



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

SULLIVAN COUNTY LEGISLATURE
Community and Economic Development Committee
May 4, 2017
11:00 A.M.

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

AGENDA

PRESENTATION: None

DISCUSSION ITEMS: None

RESOLUTIONS:

- 1. To Authorize the County Manager to execute a Modification Agreement with the Partnership for Economic Development in Sullivan County.**

DIVISION/PROGRAM UPDATE:

- Workforce Development – Laura Quigley
- Community & Economic Development – Freda Eisenberg
- IDA - Jen Flad
- 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: Joshua Potosek, County Manager

Re: Request for Consideration of a Resolution: Authorize CM to execute Mod Agreement

Date: 05/2/2017

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.]

To authorize the County Manager to execute a Modification Agreement with the Partnership for Economic Development in Sullivan County

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: \$ 100,000.00

Are funds already budgeted? Yes No

If "Yes" specify appropriation code(s): A1230-40-4013

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

Estimated Cost Breakdown by Source:

County	\$ <u>100,000.00</u>	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 and 3.

Request for Authority to Enter into Contract with [Partnership for Economic Dev.] of [Sullivan County, NY]

Nature of Other Party to Contract: Professional **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.]:

Does not have resources in-house

Total Contract Cost for [year or contract period]: (If specific sum is not known state maximum potential cost): up to \$100,000

Efforts made to find Less Costly alternative:

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

N/A

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

Person(s) responsible for monitoring contract (Title): County Manager

Pre-Legislative Approvals:

- A. ^{Assistant} Director of Purchasing: Amerson Lewis Date 5/2/17
- B. Management and Budget: Janet Meyer Date 5/2/17
- C. Law Department: [Signature] Date 5/2/17
- D. County Manager: [Signature] Date 5/2/17
- E. Other as Required: _____ Date _____

Vetted in CED Committee Committee on 05/04/2017

RESOLUTION NO. ____ INTRODUCED BY THE COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE TO AUTHORIZE THE COUNTY MANAGER TO EXECUTE A MODIFICATION AGREEMENT WITH THE PARTNERSHIP FOR ECONOMIC DEVELOPMENT IN SULLIVAN COUNTY

WHEREAS, in compliance with Resolution No. 54-17, the County of Sullivan (“County”) entered into an agreement with the Partnership for Economic Development in Sullivan County (“Partnership”) for the year 2017, and

WHEREAS, the Partnership has requested funding to solicit proposals for an analysis of opportunities and constraints for the Old Route 17 corridor between the Towns of Liberty and Thompson (the “Route 17 Corridor Study”), and

WHEREAS, the Route 17 Corridor Study will identify (1) potential economic development sites with proximate access to transportation corridors, (2) consistency with local land use plans, and (3) potential development opportunities for each site in terms of square footage, development investment, job potential and shovel ready infrastructure costs, and

WHEREAS, the Partnership presented the proposal at the April 2017 Community and Economic Development Committee meeting of the Sullivan County Legislature (“Legislature”), and

WHEREAS, the Town of Liberty, Town of Thompson and Village of Liberty have already committed funding towards the Route 17 Corridor Study, and

WHEREAS, the County Manager has reviewed the proposal and recommends that the County offset a percentage of the expense of the Route 17 Corridor Study and seeks a Modification Agreement with the Partnership.

NOW THEREFORE BE IT RESOLVED:

1. The County Manager is hereby authorized to execute a Modification Agreement with the Partnership to provide additional funding to be attributed solely to the Route 17 Corridor Study.
2. The County shall provide up to one hundred thousand (\$100,000.00) to the Partnership, contingent upon the Partnership’s receipt of no less than a twenty thousand (\$20,000) dollars each from the Town of Thompson, the Town of Liberty and the Village of Liberty, for a total of sixty (\$60,000) dollars.
3. The Chair of the Legislative Community and Economic Development Committee and the County Manager shall have oversight of the scope, award and conduct of the Route 17 Corridor Study.

4. The Modification Agreement shall be in a form approved by the County Attorney.

Moved by _____,

Seconded by _____,

and adopted on motion _____, 2017.

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	3/31/17 – 4/26/17	51 people	44 businesses	Achieve Rehab & Nursing ADP Total Source Beaverkill Trout Hatchery Crystal Run Healthcare Eldred Central Schools Ethan Allen Staffing Giant Mobile Home Service Independent Home Care New Hope community Richards Plumbing & Heating Rolling V Bus Corp Center for Discovery Staff-Line Inc. T Ross Electric & construction Taco Bell Bethel Woods Kiamasha Shores Property Village of Woodridge

- Part of regional USDOL Ready to Work grant. The program led by Westchester County Workforce Development provides work readiness, training and job placement to long term unemployed individuals in the Healthcare field. Eligible participants complete a 6 week work readiness “boot camp” and then move to direct placement or training. This program will begin in Sullivan County on May 1 with roughly 15 people participating in the “boot camp” that will be held at BOCES Adult Education Center in Monticello.
- The college and BOCES have both developed a series of classes that will train residents for many of the jobs that will be available at Montreign. These short term certificate courses will help prepare people for such jobs as Front Desk, Guest Services, Concierge Specialist, Housekeeping, Bell Services, and Restaurant and Banquet Services. In addition, there will be Math courses available for individuals interested in entering any of the dealer trainings.

Recruitment for the majority of positions will begin at the end of 2017 early 2018. Workforce Development, the college, BOCES and Montreign will hold a full day event in the Fall that will provide the opportunity for people to meet with Casino staff and learn about the job opportunities, the college and BOCES to learn about training opportunities and Workforce Development partners to make a plan and identify available resource supports.

- Planning has begun for the Summer Youth Employment Program that will provide 6 weeks of paid work experience to roughly 80 Sullivan County youth. The work experience opportunities take place in July and August.
- Planning for the Sullivan Renaissance Youth Internship program is underway. This program provides 18 youth with paid internships working with communities on Renaissance projects. The program runs from May through August.
- Work continues on implementation of new legislation, Workforce Innovation and Opportunities Act (WIOA). Policies and structural changes are under development. Work is being done currently on the creation of a One Stop Operator and a Memorandum of Understanding (MOU) between the Workforce Development Board and the workforce system partners.

Meeting/Events Highlights:

- 4/11 – Adam & Associates (Job Corps) meeting
- 4/13 – Start Up NY meeting at SUNY Sullivan
- 4/17 - Meeting at CVI on CFA's
- 5/2 – Partnership Board Meeting

Unemployment Rates

Month	2017 Sullivan County	2016 Sullivan County	2017 Hudson Valley	2017 New York State	2017 United States
January	5.3	4.8	4.5	5.0	5.1
February	5.7	5.7	4.8	5.1	4.9
March	5.0	5.3	4.1	4.4	4.6
April					
May					
June					
July					
August					
September					
October					
November					
December					

Sullivan County

Division of Planning and Community Development

Activity Highlights **April 27, 2017**

- **Grants**

- Received notification of \$420,000 NYSDOT TAP (Transportation Alternatives Program) award for pedestrian improvements in Hurleyville, at intersection with O&W Rail Trail.
- Submitted applications to:
 - NYS DOS Countywide Resiliency Planning Grant program
 - USDA RDGB for Phase II (Implementation) of Thompson-Monticello Grow the Gateways project
- 2017 CFAs – Program portal opens May 1st, applications due July 28th
- County Plans & Progress Small Grants program announced; 1st round applications due May 15th

- **Small Business Assistance**

- Assisting new restaurant/bars in Cohecton and Liberty with grant and RLF loan funding
- Scheduling closing on two Agricultural revolving loans – varietal potato chip branding (Roscoe) and cider orchard expansion (Mountaindale)
- Assisted Sullivan Renaissance small business grant program

- **Land Bank**

- Executive director search launched, resumes coming in
- County agreement signed
- Meetings and discussions regarding foreclosure properties

- **Agriculture**

- Ag BR&E position filled
- Bethel Creamery project on track for toward May 1 completion date
- Farmer's Market promotion program held "farmer's night out" to unveil marketing strategies for vendors, April 27th

- **Trails**

- Contracts for O&W project (state and consultants) nearing completion
- Technical support to Trailkeeper, SC Trail Committee, and Delaware Highlands Conservancy walking trail project meeting

- **Upper Delaware River**

- Site visit with DEC on Town of Delaware river access in Callicoon; follow up with DEC
- Follow up with Highland river access design

● **Municipal Technical Assistance**

- Monticello-Thompson projects continue, on-track
 - Hosting lunch and learn webinar on regulating digital signage for joint sign committee
- Assisted Town of Bethel with Cultural District grant application
- Ongoing support provided to Callicoon hamlet visioning
- Assembled information on zoning for
 - summer camps for Town of Liberty
 - home vacation rentals for Town of Tusten

● **Miscellaneous**

- Participated in Sullivan Renaissance code enforcement roundtable
- Staff training
 - New York State Homes & Community Renewal Main Street Bootcamp
 - National Implementation and Dissemination for Chronic Disease Prevention 2017 Sub-Recipients Technical Assistance Meeting (funded through the American Planning Association)
- Planning Mobile Workshop for American Planning Association national conference in NYC – group will tour Orange and Sullivan counties

Listing of Referrals:

For All Municipalities

For the Period 4/1/2017 to 4/26/2017

Dt Rec	Dt Request	Project Name	Action Type	Referral ID #	Referral #	Legislator
4/21/2017	5/8/2017	Choice Properties of Monticello LLC	Area Variance	THO17-011	17-0062	Alan Sorensen
4/21/2017	5/8/2017	ProTruckfitters Sales	Area Variance	THO17-010	17-0061	Alan Sorensen
4/18/2017	5/9/2017	Woodbourne Commons	Site Plan Review	FAL17-05	17-0060	Joseph Perrella
4/14/2017	5/3/2017	Zicoello Subdivision	Subdivision Review	HIG17-06	17-0059	Nadia Rajsz
4/14/2017	5/3/2017	Day Camp Pole Barn	Site Plan Review	HIG17-05	17-0058	Scott B. Samuelson
4/14/2017	5/3/2017	Springhouse Land rig	Special Use Permit	HIG17-04	17-0057	Nadia Rajsz
4/14/2017	5/16/2017	Sutherland Addition	Area Variance	HIG17-03	17-0056	Nadia Rajsz
4/13/2017	5/11/2017	Lead Agency Req Mountain Hill Villa	Other	FAL17-04	17-0055	Joseph Perrella
4/12/2017	5/1/2017	Frees, Will & Wong Subdivision	Subdivision Review	LIB17-010	17-0054	Terr Ward
4/12/2017	5/1/2017	Congregation Tashbar Toras Chaim	Site Plan Review	LIB17-09	17-0053	Luis Alvarez
4/12/2017	5/1/2017	Congregation Iched Anash	Special Use Permit	LIB17-08	17-0052	Terr Ward
4/10/2017	4/18/2017	Local Law No. 2 of 2017	Adoption/Amendment of Zoning Map	THO17-09	17-0051	Alan Sorensen
4/6/2017	4/28/2017	Hudson Valley Fore Gras, HUDSUT	Special Use Permit	BET17-03	17-0050	Scott B. Samuelson
4/6/2017	5/1/2017	Temp. Summer Camp Land Use Moratori	Adoption/Amendment of Zoning Text	LIB17-07	17-0048	Luis Alvarez
4/6/2017	4/13/2017	Camp Nageela	Site Plan Review	FAL17-03	17-0048	Joseph Perrella

Grand Totals: 5 Municipalities

15 Referrals

Labor Market Profile

Resident Civilian Labor Force and Nonfarm Employment

SULLIVAN COUNTY

March 2017, February 2017, March 2016

Category	Mar 2017	Feb 2017	Mar 2016	Net Month	% Month	Net Year	% Year
Resident Civilian Labor Force	33,200	33,000	33,400	200	0.6%	-200	-0.6%
Employed	31,600	31,200	31,600	400	1.3%	0	0.0%
Unemployed	1,700	1,900	1,800	-200	10.5%	-100	-5.6%
Sullivan County Unemployment Rate	5.0%	5.7%	5.3%	-0.7		-0.3	
NYS Unemployment Rate	4.4%	5.0%	5.1%	-0.6		-0.7	
US Unemployment Rate	4.6%	4.9%	5.1%	-0.3		-0.5	
Total Nonfarm							
Total Nonfarm	25,600	25,400	24,900	200	0.8%	700	2.8%
Total Private							
Total Private	19,400	19,300	18,800	100	0.5%	600	3.2%
Goods-Producing							
Goods-Producing	2,300	2,300	2,300	0	0.0%	0	0.0%
Natural Resources, Mining and Construction	900	900	800	0	0.0%	100	12.5%
Manufacturing	1,400	1,400	1,500	0	0.0%	-100	-6.7%
Service-Providing							
Service-Providing	23,300	23,100	22,600	200	0.9%	700	3.1%
Private Service-Providing							
Private Service-Providing	17,100	17,000	16,500	100	0.6%	600	3.6%
Trade, Transportation and Utilities	4,200	4,200	4,200	0	0.0%	0	0.0%
Information	100	100	100	0	0.0%	0	0.0%
Financial Activities	900	900	900	0	0.0%	0	0.0%
Professional and Business Services	1,600	1,600	1,500	0	0.0%	100	6.7%
Education and Health Services	7,300	7,300	6,900	0	0.0%	400	5.8%
Leisure and Hospitality	2,200	2,200	2,100	0	0.0%	100	4.8%
Other Services	800	700	800	100	14.3%	0	0.0%
Government							
Government	6,200	6,100	6,100	100	1.6%	100	1.6%

COUNTIES RANKED BY UNEMPLOYMENT RATE
MARCH 2017

RANK	COUNTY	RATE	RANK	COUNTY	RATE
1	New York County	3.6	31	Wayne County	5.2
1	Queens County	3.6	33	Cayuga County	5.3
3	Nassau County	3.7	34	Broome County	5.4
4	Albany County	3.8	35	Chemung County	5.5
4	Tompkins County	3.8	35	Clinton County	5.5
6	Putnam County	3.9	35	Tioga County	5.5
6	Saratoga County	3.9	38	Chenango County	5.6
8	Columbia County	4.0	39	Bronx County	5.7
8	Dutchess County	4.0	39	Delaware County	5.7
8	Rockland County	4.0	41	Madison County	5.8
11	Richmond County	4.1	41	Warren County	5.8
11	Westchester County	4.1	43	Fulton County	5.9
13	Kings County	4.2	43	Schoharie County	5.9
13	Orange County	4.2	43	Steuben County	5.9
13	Rensselaer County	4.2	46	Montgomery County	6.0
13	Schenectady County	4.2	46	Orleans County	6.0
17	Suffolk County	4.3	48	Chautauqua County	6.1
18	Onondaga County	4.4	49	Cortland County	6.2
18	Ulster County	4.4	49	Herkimer County	6.2
20	Monroe County	4.6	51	Cattaraugus County	6.3
21	Ontario County	4.7	51	Essex County	6.3
21	Seneca County	4.7	53	Niagara County	6.4
21	Yates County	4.7	54	Franklin County	6.5
24	Erie County	4.9	54	Oswego County	6.5
24	Oneida County	4.9	56	Allegany County	6.7
24	Washington County	4.9	56	Schuyler County	6.7
27	Sullivan County	5.0	56	Wyoming County	6.7
28	Genesee County	5.1	59	St. Lawrence County	6.9
28	Greene County	5.1	60	Jefferson County	7.1
28	Otsego County	5.1	61	Lewis County	8.2
31	Livingston County	5.2	62	Hamilton County	9.7

**SMALL COUNTIES RANKED BY TOTAL NON-FARM GROWTH RATE
MARCH 2016 to MARCH 2017**

RANK	COUNTY	RATE
1	Seneca County	+12.2%
2	Hamilton County	+5.6%
3	Greene County	+4.8%
4	Montgomery County	+4.3%
5	Sullivan County	+2.8%
6	Schuyler County	+2.2%
7	Essex County	+2.1%
8	Franklin County	+1.1%
9	Cortland County	+1.0%
10	Columbia County	+0.9%
11	Steuben County	+0.3%
12	Cattaraugus County	0.0%
12	Delaware County	0.0%
12	Genesee County	0.0%
12	Lewis County	0.0%
12	Otsego County	0.0%
12	Wyoming County	0.0%
18	St. Lawrence County	-0.3%
19	Chenango County	-0.5%
20	Allegany County	-0.6%
20	Chautauqua County	-0.6%
20	Clinton County	-0.6%
20	Fulton County	-0.6%
24	Cayuga County	-2.8%

ACTIVITY REPORT –APRIL 2017
COUNTY OF SULLIVAN INDUSTRIAL DEVELOPMENT AGENCY, SULLIVAN COUNTY FUNDING CORPORATION, THE SULLIVAN COUNTY INFRASTRUCTURE LOCAL DEVELOPMENT CORPORATION

April 27, 2017

At its regular meeting on April 10, 2017, the IDA Board approved several resolutions:

- Extending the sales tax exemption period for the BRR Brothers III, LLC and Sullivan County Fabrication, Inc. project, in accordance with the IDA's agreements with these entities.
- Authorizing and approving a mortgage related to the Pestech Exterminating, Inc. and Davidson Sullivan Realty, LLC project.
- Authorizing and approving a mortgage related to the HVFG, LLC and Hudsut LLC project.

At its April 10 meeting, the Board received updates on the Resorts World casino project as well as the Sullivan Property Acquisitions I LLC project at the Apollo Plaza site.

The IDA intends to submit two applications to USDA-Rural Development for Rural Business Development Grant funds, to assist local businesses through an equipment lease program. We have been collaborating with a grantwriting consultant to research and develop the applications, which are due May 1.

In addition to these new applications, we continue to administer grants previously awarded for the benefit of Catskill Brewery, Roscoe NY Beer Company, and the Catskills Food Hub.

On April 13, staff attended a Start-Up NY Forum at SUNY Sullivan to hear updates on the Start-Up NY program and discuss how new and expanding businesses in Sullivan County can partner with SUNY Sullivan and other economic development agencies to participate in the program.

Staff met with representatives of several local development agencies and organizations on April 17 to discuss potential applications for funding through New York State's Consolidated Funding Application (CFA) process. The Governor's office recently announced that the next round of CFA competition will open on May 1. We will continue to collaborate with our partners to identify and support Sullivan County projects. Related to this effort, the Sullivan County Funding Corporation continues work to assist local businesses through its grant application cost sharing program. We expect to receive more requests for assistance in the coming weeks as the 2017 CFA process gets underway.

Staff is currently working with three prospective loan applicants: one restaurant, one farm enterprise, and one food processing business.

With respect to The Sullivan County Infrastructure Local Development Corporation, staff continues its administration work as progress continues on the development of infrastructure for the Adelaar project, funded by public infrastructure bonds.

Jennifer Flad and Julio Garaicoechea



Report to Legislature – May 2017

A. General Operations

SC LABOR BULLETIN:

Private sector job growth fastest in region

For the 12-month period ending in March 2017, private sector **job growth in Sullivan County was among the fastest in the region (+3.2 percent)**. The Orange-Rockland-Westchester labor market area saw a 1.1 percent increase, while the Dutchess-Putnam Metropolitan Division saw no change, according to the NYS Department of Labor.

Region-wide, jobs were added in education and health services; professional and business services; trade, transportation, and utilities; other services; and financial activities.

- Last month I spoke about the need to create shovel ready sites in order to better compete with the region as well as other parts of the tri-state area. In addition a proposal indicating the type of work that will be done has been provided. Along with participating municipalities the funds will be used to establish in depth analytical analysis and recommendations of approximately a 2 mile stretch along old rout 17 which encompass multiple Industrial Commercially zoned land. This effort will act as the foundation to seek and secure additional funding for preapprovals specific to the area along the corridor followed by infrastructure to be constructed along the corridor. This area situated between our two largest urban centers, proximate to the highway with relatively easy access is well suited for a broader breadth of development options now and into the future. Our ability to continue to attract new investment in varied industry sectors is critical to sustain the growth trajectory we are now in. This is not a short term quick fix issue. Economic Development by its very nature is a long term process but you have to develop product the market place is seeking to begin with. There is no better time to start than now.
- The Partnership has joined a coalition made up of the Orange County Partnership, The Orange County Citizens foundation and private sector stakeholders to help advance an effort to improve traffic along route 17 from Harriman to the heart of Sullivan County. A NYSDOT study conducted in 2013 identified specific thresholds along the corridor based on traffic, development and other factors that would warrant improvements by the year 2020. Since then, there have been new developments already completed along the corridor, not covered in the study that has accelerated the time table of identified thresholds. In an effort to move improvements along the coalition has asked the state to fund the

environmental review work needed to conduct any capital project geared to make necessary improvements along the thoroughfare. Ongoing

- We have been approached by a light industry prospect seeking preapproved land for a 100,000sq. ft facility. We have submitted our only shovel ready site suitable for this project, the Glenwild Industrial park. Developing...
- We are working to attract a large fulfillment center for an internationally known retailer. The site selection includes many in areas throughout the northeast. However, we do have a location that may be a suitable fit. The project would introduce a significant tax ratable and several hundred jobs to the county. Developing.

Unemployment Rate

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Ann Avg
2017	5.3%	5.7%	5.0%										
2016	5.6%	5.7%	5.3%	4.8%	4.3%	4.3%	4.2%	4.2%	4.7%	4.6%	4.6%	4.9%	4.8%
2015	6.9%	6.8%	6.3%	5.6%	5.5%	5.2%	4.9%	4.5%	4.9%	4.7%	4.9%	4.9%	5.4%
2014	8.3%	8.4%	7.8%	6.6%	6.3%	6.0%	5.9%	5.7%	5.8%	5.6%	6.0%	6.1%	6.5%

Meetings: Senator Bonacic, Assemblywoman Gunther, Congressman Faso, Sullivan County Chamber of Commerce, East Broadway Development Corridor Steering Committee, Sullivan United, Regional Transportation Coalition (TTAP).

B. Project Updates

a. Corporate Attraction

- We have shown four sites in response to an inquiry requiring 250,000sq.fr of fulfillment space. The project cost is approximately \$10 million with a demand for 50 jobs to start. Several sites were viewed favorably. However, we are competing with Orange County, NJ and PA at this time. Update: the principals are considering two Sullivan County sites at this time. A decision should be eminent. Awaiting response.

b. Small Business/Entrepreneurial Development

NTR

c. Business Expansion

- We have met with the principals of We Ship Express 24/7. They will be looking to expand their operations significantly. We have been asked to provide an analysis of expanding at their current location and other locations that could increase their foot print from 33,000 sq. ft. to 100,000. Proportionate increase in employment would of course follow. The company has requested sample illustrations in order to make a prudent business decision. Ongoing.
- A local manufacturer will be investing in a new plant on a former food processing site. The plant will be producing metal racking systems for shelving, warehouse storage and other uses. The investment will bring dollars being spent outside of the US here to Sullivan County in the form of investment, jobs and a permanent ratable. We have assisted the company in a request for Empire State Development incentives. There has been substantial activity at the location thus far. Update: the project is moving forward steadily. Special thanks to Mid Hudson Region ESD offices for their assistance.

d. Shovel Ready Sites

- See report above

- e. Membership Education** – our membership quarterly update will be held at Catskill Distillery on May 2 at 5:00PM. Charlie Degliomini will be providing an update on the status of the casino development. We will also be updated on the Catskills Hospitality Workforce efforts by Laura Quigley and Jay Quaintance as well as a presentation by Dr. Galarneau on the dramatic workforce turnaround at CRMC.

APRIL 2017

SULLIVAN CATSKILLS

HIGHLIGHTS

- **SCVA is celebrating National Tourism Week May 7th through the 13th.** We are planning for the Annual Literature Exchange and Tail Gate Barbeque on May 11th at the Forestburgh Playhouse from 3PM to 6:30PM. Bold Gold Media will be broadcasting live throughout the event. Members will be provided with education options, new website tutorials, public relations options, updates on new programing and much more. Throughout the week we will be celebrating the faces of our Sullivan Catskills tourism businesses and sharing these pictures and videos throughout our social network platforms.
- **SULLIVAN CATSKILL PROUD:** SCVA and its partners are working with Bold Gold Media to promote our local businesses and events.
- **SOCIAL MEDIA:** Social media continues to grow on Facebook, Twitter and Instagram building a brand for the Sullivan Catskills and the new web site is progressing with additional new fans and followers teamed with fresh and relevant blog content.
- **MARKETING PLAN:** SCVA print media placements are showing an upswing in request from the readership at these placements. SCVA is ready to launch a strong digital and social campaign.
- **TRAVEL & TRADE:** One more travel show is scheduled in May in CT, a consumer travel show and IPW in June. IPW is our stateside international showcase and the Sullivan Catskills will team with I Love NY and other DMO's throughout NYS.
- **I LOVE NY PROMOTION:** I Love NY continues to promote the Catskill Region and Sullivan Catskills. Plans for next year's Governor Catskill Challenge is

still underway. SCVA will again be hosting Influencers and Creators throughout our Sullivan Catskills in May promoting family travel.

SCVA and their PR team, the Door will also be hosting several digital influencers throughout the spring and summer season.

- **PUBLIC RELATIONS:** Working with The Door and I Love NY PR firms, our tourism partners have hosted several rounds of travel writers. Our PR efforts are focusing on Fly Fishing and the 30th Anniversary of Dirty Dancing. The Sullivan Catskill food experience and creation of a showcase cuisine focused event are in the plans.
- **Hospitality Training:** SCVA working with the Sullivan County Chamber held a kick-off event in April encouraging sign up to customer service program training.
- **SWDR (Nat/Geo):** SCVA continues to work with the Executive Council and Stewardship Council of the Scenic & Wild Delaware River to further plan and enhance the site and promotions.
- **Empire State Tourism Conference:** SCVA attended the annual ESTC in Lake Placid
- **TASTE:** SCVA is working with Taste NY to sponsor a culinary event later this year
- **PHOTOGRAPHY:** SCVA is working with several photographer to increase the amount of high quality photos needed to supply the web and travel writer request. These are be catalogued in a Sullivan Catskills Gallery for easy access and use.
- **NORWEGIAN AIR:** SCVA is working with the State and Stewart Airport (Port Authority) to develop packages for receptive operators and travel agents to

sell in the international marketplace.

- **TRAILS:** SCVA is working with the Trail committee and Trailkeeper, promoting and developing our Sullivan Catskills trail system.