

**SULLIVAN COUNTY VISITORS ASSOCIATION
CED REPORT
FEBRUARY 7, 2013**

PROJECT/MEETING	SPONSOR LOCAL/STATE NATIONAL/INTERNATIONAL	STRATEGY	STRENGTHS	TIMELINE/COMPLETION	IMPACT
Packaging Meeting	SCVA/Local, State, National and International	Develop packages for group and individual itineraries	All strength categories	Goal to have several packages available for NY Times Show & build additional packages for 2013 promotion	Increase visitation and overnight travel leading to increased visitor spending
8 th Grade Girl Scout Liberty Troop	Helen Budrock & SCVA Local	Community & Public Relations	Image & Community	Completed	Explanation of tourism trip planning and the many things to do in Sullivan County
Walk A Mile in Her Shoes	RISE Local	Community & Public Relations	Image & Community	April	Quality of Life
CONUS per diem	SCVA & Congressman Gibson Local, State & National	Increase Federal per diem rate	Conference & Meetings	2013	Increase to per diem rate places lodging facilities on an equal playing field with neighboring areas for conferences and meetings thereby increasing lodging revenues
Holiday Mountain	CATS & SCVA State	Advertise skiing at Holiday Mountain as a promotion through the CATS Region	Natural Resources & Attractions	February 2013	Increase visitation to the Sullivan County Catskills
NYS Assembly Testimony	Assembly Committee on Arts, Tourism and Recreation Local & State	Importance of NYS tourism and marketing	All Categories	Completed	State funding to promote tourism
Heart-a-Thon	WSUL/WVOS & SCVA Local	Community & Public Relations	Image & Community	February 23,2013	Quality of Life

Press Tour	CATS & SCVA M Silver & Associates State	Promotion of Sullivan County in major media through travel stories	All categories	February 8&9	Promotion via travel stories to increase awareness of assets
GLBT Expo	SCVA Local	Promote to lucrative Gay & Lesbian market	All categories	March 9&10	Increase visitation and spending of the Gay market
Phone interview and photos	Group Tour Magazine National	Media story on group travel as a free editorial on the Sullivan County Catskills	Meetings & Conference Committee and sub committees on attractions, main streets	2013 to be published	Promote group business to Sullivan County hotels, restaurants and attractions
Matching Funds Application	I Love NY Matching Funds Program Local, State	A legislative aid to localities program to enable counties to advertise	All Strength categories promoting the Sullivan County Catskills	2013 completed process and awaiting funds	Increases the ability to promote the Sullivan County Catskills through cooperative marketing with the Catskill Region and NYS
Advisory Conference Call	Tourism Industry Coalition	The Tourism Industry Coalition consist of major tourism organization that works with Governor Cuomo and the State legislature	N/A	2013	Effects laws and funding that impact the tourism industry in Sullivan County and NYS
2013 Sportsmen & Outdoor Expo	SCVA/ SC Chamber	Build off the successful 2012 Expo as a shoulder season event that will include all outdoor activity	Events and Natural Outdoor attractions	March 2013	Promote the outdoor attractions and businesses to the traveling public increasing visitation and spending
Regional Legislative Action Day	SCVA, CATS, NYSHTA Local, State	Inform Local, Regional and State representatives of major tourism issues	N/A	March 14, 2013	Education about laws and issues that affect the tourism industry

Map Project	SCVA	Production of a stand alone County map with our strengths highlighted	All strength areas	February 2013	Visitors love maps even with GPS and maps allow for better coordination between our large county making it easier for travel to several areas
Mobile Web Site	SCVA	With an ever increasing amount of visitors utilizing smart phones and tablets for information supported by SCVA analytics, SCVA will produce a mobile web site and support this with Wi-Fi hot spots	All strength areas	March 2013	Increased accessibility for an ever increasing on the move visitor.
Community Calendar	SCVA	Concise and interactive event calendar accessible to the Sullivan County community to enter events and stay current on things to do in the County	All strength areas	January 2013	Increased promotion and enhancing attendance by residents, visitors and second home owners thereby creating successful events