.3%	0	0.0%
Government	5,800	6,100	5,800	-300	-4.9%	0	0.0%

COUNTIES RANKED BY UNEMPLOYMENT RATE

JULY 2016

RANK	COUNTY	RATE	RANK	COUNTY	RATE
1	Hamilton County	3.0	30	Livingston County	4.6
2	Columbia County	3.5	30	Wayne County	4.6
3	Saratoga County	3.6	34	Erie County	4.8
4	Ontario County	3.9	34	Monroe County	4.8
5	Genesee County	4.0	34	New York County	4.8
5	Nassau County	4.0	34	Schuyler County	4.8
5	Putnam County	4.0	34	Tioga County	4.8
5	Tompkins County	4.0	39	Madison County	4.9
5	Washington County	4.0	39	Queens County	4.9
5	Yates County	4.0	41	Cortland County	5.1
11	Seneca County	4.1	41	Franklin County	5.1
12	Albany County	4.2	41	Schoharie County	5.1
12	Dutchess County	4.2	44	Clinton County	5.2
12	Rockland County	4.2	44	Delaware County	5.2
12	Sullivan County	4.2	44	Jefferson County	5.2
12	Warren County	4.2	47	Allegany County	5.3
17	Essex County	4.3	47	Broome County	5.3
17	Orange County	4.3	47	Cattaraugus County	5.3
17	Rensselaer County	4.3	47	Chautauqua County	5.3
17	Schenectady County	4.3	47	Chemung County	5.3
17	Westchester County	4.3	47	Fulton County	5.3
22	Onondaga County	4.4	47	Niagara County	5.3
22	Suffolk County	4.4	47	Steuben County	5.3
22	Ulster County	4.4	55	Montgomery County	5.4
22	Wyoming County	4.4	55	Orleans County	5.4
26	Chenango County	4.5	57	Lewis County	5.5
26	Herkimer County	4.5	58	Kings County	5.9
26	Oneida County	4.5	58	Oswego County	5.9
26	Otsego County	4.5	58	Richmond County	5.9
30	Cayuga County	4.6	61	St. Lawrence County	6.0
30	Greene County	4.6	62	Bronx County	7.7