



**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

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**Thursday, September 5, 2024**

**10:00 AM**

**Government Center**

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**Call To Order and Pledge of Allegiance**

**Roll Call**

**Comments:**

**Reports:**

1. Division of Community Resources  
Workforce Development

[\*\*ID-6719\*\*](#)

**Attachments:** [2024 Economic Dev September Report](#)

2. IDA

[\*\*ID-6744\*\*](#)

**Attachments:** [IDA Activity Report August 2024.docx](#)

3. Visitor's Association

[\*\*ID-6747\*\*](#)

**Attachments:** [EDCSeptemberReport\\_Updated.docx](#)

4. Partnership for Economic Development

5. Chamber of Commerce

**Discussion:**

**Public Comment**

**Resolutions:**

1. Authorize contract with SCVA to conduct a market and feasibility study pertaining to the viability of a Conference Center in Sullivan County.

[\*\*ID-6713\*\*](#)

**Adjourn**



# Sullivan County

## Legislative Memorandum

100 North Street  
Monticello, NY 12701

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**File #:** ID-6719

**Agenda Date:** 9/5/2024

**Agenda #:** 1.

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# **Division of Community Resources Monthly Report**

## **Workforce Development**

### **September 2024**

#### **Workforce Development**

- The Summer Youth Employment Program (SYEP) completed August 16<sup>th</sup> with 43 youth successfully completing the program at one of the twelve worksites. There was an end of program celebration and accomplishments were showcased. Incentives for performance were awarded. The incentives consisted of gift cards for school clothes and/or food. A total of \$7500 in incentives were awarded to the youth.
- The funding cycle for WIOA is July 1 through June 30. The first quarter of WIOA funding for Adults and Dislocated Workers has been received. The remainder of the allocations will be received in October. The full allocation of Youth funding has been received.
- The Center for Workforce Development (CWD) received the \$100,000 in additional funding from the NYS Department of Labor (NYSDOL). This is Workforce Innovation and Opportunities Act (WIOA) funding to be used for training and supportive services and expended by June 30, 2025. An RFP for marketing has been issued and the focus of this funding will be On the Job Training (OJT) contracts.
- The NYS Systems Change and Inclusive Opportunities Network (NYSCION) update:
  - ✓ 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.
  - ✓ An additional \$30,000 was received for the program through the NYS Office of Mental Health (OMH) to provide additional support. This will be an ongoing allocation.
  - ✓ 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 August 21, there are 74 businesses signed up for the program.
  - ✓ As of July, there are 151 participants who have received services, 105 are enrolled, 5 are active in the

Ticket to Work program and 34 individuals with disabilities have gained employment.

- Trades Training

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

Working with SC BOCES on offering another program in October. Focus area has not yet been determined.

Construction class – 75% employed; 25% did not complete  
Welding class – 73% employed; 9% searching; 18% did not complete

The Automotive Trade class graduated 13 students on May 30<sup>th</sup>. Students received tool boxes. They were able to sit for different AES certifications. Those who did not pass at that time retook the exam on June 28<sup>th</sup>. Four of the thirteen have found employment. Job placement services continue for the remaining graduates.

Home Health Aide training was scheduled to start September 23<sup>rd</sup> but has been cancelled due to insufficient enrollment.

- 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. Still awaiting a decision from USDOL.

- Center Services:

- There are no in-house hiring events for July and August. They will resume in September.
- From March through June there were 10 in-house hiring events hosting 26 businesses and 131 job seekers.
- The CWD provided services to 4 new business customers and listed 122 jobs in July.
- There were 538 participants that came to the Career Center for services in July.

Temporary Assistance caseload profile July 2024:

Total Caseload - 387

TANF/SNM – caseload 170

Medical issues – 5%

Disabled – 19%

Pregnant/Newborn – 0%

Needed in Home – 5%

No Child Care – 15%

Criminal Justice involved – 18%

Cases closed – 35

Safety Net – caseload – 217

Medical issues – 10%

Disabled – 29%

Criminal Justice involved – 60%

Cases closed – 51

**Labor Market Data for June 2024 compared to July 2023**

- ✓ Sullivan County saw an increase in total nonfarm jobs of 4.1% (1,300) and an increase of 4.9% (1,300) in total private sector jobs.

*Please note:* The net month (June 2024 - July 2024) showed a decrease of -1.2% (-400) nonfarm jobs and an increase of 4.3% (1,300) in private sector jobs.

- ✓ For Sullivan County the job gains were:
  - Private Educational and Health Services at 7.6% (600)
  - Leisure & Hospitality at 9.8% (500)
  - Manufacturing at 5.0% (100)
  - Professional and Business Services at 4.3% (100)

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

- Financial Activities
- Trade, Transportation & Utilities
- Information
- Government
- Other Services
- Mining, Logging & Construction

- ✓ NYS showed an increase of 2.0% (193,900) in total nonfarm jobs and 1.9% (159,900) in private sector jobs.

NYS saw the largest jobs gains were found in:

- Private Educational and Health Services at 6.4% (137,700)
- Leisure & Hospitality at 4.6% (44,300)
- Government at 2.3% (34,000)
- Other Services at 2.2% (8,500)
- Professional and Business Services at 0.5% (6,500)
- Manufacturing at 0.7% (3,100)

NYS saw job losses in:

- Information at -5.9% (-16,400)
- Mining, Logging and Construction at -2.7% (-11,300)
- Trade, Transportation and Utilities at -0.7% (-10,100)
- Financial Activities at 0.3% (-2,400)

- ✓ Within the region, Sullivan County's private employment sector posted the strongest gains year-over-year, up 4.9 percent. The second fastest growth was recorded in the Kingston MSA (+2.1%) followed by the Orange-Rockland-Westchester labor market area (+1.7%), followed by the Dutchess-Putnam Metropolitan Division (+0.2%).
- ✓ The Hudson Valley region showed an increase of 2.0% (19,700) in total nonfarm jobs and an increase of 1.6% (13,200) in private sector jobs.

The largest job gains were found in:

- Private Educational and Health Services at 5.4% (11,400)
- Government at 4.5% (6,500)
- Other Services at 6.5% (2,800)
- Leisure & Hospitality at 1.1% (1,200)
- Professional and Business Services at 0.6% (700)
- Financial Activities at 1.1% (500)
- Trade, Transportation and Utilities at 0.1% (200)

The Region's job losses were in:

- Mining, Logging and Construction at -5.3% (-3,300)
- Information at -2.1% (-300)

The Region showed no job growth in:

- Manufacturing

- ✓ Sullivan County's unemployment rate was 3.5% for July 2024 up from 3.0% in July 2023.

July 2024 had 40,600 people in the labor force (39,200 employed & 1,400 unemployed). The number of employed individuals increased by 0.3% (100) and the number of unemployed increased by 16.7% (200) leaving the labor force with a net gain of 0.7% (300) compared to July 2023.

The total labor force increased by 1.0% (400) June 2024 to July 2024. The number of employed workers increased by 0.8% (300) and the number of unemployed workers increased by 7.7% (100).

- ✓ The Hudson Valley's unemployment rate for July 2024 was 3.9%, an increase from 3.4% in July 2023.
- ✓ NYS's unemployment rate was 4.9% in July 2024 compared to 4.2% in July 2023.
- ✓ The July 2024 unemployment rates across the 62 NYS counties ranged from a low of 3.2% for Columbia and Yates Counties to a high of 7.8% for Bronx County. Sullivan County with a 3.5% rate ranked 6th in the State along with Essex, Ontario and Washington Counties.
- ✓ Hudson Valley unemployment rankings for July 2024:
  - # 6 Sullivan County at 3.5%
  - #11 Rockland County at 3.7%
  - #17 Putnam County at 3.8%
  - #20 Dutchess County at 3.9%
  - #20 Orange County at 3.9%
  - #27 Westchester County at 4.0%
  - #31 Ulster County at 4.1%



# Sullivan County

## Legislative Memorandum

100 North Street  
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**File #:** ID-6744

**Agenda Date:** 9/5/2024

**Agenda #:** 2.

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

August 28<sup>th</sup>, 2024

The IDA Board held its regular monthly meeting on August 12<sup>th</sup>. At that time the Board adopted the following resolutions:

- **Homstedt, LLC and North Branch Cider Mill LLC:** Resolution authorizing the execution and delivery of a mortgage to secure a loan from Jeff Bank. This relates to the North Branch Cider Mill project in the Town of Callicoon.
- **NY Mamakating I, LLC:** Resolution amending the Payment in Lieu of Taxation (PILOT) Agreement so that the PILOT schedule aligns with the actual project completion schedule.

The Sullivan County Funding Corporation (SCFC) and Sullivan County Infrastructure Local Development Corporation (TSCILDC) each met on August 12<sup>th</sup> to conduct routine business.

IDA has received an application for benefits from **Fay Hospitality Catskills LLC**, relating to the proposed acquisition and renovation of the Villa Roma Resort and Conference Center in the Town of Delaware. A public hearing is scheduled for Tuesday, September 3<sup>rd</sup>, 2024 at 9:30 a.m. at the Town of Delaware Municipal Building in Hortonville. A special meeting of the IDA Board is scheduled for Wednesday, September 4<sup>th</sup>, 2024 at 9:30 a.m. in the Legislative Hearing Room to discuss and vote on a proposed resolution approving the application.

The next regular meeting of the IDA Board is scheduled for Monday, September 9<sup>th</sup>.

During September staff will draft the proposed 2025 budgets for all three agencies, for review and approval by the Boards of Directors in October.

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# Sullivan County

## Legislative Memorandum

100 North Street  
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**File #:** ID-6747

**Agenda Date:** 9/5/2024

**Agenda #:** 3.

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## Update for September 2024

### Economic Development Committee

August continued to see record number of visitors and activity to the Sullivan Catskills. SCVA hosted several travel writers and influencers promoting our assets and breweries. In addition to the influx of visitors, the Sullivan Catskills benefited from ongoing community engagement initiatives aimed at fostering local pride and tourism growth. SCVA supported several events that showcased the unique cultural heritage and natural beauty of the area. These initiatives not only supported local businesses but also provided visitors with an authentic taste of what the Catskills have to offer. As we move into the fall season, SCVA is excited to harness the momentum generated over the summer and continue promoting the diverse attractions within our Catskills.

New York State engaged Longwood International to conduct a demographic study of the State which included the Catskill Region. This study is a valuable tool to utilize as SCVA plans 2025 marketing.

Also released this week is the 2023 NYS Economic Impact of Visitors conducted by Tourism Economics. Governor Kathy Hochul announced that New York welcomed a record-setting 306.3 million visitors in 2023, while also setting new historic highs for direct visitor spending and total economic impact associated with the state's tourism industry. Visitors to New York State contributed to a record-high \$88 billion in direct spending, and supported a historic \$137 billion in total economic impact across the state.

### HERE ARE THE SULLIVAN CATSKILLS LATEST FAST FACTS

*According to the recently released data, 2023 traveler spending in the Sullivan Catskills reached another record high of \$969 million an 8.6 % increase over 2022's traveler spending. Tourism-generated state tax of \$53 million and local taxes of \$550 million, saving the average household in the county an additional \$3,481 to maintain the same level of government revenue.*

*The growth of tourism has brought about a myriad of economic benefits, including increased employment opportunities and support for local businesses. In 2023, total tourism-generated employment registered 4,908 jobs, \$289 million in tourism generated income.*

#### SCVA Activities for August

- Met with Rocky Pinciotti to update the romance map and add more places.
- Discussion and next step for the Geocaching on the Dove Trail
- Hosted NYSEG
- Beyond the Big Apple program through Miles Partnership for advertising
- Coordinate Media writers and influencers for month of August and September
- Further discussion on TV program, The Balancing Act promoting the Sullivan Catskills for fall and early winter
- Planning for NYSAC Meeting in September
- Planning for 2025 Travel Guide
- Revealed Dove #77, Butternut Campsite

## Meetings

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

- AARP Fall Print and Editorial
- Catskill Confidential August
- Hoy En Sullivan August
- Edible NJ Fall
- Visit Vortex Fall
- Fairfield After Dark Fall Assets
- Hartford Courant Travel Guide Ad
- Meetings Ad for SC Partnership In the Know Quarterly Fall Magazine
- Chronogram September
- Scenic Byways

## • In Progress:

- SP Partnership Ads for In the Know Magazine and Annual Meeting Journal
- SC Democrat Catskills Confidential Ads – Sept – December
- Hoy en Sullivan Print ads – Sept– December
- SC Democrat Summer, Fall Catskills Delaware Magazine Print ads
- Group Tour Magazine August Print Ad
- Group Tour Magazine November Advertorial
- Mid-Atlantic Events Magazine – Sept/Oct Print ad
- Chronogram Fall/Winter Ad
- Visit Vortex Fall Ad
- Visit Vortex Winter Ad
- USA Today Hispanic Heritage Month Print Ad
- USA Today Modern Woman Print Ad
- USA Today – Winter Travel Guide Print Ad
- Mass Republican Fall Print ads & Eblast
- Origin Magazine Fall Print As & Editorial
- Catskill Mountain Magazine Print Ads and Editorial – Sept-Dec
- Edible NJ Holiday Print Ad
- Brew Trail Map/Logo
- Update Dove Trail Map
- 2025 Travel Guide
- Fall 2024 TV Ad

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

## ARTICLES

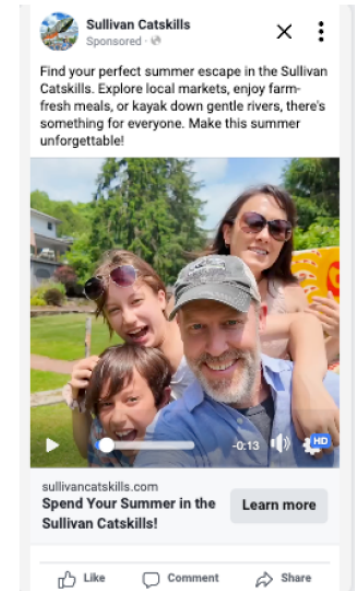
August 1, 2024	WRRV	<u>Sullivan County's Long-Forgotten Connection to the Hudson River</u>	Editors	Online	TBD	300,399	2,779
August 2, 2024	WPDH-FM (Poukeepsie, NY)	<u>Sullivan County's Long-Forgotten Connection to the Hudson River</u>	Editors	Online	TBD	242,411	2,242
August 2, 2024	WRRV	<u>Sullivan County's Long-Forgotten Connection to the Hudson River in New York</u>	Editors	Online	TBD	300,399	2,779
August 6, 2024	ILoveNY	<u><a href="#">Sullivan Catskills Visitors Association Announces Exciting Lineup of Events from August 6-11, 2024</a></u>	Editors	Online	TBD	656,923	6,077
August 9, 2024	Mommy Poppins	<u><a href="#">14 Family-Friendly Weekend Getaways near NYC</a></u>	Sonia Gonzalez	Online	Core Creative	962,964	8,907
August 13, 2024	ILoveNY	<u><a href="#">Sullivan Catskills Visitors Association Announces Exciting Lineup of Events from August 13-19</a></u>	Editors	Online	TBD	656,923	6,077
August 14, 2024	The Washington Post	<u>The enduring legacy of Borscht Belt bungalows</u>	Devorah Lev-Tov	Online	TBD	46,562,948	430,707
August 14, 2024	Yahoo!	<u>The enduring legacy of Borscht Belt bungalows</u>	Devorah Lev-Tov	Online	TBD	3,700,000,000	34,225,000
August 15, 2024	The Times Herald-Record	<u>1969 Woodstock festival matters</u>	Stephen Israel	Online	TBD	205,247	1,899
August 15, 2024	Hudson Valley Magazine	<u>14 Hudson Valley Breweries With Outdoor Seating for Sunny Days</u>	Joni Sweet and Kayla Sexton	Online	Core Creative	118,234	1,094
August 21, 2024	Newsday	<u>Bungalow Colonies in the Catskills are Making a Comeback</u>	Devorah Lev-Tov	Online	Core Creative	1,303,080	12,053
August 23, 2024	The Independent, UK	<u><a href="#">Woodstock at 55: How much hippy spirit is left in upstate New York?   The Independent</a></u>	Matt Charlton	Online	SCVA	The Independent online attracts a monthly UK audience of 21 Million, has 63.2 Million global browsers and is featured in 12 countries.	
August 23, 2024	The Toronto Star	<u><a href="https://www.thestar.com/life/travel/does-the-love-live-on-i-travelled-to-woodstock-s-sacred-grounds-on-the-eve/article_ed06f510-53ee-11ef-a075-8ba448a05861.html">https://www.thestar.com/life/travel/does-the-love-live-on-i-travelled-to-woodstock-s-sacred-grounds-on-the-eve/article_ed06f510-53ee-11ef-a075-8ba448a05861.html</a></u>	Matt Charlton	Online	SCVA	5.46M monthly uniques, placing it as Canada's highest-circulation newspaper	

# PAID SOCIAL



## META PAID SOCIAL

- In July, we saw 296,363 impressions (an increase of +24% YOY), 1,834 link clicks, and 55,428 post engagements.
- **Top Ad**
  - Summer Ad V1, generated 176,988 impressions and 1,116 link clicks.
  - Summer Ad V2, generated 88,798 impressions and 493 link clicks.



# Google Ads



- Over 7,266 clicks (+193% YOY) were recorded from our Google campaigns in July with an average cost per click of \$0.48 far exceeding industry standards.
- The display campaign alone generated 505,708 impressions (51% increase YOY) and 6,697 clicks (361% YOY) with an average CPC of \$0.11.
- Performance continues to improve across the board compared to the previous year due to our optimizations.



# OTT - CTV & DSP



**CTV Impressions:** 338,387  
**CTV Completion Rate:** 98.85%  
 Web Conversions: 640

## TOP Zip Codes:

- 10305
- 18360
- 11413
- 10306

**Display Impressions:** 253,754  
 Clicks: 218



Date period  
 07/01/2024 - 07/31/2024  
 Duration: 31 days



Impressions  
**512,733**



Clicks  
**7,266**



Average CPC  
**\$0.48**



Cost  
**\$3,502.68**



Ctr  
**1.42%**

## Campaign conversions

Name	Impressions ▲	Clicks	Average cpc	Ctr
Smart Display	505,708	6,697	\$0.11	1.32%
Catskills Vacation	7,025	569	\$4.91	8.10%

## Website Performance

Session default channel grouping	Sessions ▲	New users	Total users
Direct	8,355	6,381	6,622
Organic Search	6,835	5,027	5,351
Organic Social	3,705	3,332	3,400
Referral	3,566	2,847	2,987
Organic Video	322	211	247
Unassigned	69	263	314
Paid Search	61	54	56
Organic Shopping	45	45	45
Summary	23,210	18,161	18,771



07/01/2024 - 07/31/2024

## Campaign Performance - Search






Keyword text	Impressions ▲	Clicks	Ctr	Average cpc
lodging catskills ny	2,000	134	6.70%	\$6.20
catskill resorts	1,454	109	7.50%	\$8.17
catskills getaway	971	69	7.11%	\$4.08
catskills cabins	858	88	10.26%	\$2.11
catskills rentals	836	83	9.93%	\$2.99
new york mountain resorts	358	22	6.15%	\$10.61



07/01/2024 - 07/31/2024



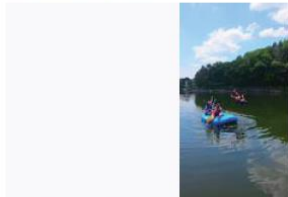


 <b>Total spent</b> <b>\$2,057.18</b>	 <b>Link clicks</b> <b>1,834</b>	 <b>Impressions</b> <b>296,363</b>
 <b>Reach</b> <b>118,192</b>	 <b>Post Reactions</b> <b>1,659</b>	 <b>Post Comments</b> <b>27</b>
 <b>Frequency</b> <b>2.51</b>	 <b>CPC (cost per link click)</b> <b>\$1.12</b>	 <b>CTR (link click-through rate)</b> <b>0.62%</b>

#### Top Placement

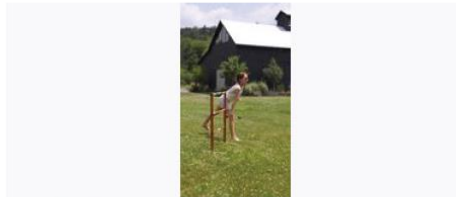
Publisher Platform	Total spent	Impressions	Reach	CTR (link click-throu...	CTR (all)	Post Com...	Website Purchases
Facebook	\$1,724.23	282,604	113,610	0.56%	1.93%	27	0
Audience network	\$302.96	11,222	3,268	1.84%	1.80%	0	0
Instagram	\$29.34	1,989	1,666	1.36%	2.41%	0	0
Messenger	\$0.65	548	548	0.91%	0.91%	0	0

#### Top Performing Ads



Ad Name: Summer Ad V1  
Campaign Name: Traffic Campaign

Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$1,151.38	176,988	0.63%	1,116



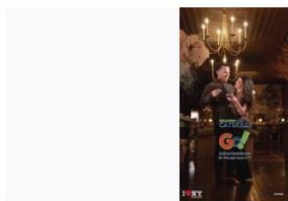
Ad Name: Summer Ad V2  
Campaign Name: Traffic Campaign

Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$656.90	88,798	0.56%	493



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

Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$195.45	27,130	0.68%	184



Ad Name: Spring Ad V1 - F&B Focus  
Campaign Name: Traffic Campaign


Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$53.45	3,447	1.19%	41

07/01/2024 - 07/31/2024




Account impressions <b>101,046</b>	Static In-Feed Post Impressions <b>21,769</b>	Stories Impressions <b>32,800</b>
Followers <b>27,515</b>	New followers <b>553</b>	Engagement rate <b>13.88%</b>
Engagement <b>3,819</b>	Website clicks <b>361</b>	Reach <b>79,634</b>

#### Top Performing Posts



Message: 🎉 Big news for The Sullivan Catskills...  
@theshopsatnarrowsburg are now open! Adding even more great places ...

Impressions	Reach	Likes
4,671	4,173	298




Message: ✈️ Great news for our backyard airport! New York Stewart has  
added another route 🌊 @breezeairways is now offering direct flights to...

Impressions	Reach	Likes
3,729	3,549	187




Message: 📅 Save the date! For the 144th annual Grahamsville Little  
World's Fair. The best fair in The Catskills! Learn more at the Link in our...

Impressions	Reach	Likes
3,621	3,510	87




Message: We hope you had a great 4th of July! Celebrate with us this  
weekend and enjoy parades, fireworks and more all throughout the...

Impressions	Reach	Likes
3,542	2,980	169



Message: Wow Narrowsburg! 🌈 On your next visit to the Catskills, explore  
this awesome riverside community. Save this post for a list of places to...

Impressions	Reach	Likes
2,604	2,408	248



Message: 🌞 Wurtsboro's Founders Day Fair was a hit! Sunny skies, smiling  
faces, and that small-town charm we love. From homemade pies to local...

Impressions	Reach	Likes
1,803	1,524	78

07/01/2024 - 07/31/2024

Top Performing Reels



Message: 🌟 Now playing! Jimmy Buffett's Escape to Margaritaville at @fbplayhouse! Featuring a supremely talented cast at one of the most...

Plays	Likes	Saved	Shares	Comments
8,125	171	12	62	18



Message: Musical Lovers! 🎭 Catch "Prom" the Musical NOW PLAYING at the Forestburgh Playhouse! Don't miss this fantastic performance runnin...

Plays	Likes	Saved	Shares	Comments
7,729	112	7	67	3



Message: 🎶 The 90th season of The Callicoon Center Band is officially underway! See ya at the river in Callicoon Center Wednesdays from 8-9p...

Plays	Likes	Saved	Shares	Comments
6,449	290	37	118	7

07/01/2024 - 07/31/2024

# facebook



All posts engagement rate (reactions + comme  
**4.79%**



Impressions  
**611,310**



Reach  
**220,783**



Post engagements  
**24,833**



New page likes  
**52**



Page views  
**3,939**



Paid reach  
**119,089**

## Page Clicks



Page clicks  
**19,741**

## Total Page Likes as of Today



Total page likes  
**53,882**



Page posts impressions  
**518,251**



07/01/2024 - 07/31/2024



07/01/2024 - 07/31/2024



#### Top Performing Posts



Message: 🇺🇸 Celebrate July 4th in The Sullivan Catskills! Enjoy events throughout the community including parades, fireworks and more taking...

Impressions	Clicks	Engagement
16,806	14,381	14,549



Message: Great news for our backyard airport! We're excited to report that New York Stewart has added another route ✈️ Breeze Airways is now...

Impressions	Clicks	Engagement
64,565	3,454	3,965



Message: 🇺🇸 It's going to be another great weekend in The Sullivan Catskills! Enjoy the Country Fair this Saturday in Callicoon followed by...

Impressions	Clicks	Engagement
7,821	11,922	11,992



Message: We hope you had a great 4th of July and continue to celebrate with us this weekend! Enjoy parades, fireworks and more all throughout...

Impressions	Clicks	Engagement
6,255	2,204	2,357



Message: Take a look! There is so much going on this weekend in The Sullivan Catskills, a little something for everyone!

Impressions	Clicks	Engagement
2,619	8,849	8,906



Message: ☀️ Wurtsboro's Founders Day Fair was a hit! Sunny skies, smiling faces, and that small-town charm we love. From homemade pies to local...

Impressions	Clicks	Engagement
6,673	2,021	2,090

## FB ACCOUNT INSIGHTS

#### NOTES

- ORGANIC WAS ON PAR WITH PAID THIS MONTH, A BIG WIN!
- FANS REALLY ENGAGE WITH POSTS ABOUT HAPPENINGS, ESPECIALLY AROUND HOLIDAYS
- STILL VERY HI INTEREST IN STEWART



#### CONTENT INTERACTIONS

##### July 2023

Content Interactions 2,802  
reactions, saves, comments, shares and replies  
1,992 Followers  
810 Non Followers  
Post engagements 3,678  
Engagement Rate 7.5%

##### July 2024

Content Interactions 5,402 **+92%**  
reactions, saves, comments, shares and replies  
2,281 Followers **+14%**  
3,121 Non Followers **+285%**  
Post engagements 24,833 **+575%**  
Engagement Rate 11% **+46%**

#### REACH

##### July 2023

Accounts Reached 126,299  
80,297 Paid  
49,915 Organic  
18,103 Followers  
110,432 Non- Followers  
Impressions 164,893  
Profile Visits 776

##### July 2024

Accounts Reached 220,783 **+74%**  
104,723 Paid **+30%**  
104,723 Organic **+109%**  
17,601 Followers  
200,350 Non- Followers **+81%**  
Impressions 611,310 **+270**  
Profile Visits 4,000 **+415%**

#### GROWTH

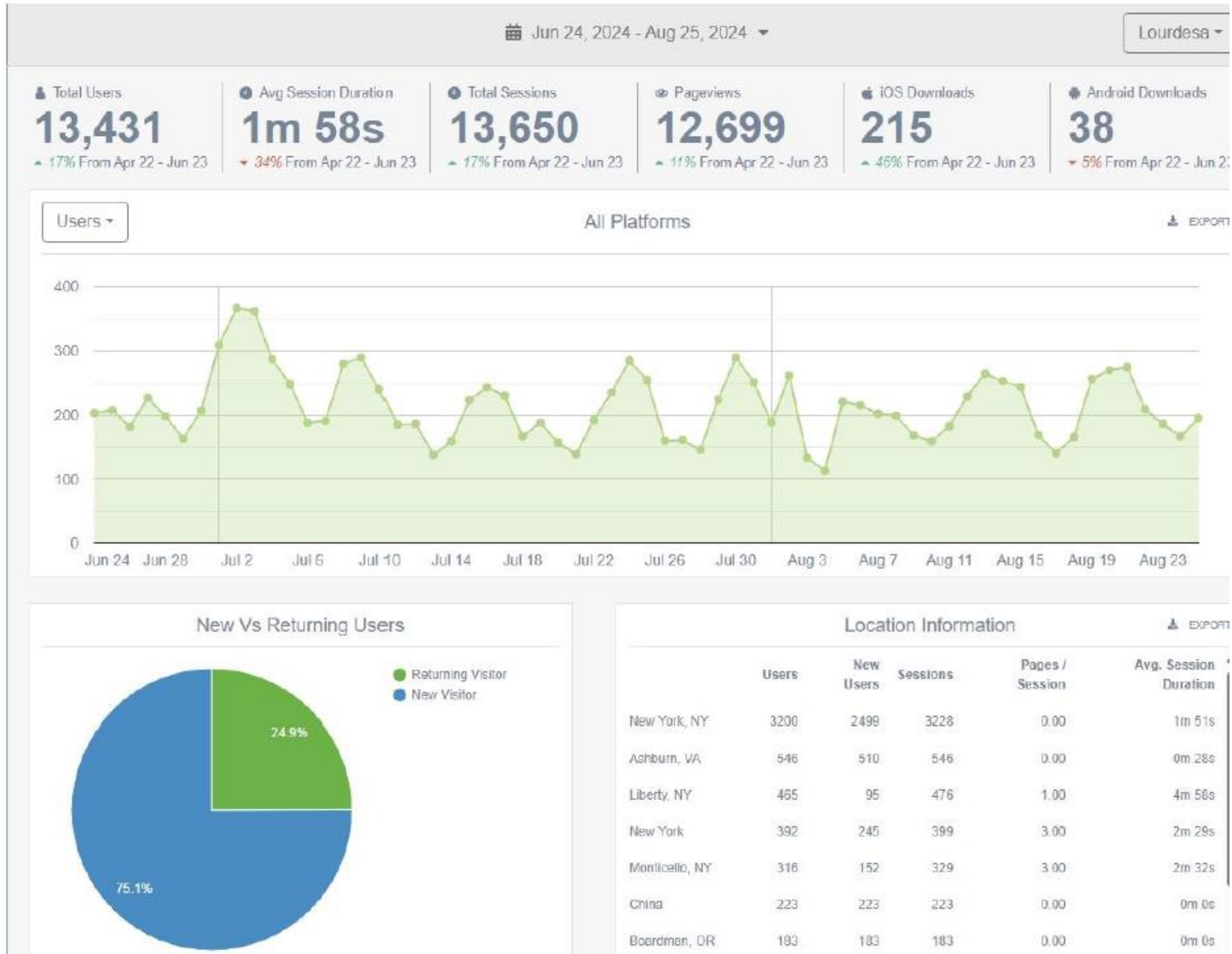
##### July 2023

Total Followers 53,881  
Net follows 15

##### July 2024

Total Followers 56, 076 **+4.43%**  
Net follows 56 **+274%**

## SCVA Overall Mobile App Usage



## SCVA Mobile App Top Searches

Jun 24, 2024 - Aug 25, 2024

Lourdesa

Total Users

**13,431**

▲ 17% From Apr 22 - Jun 23

Avg Session Duration

**1m 58s**

▼ 34% From Apr 22 - Jun 23

Total Sessions

**13,650**

▲ 17% From Apr 22 - Jun 23

Pageviews

**12,699**

▲ 11% From Apr 22 - Jun 23

iOS Downloads

**215**

▲ 46% From Apr 22 - Jun 23

Android Downloads

**38**

▼ 5% From Apr 22 - Jun 23

All Items

Views

All Platforms

EXPORT



### Conversion Rate

EXPORT

Item Title	Views	Click to Call	Website Click	Map it Click	Liked	Share Clicked	Adds to Plan	Add Ratio
Calicoon Hills	57	0	26	1	0	0	1	1.75
Roscoe Mountain Club	50	0	9	0	0	0	0	0.00
The Kartite Resort & Indoor Waterpark	49	2	8	0	0	0	3	6.12
Resorts World Catskills	44	0	16	1	0	0	0	0.00
Liberty 4th of July Parade/Fireworks	41	0	0	7	0	1	4	9.76
YO1 Wellness Center	38	0	15	2	0	0	1	2.63
The Eldred Preserve	34	0	7	0	0	1	0	0.00

## PUBLIC RELATIONS: JULY

### BLOG POSTS

16 Blogs Posts in July

Top Viewed:

- Properties with Pools
  - 396 reads
- Grahamsville Little World's Fair
  - 381 reads
- A Guide to Camping at Bethel Woods
  - 272 reads

### PRESS RELEASES/MEDIA ALERTS

- 76th Dove Unveiling Announcement
- SCVA Grant Program Announcement
- SCVA Recieving NYSTIA's Excellence in Tourism Marketing Award
- The Shops at Narrowsburg Opening
- Callout to Members and All Tourism Businesses: Updated Travel Guide Listings Due ASAP

### ARTICLES

- "Experiencing Summer Magic in the Sullivan Catskills"- The Democrat
- "Summer is always Special"- Catskills Confidential/The Democrat

## Q1 & Q2 FB ACCOUNT INSIGHTS

### NOTES

- FACEBOOK AUDIENCE IS VERY ENGAGED AND RESPONSIVE TO NEW CONTENT
- WE WENT VIRAL MULTIPLE TIMES OVER THE LAST 6 MONTHS
- ORGANIC IS ON PACE WITH PAID



### CONTENT INTERACTIONS

#### Q1 & Q2 2023

Content Interactions 22,743  
reactions, saves, comments, shares and replies  
Link Clicks 90,046  
Post engagements 138,527  
Engagement Rate 57.12%

#### Q1 & Q2 2024

Content Interactions 35,095 **+54%**  
reactions, saves, comments, shares and replies  
Link Clicks 657,803 **+630%**  
Post engagements 255,670 **+84%**  
Engagement Rate 71.99% **+26%**

### REACH

#### Q1 & Q2 2023

Accounts Reached 476,780  
34,560 Followers  
443,640 Non Followers  
288,916 Paid  
150,777 Organic  
Impressions 2,516,109  
Profile Visits 17,919

#### Q1 & Q2 2024

Accounts Reached 1,130,293 **+137%**  
34,383 Followers  
1,107,280 Non Followers **+149%**  
644,230 Paid **+122%**  
615,270 Organic **+308%**  
Impressions 4,431,658 **+76%**  
Profile Visits 35,185 **+96%**

### GROWTH

#### Q1 & Q2 2023

Total followers 53,645  
Follows 695  
Unfollows 109  
Net Follows 586  
Growth Rate 1%

#### Q2 2024

Total followers 56,015 **+4.42%**  
Follows 1,200 **+72%**  
Unfollows 299 **+174**  
Net Follows 886 **+51%**  
Growth Rate 1.6% **+60%**  
A good Growth Rate is 1%









# Sullivan County

## Legislative Memorandum

100 North Street  
Monticello, NY 12701

**File #:** ID-6713

**Agenda Date:** 9/5/2024

**Agenda #:** 1.

**Narrative of Resolution:**

Authorize contract with SCVA to conduct a market and feasibility study pertaining to the viability of a Conference Center in Sullivan County.

**If Resolution requires expenditure of County Funds, provide the following information:**

**Amount to be authorized by Resolution:** \$100,000 funded as outlined below

**Are funds already budgeted?** Yes

**Specify Compliance with Procurement Procedures:**

**RESOLUTION INTRODUCED BY THE ECONOMIC DEVELOPMENT COMMITTEE AUTHORIZING A MEMORANDUM OF AGREEMENT WITH THE SULLIVAN CATSKILLS VISITORS ASSOCIATION FOR PURPOSES CONDUCTING A MARKET AND FEASIBILITY STUDY PERTAINING TO THE VIABILITY OF A CONFERENCE CENTER IN SULLIVAN COUNTY**

**WHEREAS**, numerous organizations throughout Sullivan County sponsor and operate tourism-related events in the County; and

**WHEREAS**, these events annually draw hundreds of thousands of visitors and generate millions of dollars in revenue for local businesses and governments; and

**WHEREAS**, the Legislature desires to increase the amount of visitors to Sullivan County by possibly constructing a Conference Center in Sullivan County; and

**WHEREAS**, the Sullivan Catskills Visitors Association (“SCVA”) issued a Request for Proposal for a market and feasibility study to the viability of a Conference Center in Sullivan County; and

**WHEREAS**, the Legislature has determined the SCVA is able and willing to manage the market and feasibility study as part of its tourism marketing and promotion efforts;

**WHEREAS**, SCVA will be procuring that service with Johnson Consulting, Inc. to provide the market and feasibility study for this specific purpose; and

**NOW, THEREFORE, BE IT RESOLVED**, that the County Manager is hereby authorized to execute a Memorandum of Agreement with the Sullivan Catskills Visitors Association, for a total not to exceed \$100,000 for the purpose of contracting with Johnson Consulting, Inc. to conduct a market and feasibility study to the viability of a Conference Center in Sullivan County for purposes of hosting tourism events in Sullivan County; and

**BE IT FURTHER RESOLVED**, that \$100,000 for this program will be appropriated from the Room Tax - Tourism Restricted Fund Balance; and

**BE IT FURTHER RESOLVED**, the agreement will run from October 1, 2024 through September 30, 2025 said

agreement to be in such form as the County Attorney shall approve.