



Sullivan County
Economic Development Committee
Meeting Agenda - Final

100 North Street
Monticello, NY 12701

Chairman Matt McPhillips
Vice Chairman Brian McPhillips
Committee Member Luis Alvarez
Committee Member Cat Scott
Committee Member Joe Perrello

Thursday, July 11, 2024

10:00 AM

Government Center

Call To Order and Pledge of Allegiance

Roll Call

Comments:

Reports:

1. Division of Community Resources [ID-6554](#)
Workforce Development Monthly Report
July 2024
Attachments: [2024 Economic Dev July Report](#)
2. IDA Monthly Report [ID-6570](#)
Attachments: [IDA Activity Report June 2024](#)
3. Visitor's Association Monthly Report [ID-6571](#)
Attachments: [EDCJJulyReport \(003\)](#)
4. Partnership Monthly Report for July [ID-6589](#)
Attachments: [Partnership Monthly Report](#)

Discussion:

Public Comment

Resolutions:- None

Adjourn



Sullivan County

Legislative Memorandum

100 North Street
Monticello, NY 12701

File #: ID-6554

Agenda Date: 7/11/2024

Agenda #: 1.

Division of Community Resources Monthly Report

Workforce Development

July 2024

Workforce Development

- The Summer Youth Employment Program (SYEP) will begin July 8 and run through August 16. Youth are being recruited and Crew Leaders have been hired.

The SYEP provides six weeks of paid work experience to economically disadvantaged youth between the ages of 14 and 20 years old. Twelve (12) worksites have been secured.

- The Center for Workforce Development (CWD) received the \$100,000 in additional funding from the NYS Department of Labor (NYSDOL). Twelve (12) local workforce areas received the funding for meeting expenditure levels. This is Workforce Innovation and Opportunities Act (WIOA) funding to be used for training and supportive services and expended by June 30, 2025.

- Trades Training

The County Legislature allocated funds for short term training in demand occupations.

The Automotive Trade class graduated 13 students on May 30th. Students received tool boxes. They were able to sit for different AES certifications. Those who did not pass will be able to retake the tests on June 28th. Two of the thirteen have found employment. Job placement services continue for the remaining graduates.

HC Staffing, LLC will begin providing Home Health Aide (HHA) and Certified Nursing Assistant (CNA) training in September. Training will be held at Garnet Catskills using the space leased by BOCES.

- The Center for Workforce Development (CWD) has a NYS Systems Change and Inclusive Opportunities Network (NYSCION) grant through NYS DOL. This grant provides funding for a Disability Resource Coordinator (DRC) who works to support and expand partnerships, collaborations, service coordination and delivery across workforce, education and disability service systems.

To date:

- Monthly roundtables are held with service providers.
 - A 4-part online Employer workshop series “Accessibility in the Workplace” is open to all Sullivan County Businesses.
 - As of May, there are 95 NYSCION participants who have received services, 5 are active in the Ticket to Work program and 12 individuals with disabilities have gained employment.
- ✓ The CWD applied for the Workforce Opportunity for Rural Communities (WORC) grant administered by the USDOL Employment and Training Administration. The grant provides funding for career training and supportive services for “good jobs” in demand occupations. Awardees should be announced in September. The application was submitted June 20th and award announcement is expected to be in September.
 - ✓ NYSDOL applied for Round 3 of the Federal National Dislocated Worker Emergency grant to address the Opioid crisis. The CWD signed on to participate if NYS is awarded. This will provide funding for training services for individuals directly or indirectly impacted by the Opioid crisis. If the NYSDOL is successful. The CWD will receive \$30,000.
 - ✓ The CWD Director is speaking with businesses who are enrolled in the Chamber’s Entrepreneur training
- Center Services:
 - There are no in-house hiring events for July and August. They will resume in September.
 - There were 8 in-house hiring events since March hosting 18 businesses and 100 job seekers.
 - The Delaware Valley Job Corps will be at the Career Center, every other Tuesday, from 2pm – 4pm beginning July 2. They will be there to speak with potential students.
 - The CWD provided services to 23 new business customers and listed 133 jobs in May.
 - There were 602 participants that came to the Career Center for services in May.

Temporary Assistance caseload profile May 2024:

Total Caseload - 345

TANF/SNM – caseload 149

Medical issues – 6%

Disabled – 19%

Pregnant/Newborn – 1%

Needed in Home – 5%

No Child Care – 17%

Criminal Justice involved – 33%

Cases closed – 17

Safety Net – caseload – 196

Medical issues – 12%

Disabled – 34%

Needed in Home – 0.5%

Criminal Justice involved – 48%

Cases closed – 54

Labor Market Data for May 2024 compared to May 2023

- ✓ Sullivan County saw an increase in total nonfarm jobs of 3.9% (1,200) and an increase of 5.3% (1,300) in total private sector jobs.

Please note: The net month (April 2024 - May 2024) showed an increase of 2.3% (700) nonfarm jobs and an increase of 2.8% (700) in private sector jobs.

- ✓ For Sullivan County the job gains were:
 - Private Educational and Health Services at 7.6% (600)
 - Professional and Business Services at 14.3% (300)
 - Financial Activities at 11.0% (100)
 - Other Services at 9.1% (100)
 - Mining, Logging & Construction at 6.7% (100)
 - Manufacturing at 5.0% (100)

For Sullivan County the sectors that showed no job growth were:

- Leisure & Hospitality
- Trade, Transportation & Utilities
- Information

For Sullivan County the sectors that showed job losses were:

- Government at -1.6% (-100)

- ✓ NYS showed an increase of 1.7% (167,700) in total nonfarm jobs and 1.5% (126,000) in private sector jobs.

The largest jobs gains were found in:

- Private Educational and Health Services at 5.1% (114,400)
- Government at 2.9% (41,700)
- Leisure & Hospitality at 4.2% (39,000)
- Financial Activities at 0.5% (3,400)
- Professional and Business Services at 0.2% (2,500)
- Other Services at 0.3% (1,300)

NYS saw job losses in:

- Information at -5.1% (-14,600)
- Trade, Transportation and Utilities at -1.0% (-14,700)
- Mining, Logging and Construction at -1.0% (-3,900)
- Manufacturing at -0.3% (-1,400)

- ✓ Within the region, Sullivan County's private employment sector posted the strongest gains year-over-year, up 5.3 percent. The second fastest growth was recorded in the Kingston MSA (+2.4%) followed by the Dutchess-Putnam Metropolitan Division (+1.6%), followed by and Orange-Rockland-Westchester labor market area (+1.1%).
- ✓ The Hudson Valley region showed an increase of 1.5% (14,200) in total nonfarm jobs and an increase of 1.3% (10,900) in private sector jobs.

The largest job gains were found in:

- Private Educational and Health Services at 4.9% (10,800)
- Leisure & Hospitality at 4.1% (3,900)
- Government at 2.1% (3,300)
- Financial Activities at 2.4% (1,100)
- Other Services at 2.1% (900)

The Region's job losses were in:

- Professional and Business Services at -1.8% (-2,200)
- Trade, Transportation and Utilities at -1.0% (-1,700)
- Mining, Logging and Construction at -1.8% (-1,100)
- Information at -4.2% (-600)
- Manufacturing at -0.5% (-200)

- ✓ Sullivan County's unemployment rate was 3.4% for May 2024 up from 2.8% in May 2023.

May 2024 had 38,700 people in the labor force (36,700 employed & 1,300 unemployed). The number of employed individuals remained flat and the number of unemployed increased by 18.2%(200) leaving the labor force with a net gain of 0.5% (200) compared to May 2023.

The total labor force increased by 1.3% (500) April 2024 to May 2024. The number of employed workers increased by 1.4% (500) and the number of unemployed workers remained flat.

- ✓ The Hudson Valley's unemployment rate for May 2024 was 3.6%, an increase from 2.9% in May 2023.
- ✓ NYS's unemployment rate was 4.2% in May 2024 compared to 3.9% in May 2023.
- ✓ The May 2024 unemployment rates across the 62 NYS counties ranged from a low of 3.0% for Columbia County to a high of 6.3% for Bronx County. Sullivan County with a 3.4% rate ranked 9th in the State along with Putnam and Wyoming Counties.
- ✓ Hudson Valley unemployment rankings for May 2024:
 - # 9 Sullivan County at 3.4%
 - # 9 Putnam County at 3.4%
 - #12 Rockland County at 3.5%
 - #12 Dutchess County at 3.5%
 - #21 Ulster County at 3.6%
 - #25 Westchester County at 3.7%
 - #25 Orange County at 3.7%



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File #: ID-6570

Agenda Date: 7/11/2024

Agenda #: 2.

ACTIVITY REPORT –JUNE 2024
COUNTY OF SULLIVAN INDUSTRIAL DEVELOPMENT AGENCY (IDA), SULLIVAN COUNTY
FUNDING CORPORATION (SCFC), THE SULLIVAN COUNTY INFRASTRUCTURE LOCAL
DEVELOPMENT CORPORATION (TSCILDC)

July 2, 2024

The IDA Board held its regular monthly meeting on June 10th. At that time the Board adopted the following resolutions:

- **Partnership for Economic Development in Sullivan County, Inc.:** Resolution authorizing the second quarter 2024 payment.
- **Mountain Kosher Food Corp. and 286 EB LLC** (grocery store in Monticello); **Gibbers Estates LLC and M E P Wholesalers Corp.** (heating, ventilation, air conditioning, and electrical supply retail facility in Fallsburg); and **Monticello Industrial Park LLC** (infrastructure and connectivity on former landfill expansion parcel in Monticello): Resolutions extending the sales tax abatement periods for these projects.

During June IDA staff members attended the New York State Economic Development Council's (NYSEDC) four-day Basic Economic Development Course in Albany. The course focused on concepts and trends in economic development, development location, and practical techniques and best practices for successful development.

In July staff will attend NYSEDC's IDA Academy, a one-day session in Binghamton that provides training on the powers and tools available to IDAs, legislative updates, public policy discussions, and other matters to help us operate the office more efficiently and effectively.

##



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Agenda Date: 7/11/2024

Agenda #: 3.

Update for July 2024

Economic Development Committee

June continues with a buzz about the Sullivan Catskills being a culinary destination. The Kansas City Barbeque Society's sanctioned Backyard Barbeque held at Walnut Mountain was a success for the first year. Eleven teams participated from across the Northeast and plan on returning next year. Over 2,500 visitors attended with a beautiful day, music, vendors, chicken barbeque and more.

SCVA attended the Empire State Society of Association Executives in Albany meeting with State association planners for meetings, conferences, and Incentive travel with over 200 buyers and sellers in the MICE Market.

Unfortunately, June ended with a micro-site storm and ravaged several of our campsites in the Roscoe area. SCVA is confident that our campgrounds, with the assistance of the community, will be back up and running in no time.

FAST FACTS

According to the recently released data, 2022 traveler spending in Sullivan County reached a record high of \$892 million a 25.8 % increase over 2021's \$710 million in traveler spending. Since 2019 visitor expenditures increased 154.4 %. Were it not for tourism-generated state and local taxes, the average household in the county would have to pay an additional \$3,370 to maintain the same level of government revenue, already hard hit by the pandemic.

This boost has brought about a myriad of economic benefits, including increased employment opportunities and support for local businesses. In 2022, total tourism-generated employment registered 4,701 jobs, 16.3% of all jobs, according to Tourism Economics.

SCVA Activities for June

- Met with Josh Deitchman about mural fest
- Discussion with Scott Conant for next year's Cuisine
- Sullivan Catskill Barbeque was a success
- Drag Me to the Catskills weekend in June
- Met with a developer interested in camping project
- Brand USA advertising
- Coordinate Media writers and influencers for month of June
- Tour of Monticello Motor Club to discuss their teen camp and new offerings
- Investigating several new advertising initiatives
- Further discussion on TV program, The Balancing Act promoting the Sullivan Catskills for fall and early winter
- Assisting several art and cultural venues with funding and marketing for the year.
- Working on summer TV campaign
- Dove Unveiling at Shrewd Fox
- Dove unveiling at Chickie Ribs and Family Foot Care
- Voted in Traveller - 100 the best of 2024 places to visit.
- Featured

Meetings

- Regional Catskill Association Tourism Promotion Agency Meeting
- Sullivan O&W Rail Trail Alliance Meeting
- SCVA Marketing Meeting
- Barbeque Meeting
- NYS DMO Meeting

Social Media & E-News

- Continue to utilize videos produced by our members to create short vignettes and Tik Tok placements to use on our social channels. Tik Tok and Instagram reels are seeing a lot of likes and comments.
- SCVA continues to work with our social media group Awestruck and Fisher Mears Associates to create and implement targeted marketing to the drive traffic within two hundred miles of the Sullivan Catskills
- In House Social media is seeing fantastic gains

• Print and Digital Ads and Advertorials

- Catskill Confidential
- NY Life Magazine
- Passport August
- Chronogram July
- Gay City News (print, digital)
- NY Family July
- ROVA Magazine September

• Editorials (International publications)

- Traveler-Voted top 100 places to visit in the world for 2024
- Sydney Morning Herald-Featured in “For your next trip to New York, add a weekend in the country too”

• In Progress:

- Location shoots for Summer 2024 TV Ad (June 19 & 20)
- Happenings Magazine August Print and Advertorial Copy
- Catskill Mountain Magazine July Print ad and Advertorial Copy
- SC Democrat Catskills Confidential Ads – July – December
- Hoy en Sullivan Print ads – July– December
- SC Democrat Summer, Fall Catskills Delaware Magazine Print ads
- Group Tour Magazine August Print Ad
- Group Tour Magazine November Advertorial
- Chronogram June Ad
- Edible NJ – May, August, and October ads
- Passport Magazine June ad
- RoadRunner Magazine – Fall Ad
- Travel, Taste & Tour Fall Print and Editorial
- Chronogram Fall/Winter Ad
- Visit Vortex Fall Ad

Sullivan Catskills Visitors Association • 15 Sullivan Ave., Suite 1 • P.O. Box 248 • Liberty, Ny 12754 • 800.882.CATS

- Visit Vortex Winer Ad
- Brew Trail Map/Logo
- Outdoor Art Trail Logo/name
- Update Dove Trail Map
- Update Dove Trail Logo to Include Geo Tour

Catskill Cuisine 2024

To date in 2024, **Catskill Cuisine has received over 1.5 billion impressions (an ad value equivalency of over \$14M).**

In addition to robust regional coverage ranging from Eater NY to Hudson Valley Mag, we also secured back-to-back stories in both Forbes and Forbes Travel Guide to promote the event the week leading into the festival. The Celebrity Chefs were utilized for Q&As with two different editors on staff and the resulting coverage was widely syndicated throughout the regional drive market to build buzz and ticket sale interest leading into the weekend of the event.

We also successfully utilized the festival as a call-to-action to bring high-profile journalists into the destination to explore the Sullivan Catskills and inspire destination-driven story ideas. We designed individualized itineraries to propel multiple members forward and inspire several storylines.

Resulting Upcoming Coverage/High Interest:

- **Conde Nast Traveler** - a digital recommendation piece re: the Catskills, including a review on the Eldred Preserve *resulting from the inaugural Catskill Cuisine festival*)
- **Dossier** - Editor at large exploring several angles for this new online/print magazine with heavyweights from the former editorial team of Departures
- **AARP** - Reviewing angles with her editor
- **Westchester Family** - covering

Furthermore, as a result of visits secured for this year's festival, we are also exploring other potential angles with Forbes, Travel + Leisure, among others. We also secured high interest for Catskill Cuisine 2025 with the Third Hour of TODAY/Hoda & Jenna, among other interest for next year's event.

Run Date	Publication	Article Title	Journalist	Coverage Medium	Ownership	Impressions	Ad Value
29-May-24	Daily Gazette	Drag Me to The Catskills set to celebrate Pride Month and the art of drag in a weekend-long pride event	Editors	Online	TBD	315,154	2,915
29-May-24	ILoveNY	"Drag Me to The Catskills" Set to Celebrate Pride Month and the Art of Drag in a Weekend-Long Pride	Editors	Online	TBD	656,923	6,077
30-May-24	River Reporter	The Bradstan Boutique Hotel earns second TripAdvisor Travelers' Choice Award	Editors	Online	TBD	51,508	476
31-May-24	Travel Curator	This Upstate NY Wellness Retreat Evokes a Sense of Calm	Stacey Zable	Online	Core Creative	400,000	3,700
31-May-24	Hudson Valley Magazine	7 Spots for Fly Fishing in the Hudson Valley	Kayla Sexton	Online	TBD	118,234	1,094
31-May-24	Conde Nast Traveler	The Bradstan Boutique Hotel at The Eldred Preserve	Jessica Chapel	Online	Core Creative	5,788,863	53,547
1-Jun-24	USA Today Go Escape	Cool Catskills	Stacey Zable	Print	Core Creative	500,000	4,625
4-Jun-24	Travel Today	"Food & Beverage Insider" section	Mike Capetta	Online	Core Creative	10,000	93
4-Jun-24	The River Reporter	Pride at CAS	Editors	Online	TBD	51,508	476
5-Jun-24	WRRV-FM (Poughkeepsie, NY)	Hudson Valley's Most Interesting Place To Get A Drink Reopens	Editors	Online	TBD	300,399	2,779
6-Jun-24	Passport	LGBTQ Vacation Destinations in New York State	Editors	Online	TBD	164,000	1,517
7-Jun-24	Publishers Weekly	Deep Water Literary Festival Grows in the Catskills	Editors	Online	TBD	730,509	6,757
8-Jun-24	Hudson Valley Post	Hudson Valley's Most Interesting Place To Get A Drink Reopens	Editors	Online	TBD	810,346	7,496
9-Jun-24	Mid-Hudson News	Trout takeover Main Street in Livingston Manor - Mid Hudson News	Editors	Online	TBD	238,822	2,209
10-Jun-24	Staten Island Parent	The Ultimate Family Guide to Summer Fun 2024!	Editors	Online	TBD	15,637	145
12-Jun-24	River Reporter	Draughtastic Weekend with Divas and More	Editors	Online	TBD	51,508	476
18-Jun-24	The Weed Witch	Dispatch: Another Incredibly Easy Weekend Getaway in the Hudson Valley and Catskills	Carly Fisher	Online	Core Creative	2,360	22
18-Jun-24	Matador Network	"24 Adventures for Your Summer Calendar"	Jacqueline Kehoe	Online	Core Creative	1,019,706	9,432

PAID SOCIAL



META PAID SOCIAL

- In May, we saw 353,644 impressions (an increase of +94% YOY), 3,794 link clicks, and 997 event responses.
- Our top ad: Catskills Cuisine Event Boost, generated 134,056 impressions and 1,843 link clicks, and 803 event responses.
- All Catskill Cuisine Event Boost Stats:
 - Link Clicks: 2,242
 - Event responses: 803
 - Purchases: 7

Google Ads



GOOGLE

- Over 7,219 clicks (+257% YOY) were recorded from our Google campaigns in May with an average cost per click of \$0.48 far exceeding industry standards.
- The display campaign alone generated over 563,848 impressions (125% increase YOY) and 5,783 clicks (304% YOY) with an average CPC of \$0.12.
- We continue to see performance improvement across the board compared to the previous year due to our segmented targeted ad groups

OTT - CTV & DSP



CTV Impressions: 338,802

CTV Completion Rate: 96.88%

Conversions:

May 1 - May 31: 739

TOP Zip Codes:

- 11210
- 10312
- 17601
- 18301

Display Impressions: 253,275

Clicks: 181

Catskills Cuisine Page Conversions:

1,265

Top Performing Ads



Ad Name: Catskills Cuisine Event Boost
Campaign Name: Catskills Cuisine Event Boost

Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$1,060.04	134,056	1.37%	1,843



Ad Name: Geoffrey Zakarian Post Boost
Campaign Name: Geoffrey Zakarian Post Boost

Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$100.43	63,417	0.02%	10



Ad Name: Spring Ad V1 - Stays Focus
Campaign Name: Traffic Campaign

Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$814.92	59,102	1.18%	700



Ad Name: Catskills Cuisine Reel Boost
Campaign Name: Catskills Cuisine Reel Boost

Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$325.00	40,809	0.43%	177



Ad Name: Catskills Cuisine - Concert Week Discounted Tickets Post - Boost
Campaign Name: Catskills Cuisine - Concert Week Discounted Tickets Post - Boost

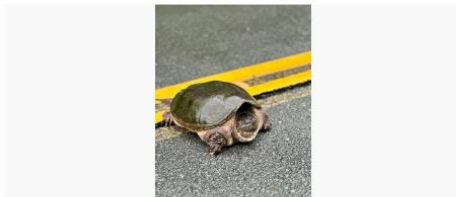
Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$300.00	26,723	0.83%	222



Ad Name: Drag Me to the Catskills Event Boost
Campaign Name: Drag Me to the Catskills Event Boost

Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$85.07	15,212	4.07%	619

Top Performing Posts



Message: ☀️ Warm weather means Turtles are on the move looking for perfect nesting spots. Lend a hand if you see them trying to cross roads...

Impressions	Reach	Likes
7,266	5,881	564



Message: 🍷🍴 Catskill Cuisine 2024 was a smash hit! We loved celebrating the local food scene at @resortsworldcatskills &...

Impressions	Reach	Likes
5,741	4,827	221



Message: Spring has sprung in the Catskills! 🌸 This weekend, Country House Realty is hosting a huge Open House Weekend with TWELVE...

Impressions	Reach	Likes
5,104	4,267	105



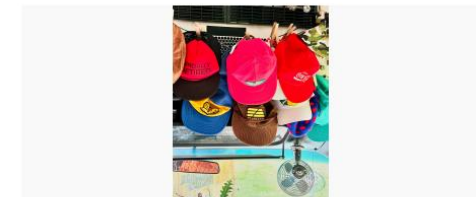
Message: A day at The Monster! 🏌️ Catskill Cuisine day 1 kicked off with a Golf Tournament at the newest course in The Sullivan Catskills...

Impressions	Reach	Likes
2,552	2,130	123



Message: 📸 Pics from the Stage Warming for Catskill Public Theater - a great new addition to our community located in Roscoe, NY! 🎭📸 SAVE...

Impressions	Reach	Likes
1,875	1,510	73



Message: We had a great time on Saturday at The Farmhouse Project Makers Market at The Barn on Hubbard! The market featured a curated...

Impressions	Reach	Likes
1,637	1,398	96

Top Performing Reels



Message: 🍗 Add Roscoe Mountain Club to your must visit list in The Catskills and come experience Chef Oscar Vargas' latest culinary...

Plays	Likes	Saved	Shares	Comments
5,029	155	21	103	9



Message: Start your engines, honeys! 🚗 We're going full throttle to the Catskills for a 🌟 Dragstravaganza weekend like no other. 🎉🎊 See...

Plays	Likes	Saved	Shares	Comments
4,758	174	16	107	12



Message: Feast your eyes on the Spring Tasting Menu from The Debruce! Each course is a vibrant celebration of the season's finest ingredients,...

Plays	Likes	Saved	Shares	Comments
3,252	127	12	33	24

Top Performing Posts



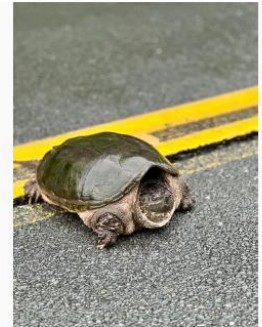
Message: 🍷🍴 Catskill Cuisine 2024 was a smash hit! We loved celebrating the local food scene at Resorts World Catskills & Bethel...

Impressions	Clicks	Engagement
20,917	31,820	32,078



Message: We kicked off National Tourism Week with our annual Brochure Swap & BBQ! Local businesses gathered to share informational literature...

Impressions	Clicks	Engagement
14,509	11,006	11,117



Message: ☀️ Warm weather means Turtles are on the move looking for perfect nesting spots. Lend a hand if you see them trying to cross roads...

Impressions	Clicks	Engagement
18,617	6,256	6,917



Message: A day at The Monster! 🌟 Catskill Cuisine day 1 kicked off with a Golf Tournament at the newest course in The Sullivan Catskills The...

Impressions	Clicks	Engagement
8,535	6,789	6,767



Message: Looking for plans this Memorial Day weekend? Check out what is happening in the Sullivan Catskills! Click here for a full list of Parades ...

Impressions	Clicks	Engagement
7,466	4,594	4,568



Message: 🍴 It's National Concert Week! Treat yourself to an unforgettable culinary journey This Weekend at Catskill Cuisine, tickets on sale for jus...

Impressions	Clicks	Engagement
28,108	2,002	2,122

FB ACCOUNT INSIGHTS

NOTES

- ORGANIC OUT PERFORMED PAID
- VERY STRONG MONTH OVERALL
 - 1 VIRAL POST
- THE AUDIENCE CONTINUES TO ENGAGE HEAVILY WITH LOCAL CONTENT
- THE MORE ATTENTIVE WE ARE TO LOCAL HAPPENINGS, THE BETTER OUR POSTS DO



CONTENT INTERACTIONS

Apr 2023

Content Interactions 2,600
reactions, saves, comments, shares and replies
Post engagements 17, 832
Engagement Rate 5.59%

Apr 2024

Content Interactions 8,100 **+212%**
reactions, saves, comments, shares and replies
Post engagements 83,192 **+366%**
Engagement Rate 9.48% **+69%**

REACH

Apr 2023

Accounts Reached 102,615
69,134 Paid
33,481 Organic
19,475 Followers
81,573 Non- Followers
Impressions 334,810
Profile Visits 2,484

Apr 2024

Accounts Reached 317,900 **+209%**
134,493 Paid **+94.54%**
196,401 Organic +486%
24,821 Followers **+27%**
292,760 3 Non- Followers **+258%**
Impressions 877,615 **+162%**
Profile Visits 6,364 **+156%**

GROWTH

Apr 2023

Net followers 60
Follows 79
Unfollows 19

Apr 2024

Net followers 150 **+150%**
Follows 197 **+149%**
Unfollows 47



Sullivan County
Legislative Memorandum

100 North Street
Monticello, NY 12701

File #: ID-6589

Agenda Date: 7/25/2024

Agenda #: 4.



Report to Legislature – July 2024

A. Summary of Current Statistics

Once again Sullivan County claims the fastest job growth in the region. All of the work the collective economic development agencies have done over the years is paying off and it shows. Below see some key highlights presented at our last project update meeting:

Area:

- 968 square miles.
- The Sullivan County population is 79,600 up 2.8% since 2020.
- Fastest growing segment is the Hispanic population at 18%.
- Fastest growing year-round tourist population in the region.

Employment:

- Sullivan County has the fastest year-to-year job growth in the region at 5.3% more than doubling the second county.
- Current unemployment is 3.4%.
- Sullivan County added 200 jobs year-to-year.
- Sullivan County added over 5,000 jobs in five years.
- Private sector jobs account for 54% of total jobs.
- Self-employed jobs account for 17%.
- Public sector jobs account for 15.6%.
- Nonprofit sector jobs account for 12.9%.

Income:

- Median household income is up \$7,222 year to year now \$63,777.
- New York household income is \$79,557.
- Married couples' income is \$102,845.
- Families' household income is \$86,546.
- Non-family household income is \$37,377.

Housing:

- There are 49,125 housing units in Sullivan County.
- Home ownership is 67% of total homes in Sullivan County. 54% for New York State.
- The median sold housing price climbed 9.6% to \$285,000.

- 46% of houses are valued above \$300,000.
- 65% of houses are valued above \$200,000.
- Sold properties are down 21% from 1020 to 805 year to year.

B. Project Updates

1. Corporate Attraction

- We continue to work with the Town of Liberty relative to assisting in securing a FAST NY grant for the Old 17 corridor. We have facilitated a professional team to present additional data to help make the case for infrastructure funds needed to make sites there much more competitive. The \$1 million infrastructure funding secured through Congressman Molinaro's office by SC Planning has been formalized. SCP, The Town of Liberty, and its professionals met with Empire State Development officials to tour the Old 17 Industrial Commercial corridor and several Restore NY sites. Follow up meetings will take place next week to tweak and finalize the FAST NY application.
- Golf Course developer continues due diligence work associated Grossinger site. We are working closely to help facilitate the project and move it forward.
- Two prospect remain very interested in Liberty Horizons site. They are waiting for the results of the FAST NY grant effort.
- We are facilitating a 91-room hotel project in the Town of Thompson a Candlewood Suites. Ongoing.
- Apple Ice (RGG Realty, LLC) is seeking to expand its current building to produce and distribute ice products in its territories. A developers agreement has been executed in order to ensure water capacity for the project. Waiting for the Village to execute to the agreement to begin water capacity improvements at which point the company will begin construction of its 50,000sq. ft facility. The building will be expandable to 100,000sq. ft.

2. Small Business/Entrepreneurial Development

- We are assisting a local micro-brewery with its expansion plans. The ownership will be applying for Region Economic Development Council Funding.
- Working with a NYC restauranter interested in rehabbing existing Keiser property, in the Town of Rockland, highlighting the craft beverage and hospitality industries. The prospect will be applying for funding through the Hudson Valley Regional Council.

3. Business Expansion

- Three businesses will consolidate at a new location in the Town of Thompson. This will involve the construction of two new facilities in order to accommodate the current and expanding operations of each. Ongoing.

4. Shovel Ready Sites

- There is an offer pending closing on the preapproved Bridgeville I/C site located on Kroeger Road. An offer has been made on an additional property nearby slated to house a 130,000 sq. ft facility.
- We continue to facilitate the development of preapproved sites in Liberty, Thompson, and Fallsburg. Two new locations representing 2 million sq. ft of space will be seeking approvals this year bring the total upon completion of nearly 5 million sq. ft of space preapproved for development in total.

5. Membership Education/Special Events

We will be hosting our 30th annual meeting this year at Resorts World Catskills on October 3 from 5:30 – 8:30. Those interested in attending contact Amaya Fernandez @ 845-794-1110 or amay@scpartnership.com.