



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

SULLIVAN COUNTY LEGISLATURE
Community and Economic Development Committee
November 3, 2016
9:30 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:

- 1. Authorizing the Sullivan County Visitors Association, Inc. to apply for I Love New York Matching Funds.**

DIVISION/PROGRAM UPDATE:

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

PUBLIC COMMENTS:

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

To: Sullivan County Legislature

Fr: Joshua Potosek, County Manager

Re: Request for Consideration of a Resolution: Authorization to apply for matching funds

Date: 10/28/2016

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 the Sullivan County Visitors Association, Inc. to apply for I Love New York Matching Funds.

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: \$ 70,000.00

Are funds already budgeted? Yes No

If "Yes" specify appropriation code(s): A-6410-40-4011

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: *Lady Jones* Date 10/28/16.
- B. Management and Budget: *Janet Myers* Date 10/28/16
- C. Law Department: *[Signature]* Date 10/28/16
- D. County Manager: *[Signature]* Date 10/28/16
- E. Other as Required: _____ Date _____

Vetted in Community and Economic Dev. Committee on 11/03/2016

RESOLUTION NO. _____ INTRODUCED BY THE COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE AUTHORIZING THE SULLIVAN COUNTY VISITORS ASSOCIATION, INC. TO APPLY FOR I LOVE NEW YORK MATCHING FUNDS.

WHEREAS, The I Love New York State Matching Funds Grant Program provides assistance to counties for advertising and promoting tourism; and

WHEREAS, The County of Sullivan has benefited from participating in the Matching Funds Program for more than 30 years; and

WHEREAS, participation in the Matching Funds Program is a vital component to the continuing growth of tourism in Sullivan County; and

WHEREAS, the Sullivan County Visitors Association, Inc. has been charged with promoting tourism in Sullivan County; and

WHEREAS, the Sullivan County Visitors Association, Inc. has the expertise and staff to apply for and administer the I Love New York Matching Funds Program.

NOW, THEREFORE, BE IT RESOLVED, that the Sullivan County Legislature hereby designates the Sullivan County Visitors Association, Inc. as the official tourism promotion agency of Sullivan County to apply for and receive matching funds for the fiscal year 2017

BE IT FURTHER RESOLVED, that the County of Sullivan pledges to match up to 5% of the total New York State Matching Funds Budget, subject to County Legislature appropriation, which is the maximum application amount allocated per county for 2017 Program Year.

Moved by _____, seconded by _____, put to a vote and unanimously carried and declared duly adopted on motion _____.

OCTOBER 2016

SULLIVAN CATSKILLS

HIGHLIGHTS

- **THE MILL AT ROSEHAVEN ALPACA:** On October 3rd, The Mill at Rosehaven Alpaca opened its doors to the public. The mill and the store are a high value inclusion to our tourism industry being located across from the Bethel Woods Center for the Arts.
- **MARKETING PLAN:** SCVA is meeting with media outlets in business and leisure markets as well as individual niche markets for 2017 placements.
- **NAT GEO MARKETING:** Working with the three Destination Marketing Organizations from Sullivan Catskills, Poconos and Northern Jersey, SCVA and these partners are creating a promotional piece to cross market at various shows and media events.
- **CRMC GROUNDBREAKING:** SCVA shared in the groundbreaking of the new facility in Monticello on the Montreign/Adelaar site. This addition to the Sullivan Catskills Healthcare is important to our visitors and an increased quality of life for residents.
- **SELECT REGISTRY:** SCVA is working with Select Registry, a web site dedicated to subscribers looking for recommended high end B&B and Inns. SCVA has submitted several of its lodgings to work with Select Registry to acquire a rate for inclusion of these facilities.
- **VERIA Z-LIVING WELLNESS:** SCVA recently toured the progress of the Veria site. At that time over 200 construction workers were on site closing up the hotel for interior work this winter. On schedule for opening in 2017.
- **REDC PRESENTATION:** SCVA was asked to submit hi-res photography, videos of existing assets and showcasing new development in the Sullivan Catskills to the Mid-Hudson/Catskills for a REDC presentation.
- **SIMPLEVIEW CONNECT:** SCVA attended a refresher course for the database housed on our site that updates information for businesses.

- **GOVERNOR'S TOURISM AND CRAFT BEVERAGE SUMMIT:** SCVA attended the Governor's Summit and SCVA President Roberta Byron-Lockwood was one of the panelists. The Governor announced several new tourism marketing initiatives for 2017 that will put millions of marketing dollars into tourism.
- **SULLIVAN CATSKILLS HOSTING NYSTIA ANNUAL MEETING:** The annual membership meeting of the New York State Tourism Industry Association was held at the Villa Roma on October 20-21, 2016. Approximately 80 tourism professionals from across NYS participated during the two day meeting. It was enjoyed by all the members and a thank you to our Sullivan Catskills for their hospitality at Bethel Woods Center for the Arts and Museum, our craft beverages, Rolling V, and the Villa Roma. Roscoe NY Beer Company received the NYS Excellence in Marketing.
- **2017 TRAVEL GUIDE:** Preparations are underway for the 2017 guide as profiles have been sent out to businesses and event organizers throughout the Sullivan Catskills.
- **I LOVE NY PROMOTION:** I Love NY continues to promote the Catskill Region and Sullivan Catskills. A team from Beautiful Destinations, a highly followed destination site that promotes areas through photos and videos have completed their tour and are uploading photos and videos on social media channels.
- **PUBLIC RELATIONS:** Working with The Door and I Love NY PR firms, our tourism partners have hosted another round of travel writers in October.
- **ESCAPE MANHATTAN:** Expanding SCVA's reach, we are planning to attend an Edible Manhattan event in October working with the CATS Region.
- **CATSKILL FILM COMMISSION:** SCVA has been busy with the production of a film that started filming this month through mid-November happening in Liberty and the County.
- **TOURISM INDUSTRY COALITION:** TIC is a statewide organization of tourism organizations working with the tourism industry on issues that affect the industry. TIC is preparing the tourism issues for 2017 that will include Air B&B regulations, completion of the film tax incentives and labor issues.
- **ANNUAL DINNER AND HOLIDAY PARTY:** Save the Date on December 1st at Mr. Willy's Restaurant.

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	9/25/16 – 10/25/16	55 people	48 businesses	American Electric Bedrock Enterprises Black Creek Operations Burger King County of Sullivan Crystal Run Healthcare D&D General Contracting Dean Construction Hudson Valley Urology Lab Corp of America Livingston Manor School MB Food Processing Mountain Candy New Hope Manor Rehab Support Services Rolling V Bus Corp Shakelton Auto Van Etten Oil Company Verona Oil Company

- ❖ The 6th annual Leadership Summit was held October 18 at Bethel Woods Events gallery from 8:00 a.m. until 5:00 p.m. The theme of the summit was *Creative Engagement for Healthy Communities*. Over 150 people attended representing non-profits organization in Sullivan an Orange County.
- ❖ Continue to meet with businesses to discuss hiring, training and retention issues.
- ❖ Developing a work/life readiness program initially for the Direct Entry project with Local 17 and the college. The program will be 72 hours and will cover basic skills, work ethic, learning styles, job search and interviewing, basic computers and financial literacy.
- ❖ 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:

- 10/12 – SC Child Care council Board meeting
- 10/14,21 – Leadership Summit meeting
- 10/20 – SALT Meeting
- 10/24 – MCS Academy of Finance student breakfast
- 10/25 – 27 – NYATEP conference

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	4.1	4.7	4.1	4.9	5.0
September	4.7	5.0	4.3	5.1	4.8
October					
November					
December					

Labor Market Profile

Resident Civilian Labor Force and Nonfarm Employment

SULLIVAN COUNTY

September 2016, August 2016, September 2015

Category	Sep 2016	Aug 2016	Sep 2015	Net Month	% Month	Net Year	% Year
Resident Civilian Labor Force	34,100	35,600	33,900	-1,500	-4.2%	200	0.6%
Employed	32,500	34,100	32,200	-1,600	-4.7%	300	0.9%
Unemployed	1,600	1,500	1,700	100	6.7%	-100	-5.9%
Sullivan County Unemployment Rate	4.7%	4.1%	5.0%	0.6		-0.3	
NYS Unemployment Rate	5.1%	4.9%	4.8%	0.2		0.3	
US Unemployment Rate	4.8%	5.0%	4.9%	-0.2		-0.1	
Total Nonfarm							
Total Nonfarm	26,300	27,600	26,000	-1,300	-4.7%	300	1.2%
Total Private							
Total Private	20,400	21,700	20,200	-1,300	-6.0%	200	1.0%
Goods-Producing							
Goods-Producing	2,800	2,800	2,300	0	0.0%	500	21.7%
Natural Resources, Mining and Construction	1,300	1,300	900	0	0.0%	400	44.4%
Manufacturing	1,500	1,500	1,400	0	0.0%	100	7.1%
Service-Providing							
Service-Providing	23,500	24,800	23,700	-1,300	-5.2%	-200	-0.8%
Private Service-Providing							
Private Service-Providing	17,600	18,900	17,900	-1,300	-6.9%	-300	-1.7%
Trade, Transportation and Utilities	4,400	4,500	4,500	-100	-2.2%	-100	-2.2%
Information	200	200	100	0	0.0%	100	100.0%
Financial Activities	800	900	1,000	-100	-11.1%	-200	-20.0%
Professional and Business Services	1,600	1,600	1,500	0	0.0%	100	6.7%
Education and Health Services	6,400	6,300	6,500	100	1.6%	-100	-1.5%
Leisure and Hospitality	2,800	3,800	2,900	-1,000	-26.3%	-100	-3.4%
Other Services	1,400	1,600	1,400	-200	-12.5%	0	0.0%
Government							
Government	5,900	5,900	5,800	0	0.0%	100	1.7%

COUNTIES RANKED BY UNEMPLOYMENT RATE

SEPTEMBER 2016

RANK	COUNTY	RATE	RANK	COUNTY	RATE
1	Columbia County	3.7	29	Sullivan County	4.7
1	Tompkins County	3.7	29	Wayne County	4.7
3	Hamilton County	3.8	34	Madison County	4.8
3	Saratoga County	3.8	34	Monroe County	4.8
5	Genesee County	4.1	36	Allegany County	4.9
5	Nassau County	4.1	36	Erie County	4.9
5	Ontario County	4.1	36	Herkimer County	4.9
5	Putnam County	4.1	36	Schoharie County	4.9
5	Yates County	4.1	40	Clinton County	5.0
10	Albany County	4.2	40	Delaware County	5.0
10	Dutchess County	4.2	40	Schuyler County	5.0
10	Rensselaer County	4.2	40	Tioga County	5.0
13	Rockland County	4.3	44	Franklin County	5.1
13	Seneca County	4.3	44	New York County	5.1
13	Suffolk County	4.3	44	Orleans County	5.1
13	Washington County	4.3	44	Queens County	5.1
17	Orange County	4.4	48	Broome County	5.3
17	Otsego County	4.4	48	Cattaraugus County	5.3
17	Ulster County	4.4	48	Montgomery County	5.3
17	Westchester County	4.4	51	Fulton County	5.4
17	Wyoming County	4.4	51	Jefferson County	5.4
22	Cayuga County	4.5	51	Niagara County	5.4
22	Livingston County	4.5	51	St. Lawrence County	5.4
22	Onondaga County	4.5	51	Steuben County	5.4
22	Schenectady County	4.5	56	Chautauqua County	5.5
26	Cortland County	4.6	56	Chemung County	5.5
26	Essex County	4.6	58	Lewis County	5.7
26	Warren County	4.6	59	Richmond County	5.8
29	Chenango County	4.7	60	Kings County	6.0
29	Greene County	4.7	60	Oswego County	6.0
29	Oneida County	4.7	62	Bronx County	7.8

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

October 27th, 2016

During October, the IDA, SCFC and TSCILDC all adopted their budgets for fiscal year 2017. Staff devoted considerable time to the development of these budgets in recent weeks, and all three budgets have now been submitted to the New York State Authorities Budget Office via the Public Authorities Reporting Information System (PARIS), in accordance with New York State law.

At the October 17th meeting of the IDA Board, Board members and staff discussed a proposed new tax abatement program for community solar projects. The Board also began a discussion of the proposed sale of the Crystal Run Healthcare property from one real estate investment trust to another. The meeting was recessed, and we anticipate that the Board will continue these discussions when the meeting reconvenes on November 2nd.

On October 20th, IDA staff and USDA-Rural Development staff toured the facilities of Catskill Distilling Company, Ltd., Roscoe NY Beer Company, and Prohibition Distillery LLC. Through USDA-Rural Business Development Grants awarded to the IDA in 2015, these three businesses now lease equipment from the IDA. All three report that the new equipment is essential to the expansion of their businesses. Administration of these grants was a major focus of staff time during the past two months, and we have submitted three significant reimbursement requests for USDA review and approval.

During the October 20th visits, IDA staff also conducted annual reviews of Catskill Distilling and Roscoe Beer. These two businesses are loan recipients under the IDA's Rural Microentrepreneur Assistance Program.

IDA staff is currently working with three loan applicants to develop and refine their application packages. Staff is also working with a potential applicant for tax abatements.

During November, IDA staff will begin to send PILOT bills to our projects. PILOT calculations, billing, collection, and distribution to the taxing jurisdictions will be our highest priority and main focus through March 2017.

At its October 17th meeting, The Sullivan County Infrastructure Local Development Corporation began a discussion of proposed water storage improvements to be made by the Village of Monticello. Increased water storage capacity is necessary for the development of the proposed water park at Adelaar. Because TSCILDC owns the infrastructure associated with the Adelaar project, TSCILDC will be the party to contract with the Village for the construction of the water storage improvements. The October 17th meeting was recessed and we anticipate that a resolution will be presented for the Board's consideration on November 2nd when the meeting reconvenes.

Jen Flad and Julio Garaicoechea



Report to Legislature – November 2016

A. General Operations

● Activities

- We are moving ahead once again with WE SHIP 24/7, a specialty fulfillment house for craft wines, micro brewery/ distilling products and specialty gift club vendors. We will be meeting with the principals to move forward with an expansion of at least 33,000 sq. ft. which would double the current operational footprint and jobs associated.
- I have met with the Town of Liberty to discuss moving forward with a corridor analysis relative to the Old Rout 17 area between Twin Bridge Road and just past the Town of Thompson line. Similar in part to the East Broadway effort Commissioner of Planning Freda Eisenberg is undertaking, the effort will provide the foundation and pro forma assumptions to move forward with a GEIS of the entire corridor for Industrial Commercial end users. The Town has formally asked us to work with their engineer in order to secure funding and begin the process. This effort will be multi-municipal as we have verbal cooperation signals from the Village of Liberty for access to infrastructure and the Town of Thompson as there are several sites near Nonnis that would be suitable for development moving forward. This corridor is at the heart of the Sullivan County physically and is located immediately proximate to I-86/NYS 17 with easy access to interchanges. In order to continue to attract diverse industry sectors to the County we must begin preparing preapproved locations in order to be competitive in the region. Metcar's Aerospace Materials Division is a clear example of the Sullivan County Economic Development team can compete at regional and even national levels if we have sites ready to go.
- We have responded to an Empire State Development request for sites to locate a distribution center. Site requires access to I-86, 50 acres and other amenities. A site visit is decision pending at this time.
- The Partnership 22nd Annual Meeting and Celebration was held on October 6 from 5:30 to 8:00 at the Ramada Inn at the Sullivan in Rock Hill. The evening was full of great enthusiasm and energy for the projects currently under way and the prospects of things to come. Attitudes have definitely changed to a more can do positive thinking and its reflected in our business community and municipal efforts (i.e. Jefferson Street,)
- Economic indicators are beginning to show signs of the economic turnaround we have been expecting, all before any of our larger projects have opened. As you know sales tax is up significantly, and unemployment down but more interesting is real estate beginning to move again. The Board of Realtors recently reported **63** home sales in August compared to

34 the prior year with median sales price climbing to **\$152,500** an increase of **24%**. With interest rates yet low, and demand inching past supply, this market is on the cusp of turning around as well.

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%	4.1	4.7				4.8%
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%

- Local Investment** – this construction season has revealed a very positive dynamic for the county. Organic local investment has taken place throughout the county, underscoring investor confidence in our market. From the Western in Callicoon, to Jefferson Street in Monticello and other parts of the county the local investment is beginning to make a visual impact on main thoroughfares. Larger developers are taking notice.
- Greek Festival** – we met with the group that hosts the Greek festival for the past two summers. The event is growing each year with approximately 3,000 attendees this year despite rain. A significant number are from NYC and travel here specifically for the event. They are now looking to purchase a permanent location with existing rooms and land for further development. Several sites are being considered at this time. Update: The principals continue to explore options at this time.
- We met with a developer seeking to create workforce housing to serve casino employees as well as the spa and future employers. The group owns several sites within several miles of the Montreign site, and is conducting their due diligence to determine final number of units, costs, price point and other issues before formally making application. Ongoing.
- Meetings:** New York State Economic Development Council, Liberty Town Board, CCA, Hudson Valley Economic Development Corporation, East Broadway Development Corridor Steering Committee.

B. Project Updates

a. Corporate Attraction

- See Activities above.

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. Ongoing. Awaiting updates to business plan at this time.
- Chris Lockwood from our office is working with SC Planning to once again put on entrepreneurial training program this fall.

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 are waiting for their project information worksheet along with pro forma at this time.

d. Shovel Ready Sites

- See activities above.

- e. Membership Education** – we will be planning the 4th annual SEQRA conference immediately after our annual meeting. At this time the date will be for this educational conference will be March 15, 2017. Look for update communiqués over the next several months. This year’s conference will look to review more in depth development issues regarding the process and specific mandated reviews. Continuing education credits will be sought after for municipal professions, as well as engineers and planners.