



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

**SULLIVAN COUNTY LEGISLATURE**  
**Community and Economic Development Committee**  
*November 5, 2015*  
*11:30 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 the Sullivan County Visitors Association, Inc. to apply for I Love New York Matching Funds.**

**DIVISION/PROGRAM UPDATE:**

- IDA - Jennifer C.S. Brylinski
- Partnership for Economic Development – Marc Baez
- Visitors Association - Roberta Byron-Lockwood
- Workforce Development – Laura Quigley
- Community & Economic Development – Freda Eisenberg

**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:** 10/28/2015

**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.

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**Is subject of Resolution mandated? Explain:**

No

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**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  Subject to tentative budget

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 AF*

Person(s) responsible for monitoring contract (Title): \_\_\_\_\_

**Pre-Legislative Approvals:**

- A. Director of Purchasing: Kathy Jones Date 11/2/15
- B. Management and Budget: Janet Myers Date 11/4/15
- C. Law Department: Thomas J. Cowley Date 11/4/15
- D. County Manager: \_\_\_\_\_ Date \_\_\_\_\_
- E. Other as Required: \_\_\_\_\_ Date \_\_\_\_\_

Vetted in Community and Economic Dev. Committee on 11/05/2015

**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 25 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 2016

**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 2016 Program Year.

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

**ACTIVITY REPORT – NOVEMBER 2015**  
**COUNTY OF SULLIVAN INDUSTRIAL DEVELOPMENT AGENCY**

October 27, 2015

The IDA held its regular meeting on October 19<sup>th</sup>. The Board welcomed new member Scott Smith of Yulan, New York. The Board approved the Agency's 2016 Budget and it was submitted to the State through the New York Authority Budget Office PARIS website. Three resolutions were passed: Approval of change of ownership for Cannie D's Corner Corp project, authorizing a mortgage related to M&M Automotive to refinance loans with Jeff Bank, and authorizing a new mortgage related to the Mogenavland project with Bank of America.

The Sullivan County Funding Corporation held a special meeting immediately following the regular meeting of the IDA to approve its 2016 Budget. It was then submitted to the State through the New York Authority Budget Office PARIS website.

The US Department of Agriculture made its annual site visit and audit review regarding the Rural Microentrepreneur Assistance Program (RMAP) on October 29.

Quarterly and Semi-Annual Financial reports were submitted to the Department of Commerce regarding the Red Meat grant award.

The construction of the building shell of the Red Meat Facility in Liberty is substantially complete and building equipment has been purchased. Staff continues to monitor all grant requirements and track the project budget.

With respect to agricultural economic development programs and initiatives, IDA staff has assisted in the development of the Sullivan County Farmland Protection Plan and serves on the new Agricultural Task Force, which will implement the plan. Staff also assists the Sullivan County Planning Division in its development of a local dairy processing facility. Staff made a presentation to the Ag & Sustainability Committee on October 8, 2015, regarding the Red Meat Facility and the Food Hub project.

The Agency worked with several small businesses regarding IDA and SCFC loan programs, and has been part of the County's Microenterprise Assistance Program and County's Workforce Partners meetings.

Jennifer CS Brylinski  
Jen Flad



## Report to Legislature November 2015

### A. General Operations

#### 1) Activities

- The Sullivan County Partnership welcomed over 250 guests to our 21<sup>st</sup> Annual meeting. The event was a success once again as the Sullivan was filled with many new faces representing businesses in Sullivan County and our neighboring counties of Orange and Ulster. The energy and networking spoke to the enthusiasm across all industry sectors but the anticipation as well of the formal licensing of the Montreign project. Of course we spent time reviewing the major activities for the year which were significant.
  - Beginning with the 2<sup>nd</sup> Annual SEQRA Conference, where nearly 200 attendees received continuing education credits toward their professions. Engineers, attorneys and municipal officials comprise the bulk of participants.
  - The Pattern breakfast seminar with over 150 attendees updated on key economic and social demographics critical to our planning and decision making moving forward.
  - The Veria Lifestyle Management grounding breaking for its \$100 mil Z Living Resort & Spa project. Approximately 200 attendees gave up a portion of Father's Day and worked their way through a mud soaked road to welcome Subbash Chandra and the Veria team to Sullivan County.
  - The Sullivan United Mid Summer mixer at the site of the Adelaar/ Montreign project where we were addressed by Assemblyman Gary Pretlow, Assemblywoman Aileen Gunther, Senator John Bonacic, Chairman Scott Samuelson, IDA Chairman Ira Steingart and many others as over 200 attendees representing business and key stakeholders were updated on the project and celebrated the long overdue approval of the project.
  - We continued to focus on entrepreneurs assisting over 30 small business inquiries and providing financial assistance to the Pickled Owl in Hurleyville, Liberty Collision Center in Liberty, and Salt and Pepper in Monticello.
  - Several Large scale hospitality projects are working through initial design phases and we are working closely with a manufacturer that is favorable to one of our sites here in Sullivan County.

As we anticipate positive news on the gaming license soon, we expect a very busy 2016 on all fronts with existing and new projects moving forward significantly.

- The Catskills Workforce Alliance group continues to methodically work to create our industry specific training programs and complete the necessary analysis of our workforce to better prepare for anticipated job demand forthcoming.
- Unemployment on a downward trend while not telling the whole story certainly bodes well for an expected economic turnaround soon.

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual Avg.
2015	7.2%	7.0%	6.4%	5.9%	5.6%	5.3%	5.3%	4.8%	5.3%				
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%
2012	10.3%	10.6%	10.1%	9.2%	9.1%	8.9%	8.5%	8.2%	8.5%	8.5%	8.5%	9.4%	9.1%

- 2) **Internal/External Marketing** – the Sullivan County Partnership will be holding its annual corporate retreat on November 6. SCP is now also in preparation for the January SEQRA Conference, which will be focused on heavily on participant experiences as we look to address more complex material this year.
- 3) **Community Outreach** –I have been speaking to a variety of senior, rotary and business organizations continually relative to Economic Development issues.
- 4) **Meetings:** New York State Economic Development Council Sullivan County CED, HVEDC Beer Wine and Spirits Summit, HVEDC Board Meeting, SUNY Sullivan.

## B. Project Updates

### a. **Corporate Attraction**

- Resort destination project, as reported last month– conducting due diligence and initial design at this time.
- Manufacturing project as reported last month - Sullivan County is a priority location for the company. We are working through various details at this time.
- We have joined others in the Hudson Valley reaching out to a family destination entertainment project recently rejected by another Hudson Valley county. The project could bring substantial family tourist oriented visitation to Sullivan County. Ongoing.

### b. **Small Business/Entrepreneurial Development**



- IWW funds available \$111,341 There are currently 9 loans within this program:
- SI funds available \$ 59,868 There are currently 8 loans with this program:
- Seven loans have been fully paid this year.

**c. Business Expansion**

Automotive body shop will expand to a fully owned facility from existing leased space. The move will create 2-5 additional net new jobs. SCP has approved financing. Bank financing took longer than expected but has been approved. Update: Finalizing environmental analysis before closing. Update II: the environmental analysis is complete and loan closing date is forth coming. **Update III:** The project financing has closed; the business has prepared the new location and is moving in at this time.

**d. Shovel Ready Sites**

- An existing owner of a key development site along the old route 17 corridor is in the process of updating engineering, addressing site plan changes, and finalizing “ Shovel Ready “ status on the property. As an owner of several key parcels in the Thompson/Liberty area the principal is looking to move ahead in the areas of workforce development retail and Light Industrial applications, all stemming from the Casino licensing decision. Update: Project professionals will be presenting to the Town Planning Board in August. Coupled with a CFA for water/sewer infrastructure planning, if successful this will begin to put the necessary elements in place for a true shovel ready IC corridor. Update II: project has been delayed one month but is proceeding forward. **Update III:** project proponents have met with the Town’s planning board at a work session to finalize necessary elements of the project moving forward.

**e. Membership Education** - look for announcements for 3<sup>rd</sup> Annual SEQRA conference.

**SULLIVAN COUNTY VISITORS ASSOCIATION  
CED REPORT  
NOVEMBER 2015**

PROJECT/MEETING	SPONSOR LOCAL/STATE NATIONAL/INTERNATIONAL	STRATEGY	STRENGTHS	TIMELINE/COMPLETION	IMPACT
2016 Travel Guide	SCVA and members	Production of the 2016 Travel Guide to be available for early travel show schedule	All	2015	The travel guide is a call to action for visitors and residents.
Presentation to Liberty Library	SCVA	Public Relations	N/A	November 2, 2015	N/A
Sullivan County Public Library Association	SCVA & SUPLA	Assist in promoting the many things that the county-wide libraries offer visitors and residents	Arts & Culture	2016	Asset evaluation and promotion to increase visitation to libraries
Catskill Interpretive Center and Governor Cuomo	NYS	Assisted ESD with coordinating riders to ride with the Governor and attend a luncheon where the Governor announced a \$5 million promotion for the Catskills and a Catskill Challenge event in 2016	All	2016	These funds and the Challenge will increase the promotion of the Catskill Region

NYSTIA Annual Meeting	NYSTIA		State -wide tourism industry annual meeting and awards. Roberta Byron-Lockwood was honored by you peers receiving the Excellence in Tourism Leadership	N/A	October 22, 2015	Recognition of the Sullivan County Catskills and its leadership
CATS & I Love NY	CATS		Strategic planning for Regional and State-wide promotion of the Catskill Region	All	2015-2016	Increased marketing objectives to spur increased visitation and spending
Weekend of Chamber Music	WCM & SCVA		Brainstorm ideas for sponsors and funding for WCM	Arts & culture	October 19, 2015	Support of the arts and culture venues in SC and increase funding
Melinda Meddaugh, Ag Coordinator	SCVA		Develop a marketing plan for the Ag grant promoting farm market and farmers	Agriculture	2016	Increase sales for agricultural partner and promote our rich Sullivan made products
Livingston Manor Chamber	Livingston Manor Chamber		Presentation and discussion with the Chamber on marketing and promotion through SCVA	All	October 15, 2015	Increase visitation to Livingston Manor
Hudson Valley Beer, Wine, Spirits and Cider Summit	Hudson Valley EDC		Attended to support local producers and get ideas	Agri-tourism	October 14, 2015	Increase ability to market and support our producers
Catskill Film Commission	SCVA, SC Planning and private partners		Create a film commission database and be a one stop for film makers	All	2015-2016	Increased revenue through film production

Sullivan County Trail Committee	Sullivan County, SCVA and trail partners	Outdoors	2015-2016	Promotion of the trail system for visitors and residents
USA Today Scenic Drives	USA Today	All	September & October	Recognized as the best scenic drive in the Northeast and second in the USA. Great publicity.
Geotourism Executive Committee	National Geographic and River Partners	Outdoor Adventure and History	2015-2016	Increase awareness and visitation along the river corridor
SC Partnership Dinner	SC Partnership	N/A	N/A	Continued working relationship with team to build economic development in Sullivan County
Small Business Administration	SCVA & SBA	All	N/A	Assist businesses with partnering with new investment
Leadership Sullivan	SC Foundation Leadership Program	N/A	N/A	Education of future leaders
TIC Advisory Meeting	Tourism Industry Council	All	Sept 30, 2015	Plan for State-wide promotion and recommendations
Create a comprehensive and connected trail system in Sullivan County	Solicited support State-wide and through social channels to vote the Rt 97 Scenic Byway the people Choice for scenic drive in the U.S.	Develop the Nat Geo highlight on the Delaware River Corridor	Support for county economic development team and honor award recipients including Dr. Gerard Garlarneau, Roberta Byron-Lockwood and Cathy Paty	Discuss opportunities for business investment in Sullivan County
Addressed the group on the importance of tourism in Sullivan County	NYS tourism strategies			

CVB Meeting	NYS CVB's	Discussion meeting planner strategies for increased business	Conference & Meetings	Sept 28 & 29, 2015	Increased conference and meetings revenues
WJFF Sunday Brunch	WJFF	N/A	N/A	Sept 27, 2015	Fund raiser
Beaverkill Studio Open House	Beaverkill Studio	New business	All	Sept 26, 2015	Increased business opportunities
2016 Travel Guide	SCVA and partners	Collection of data and development of new guide	All	2015	Produce a comprehensive guide for 2016
New Attraction	SC Partnership	Meet with developer on plan to build attraction and lodging	Lodging	Sept. 18, 2015	Increased revenue
Start Up NY Stewart Airport	ESD and Start Up NY	Increase business opportunities at Stewart by giving it the ability of partnering with colleges for Start Up NY	N/A	Set. 17, 2015	Work to include Sullivan County airport
Geo-Tourism Committees	National Geographic	Webinar on program	Natural Assets, Delaware River	2015-2016	Increase promotion and visitation
NYS Lottery	I Love NY and lottery	New promotion of vacation regions at State Fair and scratch offs	All	2015-2016	Promotion of the Sullivan Catskills through a lottery promotion packages.
NYC Media Night	I Love NY, Finn Partners, CATS, SCVA	Promote the Catskills local foods to media writer and concierges	All	Sept 9, 2015	Increase visibility of the CATS Region to food writers.
Heart-A-Thon	WSUL/WVOS	N/A	N/A	Sept. 3, 2015	Quality of Life

Film Commission	SCVA & partners	Develop a Catskill film commission	All	2015	Increase ability to assist production of films and commercials thereby increasing job opportunities and revenue
REAP Board Meeting	REAP	Agriculture	N/A	Sept. 2, 2015	N/A
Digital sign at 1500 Broadway	SCVA & partners	Update of the digital billboard to promote upcoming Fall season & events	Fall & events	August 27, 2015	Increased visibility to millions of travelers in the NY Metro area promoting SC Catskills
2016 Travel Guide	SCVA & partners	Data updates and collection for 2016 travel guide	All	January 2016	Production of a comprehensive guide for visitors
Niche Maps	SCVA & partners	Promote the niche markets within SC Catskills	Farm Fresh Artisanal Beverage Trail Museum Map	2015	The creation of these maps present the visitor an opportunity to follow these trails bringing business to participates.
2015 Travel Guide	SCVA	Promotion of SC Catskills	All	2015	The 2015 travel guides continue to be requested in record numbers again this year
NYSTIA Meeting and Brochure delivery	NYSTIA & ILNY	Promotion at the NY State Fair ILNY information center	All	August 26, 2015	Increased visitation
Sullivan County Historical Society Roundtable	SCHS	Exhibit highlighting the Concord Resort, Past, Present, Future	N/A	August 23, 2015	Highlights the great exhibits at SCHS

National Parks Nat Geo	National Parks and National Geographics	A grant was secured by National Parks to develop a Nat-Geo promotion of the Delaware River corridor	Natural assets	2015-16	Promotion of the Delaware River corridor to visitors
Beaverkill Studio Meeting	SCVA & Beaverkill Studio	Private company opening a production studio in Parksville to attract for film production	All	August 19, 2015	Increased visibility of the Catskills as a movie area with increased spending by film crews and work for residents.
Roscoe Town Garden Ribbon Cutting	Roscoe Chamber	Increased business to main street with new business	All	August 14, 2015	Added value to the Roscoe area for tourists.
ILNY Licensing & Branding	ILNY & CATS	To better promote the Region with ILNY brand	All	2015-16	Utilizing more of the ILNY brand to promote the areas tourism products
Meeting with Realtor	Pamela Henning & SCVA	Improve communications with SC Realtors	Second Home	2015-16	As a growing revenue generator for SC, second home owners increased spending
Yoga Festival	Bethel Woods & SCVA	Promote upcoming yoga festival	Event	September	Increased attendance to new event
Sullivan County CFA's	SCVA and various partners in Sullivan County	Working with every CFA being submitted to assist or write support letters	All	July 31, 2015 deadline	Working to secure funding for businesses and concepts through the CFA process

Toronto Travel writer	SCVA & Finn Partners	Toronto Travel writer travelling through NYS in August to do story on great things in NYS & SC	N/A	August, 2015	Media exposure to the Canadian market through a travel story. SCVA partner will host
Narrowsburg School	Weidans	Assist the develop group with ideas for the school transformation	New Development	July 18, 2015	Met with the Weidans to discuss the various aspects of their tourism business plan
Valley Table Meeting	SCVA & Valley Table	Marketing and sponsorships by Valley Table for local food and beverage assets	Agriculture and local food	2015-16	Promotion of SC agricultural product to the greater Hudson Valley, NY Metro area.
Brand USA Meeting	SCVA & Brand USA	Marketing International	All	2015-16	Discuss options for the continued effort to market internationally under the I Love NY banner
Mid-Hudson Council	REDC	Regional Meeting to discuss assets	All	July 17, 2015	Meet with the Regional Council to discuss our assets and concerns for Sullivan County as part of the Mid-Hudson Region.
Eagle Express	SCVA, Rolling V and hamlets along the Delaware	Provide transportation along the Delaware corridor	N/A	July 2015	The program ran well but ridership was limited. Looking to revamp and hopefully subsidize the program



Sullivan United Mixer	SCVA, Partnership, Chamber, IDA	Promotion of the various projects going on the Concord property	All	July 15, 2015	As a united front the economic development group is working to promote the positive growth of the SC Catskills
Meeting with ND Pro Media	SCVA & ND Pro	Video library	All	2015	Completion of video library of events and attractions in the Sullivan County Catskills
Meeting Beaverkill Film group	Beaverkill Film	Film and video	Marketing	2015	Working with the Beaverkill Film group to develop their business
URI Tourism	Patterns for Progress	Build the information for tourism in the Mid-Hudson/Catskills tourism	All	Ongoing through application phase	Patterns for Progress is submitting the URI for the Mid-Hudson and including Sullivan County assets
CATS Meeting	Catskill Region	Marketing & CFA	All	July 7, 2015	The four counties of the Catskill Region met to finalize the 2015 marketing plan and are doing a CFA to Ride the Catskills with DEC
Golden Shovel Ceremony	Veria Lifestyles, Partnership, SCVA	The ground breaking ceremony for the \$100 million Zliving resort	Lodging and wellness	June 21, 2015	This will bring international attention to Sullivan County
I Love NY bottles	I Love NY & SCVA	Cross market for a greener NY with reusable water bottles	N/A	2015	Quality of life

2016 International Promotion	Brand USA, I Love NY, SCVA	Plan for the 2016 international market expansion	All	2016	Increased international markets, visitors and spending
Cooperative Extension	Cooperative Extension & SCVA	Work together to promote agritourism and programs offered by Cornell	Agriculture	2015	Better service agricultural community
URI Tourism Initiative	Patterns for Progress	Continue to develop strategies	All	2015	Increased grant revenue
Digital and first person marketing	Madden Media & SCVA	Meeting to develop additional digital marketing and first person experiences	All	2015	Increased visitation and spending
SC Workforce Committee	SC Workforce	Strategy session to develop goals and plans for increased workforce demands	N/A	2015	Increase employment opportunities for residents with new development
SC Trail Committee	SC, SCVA, and partners	Develop a county-wide trail system	Outdoors	2015	Increase visitation and use of trails plus quality of life
Eagle Express	Delaware communities, Rolling V and SCVA	Provide a mode of transportation to the Upper Delaware Scenic Byway	All	Last weekend in June through July	Slow with reservations for first week but soliciting a writer to do an article
Coach USA	Coach USA & SCVA	Strategize increasing bus traffic and cross promotion to bring a large market niche to SC Catskills	All	2015	Increased visitation from NYC and NJ

NYC Sales Exchange	DONY & SCVA	Meet with NYC based tour and travel receptives to bring groups and FIT from NYC to Catskills	All	June 10, 2015	Increased visitors and spending
Video production	NDPRO Media & SCVA	Develop several videos highlighting events, attractions and businesses. Started with the Trout and Tractor parades and businesses in the general area.	All	2015	Increased video promotion to increase visitor spending
URI research on Tourism pod	REDC & Patterns for Progress, SCVA	Meeting to discuss the tourism projects that can be recommended for the Sullivan County Catskills	All	2015	Developing a URI that will bring additional marketing dollars into the Sullivan County Catskills
IPW	Travel Industry of America, Brand USA, I Love NY	Promote visitation to the SC Catskills from the international market	All	May 30-June 4, 2015	Increased visitation of the international traveler.
Mysteryland USA	IDT, BW, SCVA	Successfully promote a three day event.	All	May 22-24, 2015	Increased business revenue to entire Sullivan County
Livingston Manor CFA	Sullivan County Planning, Livingston Manor, Partnership, SCVA, IDA	Develop a Main Street CFA for 2015 rounds of funding	Attraction	2015	Increased business and revenue
China City, Culinary Institute of America	China City	Major Chinese restaurant owners to invest in SC Catskills	All	May 22, 2015	Bring in high end Chinese restaurants

Meeting with new REDC Director Meghan Taylor	NYS, SCVA, Dutchess	Highlight the importance of tourism in the SC Catskills	All	May 21, 2015	Working to receive additional funding from CFA's
Meetings with interested developers	N/A	Entice additional investment	All	2015	Increased business development
Workforce Region 1	Sullivan County Workforce	Develop a strategy to fulfill jobs coming from new development	N/A	2015	To secure jobs from Sullivan and surrounding counties where needed
Monticello HS promotion	SCVA & Monticello HS	Promotion of the Monticello School district as a place to relocate	Quality of life	2015	Production and distribution of marketing the district to new residents expected with the additional build out
Roscoe Brewery Grand Opening	Roscoe Beer Company	Promotion of a new attraction	Craft brewing	May 9, 2015	A new attraction destination to provide visitors with new experience
Australia Ready	I Love NY	Promote to a growing Australia market	All	2015	Provide more international visitor spending
CFA and Agricultural grants	SCVA, IDA and communities	Secure grants and funding for the expansion of agricultural product	Agriculture	2015	Increased revenue and sales
SCVA Literature Exchange	SCVA	Prepare our businesses for the upcoming season, network with other tourism businesses and receive further education on	All	May 7, 2015	Enhance visitor experience and provide members with tools to succeed

Disney Hospitality Training Seelig Theater	SUNY Sullivan, SCVA, SC Chamber	hospitality Training available to businesses in Sullivan County through Disney Quality Training	All	May 6, 2015	Provide one on one training for better visitor hospitality
Kite Festival	SUNY Sullivan, SCVA	Event	Event	May 2, 2015	Visitor spending
Escapemaker Taste of NY	SCVA and partners	Promote our agricultural product in NYC	Agriculture	May 2, 2015	Increased opportunity for our agricultural producers
Thunderbash 2015	Thunder 102, SCVA, Monticello Casino & Raceway	Event promotion	Events	May 1&2, 2015	Promotion
NYSTIA Empire State Tourism Conference	New York State Tourism Industry Association	To work together with I Love NY and the other tourism regions on new ideas for promoting tourism in NYS	All	April 27-29, 2015	Efficiently promote NYS to visitors
Regional Tourism Roundtable	SCVA, Sullivan County	To work with the neighboring counties in Region 1 to prepare for the Montreign/Adelaar project	All	2015	Additional visitor spending
Media Marketplace, NYC	Finn Partners, I Love NY, CATS	Promote media stories for earned value	All	April 23, 2015	Produce articles to entice travel to the Catskills
Power Up	SUNY Sullivan	Sustainable energy	N/A	April 22, 2015	N/A
SEE Project	Not for Profit	Help kids in three larger school districts attend cultural venues	N/A	2015	N/A

China Tour	Thompson Group	High end Chinese restaurateurs to Sullivan County	New Development	April, 2015	Tour of Culinary Institute and Sullivan County
Path Through History Call	Mid Hudson/Catskill Region	Plan for upcoming Heritage Faire at Locust Grove and 2015/16 marketing	History & Culture	April 17, 2015	Market Historic sites in Region
Green Tourism Conference	Delaware Highlands Conservance/Green Hospitality	Green Sustainable program	All	April 14, 15, 2015	Provide businesses the opportunity to learn about green practices that save money and service a growing environmentally conscious visitor
Disney Training	SUNY Sullivan, SCVA, SC Chamber	Hospitality Training for train the trainer	All	April 12-15, 2015	Offer businesses the ability to train staff to give visitors an enriched experience
CATS Conference call	CATS Region	Regional Marketing Plan	All	2015	Increase marketing funds to reach targeted markets
Day to Day	SCVA and its members	Distribution of travel guide, place advertising, increase presence on social media, develop story lines	All	2015	Increase visitation and spending.
Broadband	Sullivan County	Work with State, county and businesses	All	2015	Work to increase broadband in county thereby increasing business

						opportunities
UPDATE Eagle Express	SCVA and partners	The Eagle Express is up and running from end of June through July	Delaware River corridor	June 2015	Increased visitation along the Delaware River corridor	
Craft Beer Alliance	SCVA, IDA and local craft beverage producers	Seek grant funds to promote the craft beverage industry in the Region	Agritourism	2015	Increased revenue generated by the craft beverages	
Workforce Development	SCVA & SC workforce	To strategize for the increased need for workers with new developments	N/A	2015	Increase ability for residents to become employed	
Sportsmen Expo	SCCC, SCVA, SC Chamber and partners	Kick off the outdoor season with an expo promoting the Sullivan County Catskills	Outdoors	March 21, 2015	Although the weather played a role in attendance this year it was still an overall success. Visitors came from as far away as New Jersey for the expo	
Workforce Housing	SCVA & Montreign	Secure lodging for construction workers	Lodging	2015-2017	Increased opportunity for lodging properties revenue and sales tax by providing lodging to workers during off peak days and season.	
Media Story	Bob Henderson, writer	Creation of an article on the historical and new development	All	2015	Increased awareness of new development and the promotion of the County in	

Paths Through History	Tale of Two Rivers Heritage Fair	Plans for Heritage Fair in May to promote historical sites & museums	History & Culture	May 17, 2015	general
SCVA Board Retreat	SCVA	Plan and strategize organization's work plan	All	March 18, 2015	Better serve the Sullivan County Catskills tourism industry through promotion and advertising.
NJCAA Championships	SUNY Sullivan & SCVA	Promotion	Event	March 12-14, 2015	Visitor spending
Bi-lingual Project	Renaissance & SCVA	Create a plan for bi-lingual visitation	All	2015	N/A
SCCC Advisory Board	SUNY Sullivan	Strategic Planning	All	March 12, 2015	College curriculum
Hospitality Consulting Team	SCVA & SC Partnership	Economic Development	All	March 12, 2015	N/A
Sullivan Leadership	SC Foundation	Education to leadership group	All	March 11, 2015	Education
Tourism Action Day	NYSH&TA, TIC	Inform State leaders on tourism industry	N/A	March 10, 2015	Education of our State leaders on importance of tourism to NYS
Barryville Winter Mixer	Barryville Business Assoc.	Presentation	All	March 7, 2015	Meet and greet and update Barryville business
Renaissance Annual Event	Renaissance	Honor businesses and bring together positive attitudes	All	March 7, 2015	Beautification and collaboration
Travel Shows	SCVA & Partners	Attend travel destination shows in the target markets(Golf, Family Leisure, Sports and	All	2015	Increase awareness of the Sullivan County Catskills to the traveling public.



New Hotels	SCVA		group) Met with two developers working on smaller hotels in Sullivan County	Lodging	2015	Increase room inventory and sales tax revenue
Mysteryland, USA	IDT & SCVA		Working dialogue to develop the greatest economic impact of this three day festival	Event	Memorial Day weekend	Increase tax revenue and spending
Livingston Manor Business Meeting	Sullivan County, Livingston Manor, Sullivan United		Develop a CFA for development along Main Street	Community	2015	Increase business into Livingston Manor
Web Site Enhancement	SCVA		To maintain cutting edge performance of the web site	All	Spring 2015	Continue the high profile visibility for visitors seeking information on the Catskills
Disney Hospitality	SUNY Sullivan SCVA, SC Chamber		Provide a comprehensive hospitality training program for businesses in Sullivan County	All	April through 2015	Prepare new and existing businesses and employees with new skill set.
Eat Kitchen Opening	Sullivan County Extension		Culinary	All	January 30, 2015	Support of the agricultural industry
Tourism Industry Coalition	TIC members		Upcoming Tourism Action Day and legislative issues	All	2015	Facilitate legislation statewide on behalf of the tourism industry

SC Trail Task Force	SC, SCVA and various partners	Plan for inter-connective trail system	Outdoors and health	2015	Establish and promote trail system for residents and visitors
Path Through History Itinerary building	NYS, Path Through History Partners	Promote the historical sites in Sullivan County	History & Culture	Ongoing	Promote the historical venues to increase revenue and visitation
2015 Travel Guide	SCVA	Promotion of the Sullivan County	All	January 2015	Increase visitation with a high impact travel guide
SCVA Winter Photo Contest	SCVA and members	Increase awareness of winter season	All	December & January	Increase visitation
2015 Travel & Trade Shows	SCVA and partners	Attend a variety of travel and trade shows promoting the Sullivan County Catskills	Outdoors, Arts & Culture, Meetings	January-June	Increase awareness of the Sullivan County Catskills as a travel destination to national and international travelers
Chelsea Cavanaugh Concert	I Love NY, SCVA, SC Chamber, Holiday Mtn., Thunder 102	Organize a concert event in January presenting a up and coming Country singer doing concerts at ski areas in NYS	Outdoor rec event	January 2015	Increase exposure of Holiday Mtn. and SC Catskills
Mysteryland, USA	IDT, Bethel Woods & SCVA	Coordination of Memorial Day weekend with Mysteryland's return	Event	Memorial Day Weekend	Increase visitation and sales tax generation

Brand USA	SCVA, CATS, I Love NY	Promote the Catskill Region to the international traveler	Outdoors, Arts & Culture	2015	Increase visitation and spending by UK and German market
TrailKeeper.org	SCVA, SC Planning, Catskill Mountainkeeper, CCE and Morgan Outdoors	Outdoor activity and health with Coordinated hikes through the year as well as self-guided from the website	Outdoor rec	On-going	Increased awareness of the hiking and biking trails in SC as well as promoting healthy lifestyles
Northeast Regional Wrestling Tournaments	SCCC & SCVA	Event	All	Jan-March 2015	Working with the organizers and local business to host 3 wrestling events with special lodging and amenity discounts.
Green Expo	Hospitality Green, Delaware Conservancy, SCVA and Regional Partners	Planning for 2 <sup>nd</sup> Expo	All	April 2015	Educate businesses on green initiatives and hospitality
Hospitality Training Sullivan Pride	SCVA, SCCC, Renaissance, BOCES, private businesses	Build a better hospitality experience for visitors and offer business Disney Training	All	January-May	Improve visitor experience and quality of life for residents
2015 Bagel Festival Meeting	SCVA and Bagel Fest	Event planning for the 2015 Bagel Fest	Event	August 2015	Expand Bagel Fest and increase visitation
Farmland Protection Plan	Sullivan County	Develop a plan to enhance agricultural productivity and profits	Agritourism	2015	Increase the agricultural industry in Sullivan County

Catskill Cuisine	SCVA/CATS Region	Partners are in the planning stage of promoting a Catskill Cuisine event promoting agricultural product	All	Fall 2015	Increase awareness of farm fresh products by creating an event to highlight these products and increasing visitation and sales
VIATOR travel site	I Love NY	Promotion of Upstate NY through a national and international travel web site	All	2015	Increased promotion under the I Love NY marketing
Snowmobile Meeting	SC Trails, SC Partnership & SCVA	Promote the snowmobile trails and winter activity	Winter sports	2015	Increase promotion of snowmobile trails and winter sports
Simple View	SCVA	To stay on cutting edge of web site improvements	All	2015	Increased usage of web site and functionality for users And businesses
Wine, Brew & Spirit Trail	SCVA	Promote our many wineries, breweries and distilleries in SC	Agriculture	2015	Working with a volunteer to coordinate a trail map of wines,

					brews and spirits
<b>E-Commerce</b>	<b>SCVA &amp; Large Media</b>	Promote and assist local business with sales on-line	All	On going	Increase sales and promotion for local businesses

Program Employment Data

Program	Covered Period	# of People Who Found Employment	# of Businesses	Examples of Businesses
Workforce Investment Act (WIA) Adult, Dislocated Worker & Youth	9/25/15 - 10/28/15	54 people	44 businesses	Christmas Tree Shops Center for Discovery – 2 County of Sullivan Dean Construction Dunkin Donuts Duso Food Distributors Hudson Valley Resort Spa Knapp Consulting Malek Furniture MB Consultants – 3 Pestech Robert Green Auto & Truck Rolling V Bus Corp -3 Stewart Shops Sullivan county Head Start Synergy of Monticello Universal Pipe Fitters Inc Verona Oil Wendgate Corp

❖ Workforce Partners Group update:

- RFP for labor shed and economic impact study will be issued early November.
- College awarded a SUNY grant for the Catskill Hospitality Institute.
- Grant will develop Hospitality certificate program. Meeting being planned for November with Montreign, workforce partners group members and college faculty. Goal is to clearly identify knowledge, skills and abilities required so that the training is designed to meet Montreign’s needs.
- Planning meeting with representative of Carpenters Union to discuss recruitment plans for the casino project.

- ❖ The Workforce Innovation and Opportunity Act (WIOA) replaced the Workforce Investment Act (WIA) effective July 1, 2015.  
Status of required initial changes:
  - The initial designation of the local workforce area was approved by NYSDOL.
  - The Board was certified by NYSDOL to operate under WIOA.
  - Policies and procedures are being formally updated by Director and One Stop Center Manager to reflect legislation.
  - A review of fiscal policies and procedures continues.

### Unemployment Rates

Month	2015 Sullivan County	2014 Sullivan County	2015 Hudson Valley	2015 New York State	2015 United States
January	7.2	8.5	5.5	6.5	6.1
February	7.0	8.6	5.3	6.4	5.8
March	6.4	7.9	4.8	5.8	5.6
April	5.8	6.7	4.5	5.5	5.1
May	5.6	6.5	4.7	5.3	5.3
June	5.3	6.2	4.7	5.3	5.5
July	5.3	6.0	5.0	5.4	5.6
August	4.8	5.8	4.5	5.0	5.2
September	5.3	5.9	4.7	4.8	4.9
October					
November					
December					

**COUNTIES RANKED BY UNEMPLOYMENT RATE  
SEPTEMBER 2015**

<b>RANK</b>	<b>COUNTY</b>	<b>RATE</b>	<b>RANK</b>	<b>COUNTY</b>	<b>RATE</b>
1	Columbia County	3.7	31	Essex County	4.9
2	Hamilton County	3.9	33	Allegany County	5.0
2	Tompkins County	3.9	33	Cortland County	5.0
4	Saratoga County	4.1	33	Kings County	5.0
5	New York County	4.2	33	Madison County	5.0
5	Queens County	4.2	33	Monroe County	5.0
7	Nassau County	4.3	38	Oneida County	5.1
7	Yates County	4.3	38	Schoharie County	5.1
9	Albany County	4.4	40	Delaware County	5.2
9	Genesee County	4.4	40	Erie County	5.2
9	Ontario County	4.4	40	Greene County	5.2
9	Putnam County	4.4	40	Herkimer County	5.2
13	Otsego County	4.5	40	Tioga County	5.2
13	Rensselaer County	4.5	45	Sullivan County	5.3
15	Dutchess County	4.6	46	Clinton County	5.4
15	Livingston County	4.6	47	Cattaraugus County	5.5
15	Rockland County	4.6	48	Broome County	5.6
15	Suffolk County	4.6	48	Lewis County	5.6
15	Washington County	4.6	48	Niagara County	5.6
20	Orange County	4.7	51	Chautauqua County	5.7
20	Schenectady County	4.7	51	Orleans County	5.7
20	Warren County	4.7	53	Chemung County	5.8
20	Wayne County	4.7	53	Jefferson County	5.8
20	Westchester County	4.7	53	Schuyler County	5.8
20	Wyoming County	4.7	56	Franklin County	5.9
26	Chenango County	4.8	56	St. Lawrence County	5.9
26	Onondaga County	4.8	58	Steuben County	6.0
26	Richmond County	4.8	59	Montgomery County	6.1
26	Seneca County	4.8	60	Fulton County	6.3
26	Ulster County	4.8	61	Bronx County	6.6
31	Cayuga County	4.9	62	Oswego County	6.7



# Labor Market Profile

## Resident Civilian Labor Force and Nonfarm Employment

### SULLIVAN COUNTY

September 2015, August 2015, September 2014

Category	Sep 2015	Aug 2015	Sep 2014	Net Month	% Month	Net Year	% Year
Resident Civilian Labor Force	33,300	35,100	33,100	-1,800	-5.1%	200	0.6%
Employed	31,500	33,500	31,100	-2,000	-6.0%	400	1.3%
Unemployed	1,800	1,700	2,000	100	5.9%	-200	-10.0%
<b>Sullivan County Unemployment Rate</b>	<b>5.3%</b>	<b>4.8%</b>	<b>5.9%</b>	<b>0.5</b>		<b>-0.6</b>	
NYS Unemployment Rate	4.8%	5.0%	5.8%	-0.2		-1.0	
US Unemployment Rate	4.9%	5.2%	5.7%	-0.3		-0.8	
<b>Total Nonfarm</b>	<b>25,300</b>	<b>26,900</b>	<b>25,100</b>	<b>-1,600</b>	<b>-5.9%</b>	<b>200</b>	<b>0.8%</b>
<b>Total Private</b>	<b>19,500</b>	<b>21,100</b>	<b>19,300</b>	<b>-1,600</b>	<b>-7.6%</b>	<b>200</b>	<b>1.0%</b>
<b>Goods-Producing</b>	<b>2,400</b>	<b>2,400</b>	<b>2,400</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>
Natural Resources, Mining and Construction	900	900	900	0	0.0%	0	0.0%
Manufacturing	1,500	1,500	1,500	0	0.0%	0	0.0%
<b>Service-Providing</b>	<b>22,900</b>	<b>24,500</b>	<b>22,700</b>	<b>-1,600</b>	<b>-6.5%</b>	<b>200</b>	<b>0.9%</b>
Private Service-Providing	17,100	18,700	16,900	-1,600	-8.6%	200	1.2%
Trade, Transportation and Utilities	4,300	4,400	4,300	-100	-2.3%	0	0.0%
Information	200	200	200	0	0.0%	0	0.0%
Financial Activities	1,000	1,000	1,000	0	0.0%	0	0.0%
Professional and Business Services	1,500	1,500	1,400	0	0.0%	100	7.1%
Education and Health Services	5,900	6,100	5,800	-200	-3.3%	100	1.7%
Leisure and Hospitality	2,700	3,900	2,800	-1,200	-30.8%	-100	-3.6%
Other Services	1,500	1,600	1,400	-100	-6.3%	100	7.1%
<b>Government</b>	<b>5,800</b>	<b>5,800</b>	<b>5,800</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>