



# Sullivan County

## Economic Development Committee

### Meeting Agenda - Final - Revised

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, August 1, 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 [ID-6631](#)  
Workforce Development Report  
June 2024

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

2. Visitor's Association [ID-6643](#)

**Attachments:** [EDCAugustReport .docx](#)

3. IDA [ID-6672](#)

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

4. **Partnership for Economic Development**

5. **Chamber of Commerce**

#### Discussion:

#### Public Comment

#### Resolutions:

1. Authorize a contract modification with the Sullivan County Visitor's Association [ID-6673](#)

#### Adjourn



# Sullivan County

## Legislative Memorandum

100 North Street  
Monticello, NY 12701

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**File #:** ID-6631

**Agenda Date:** 8/1/2024

**Agenda #:** 1.

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# Division of Community Resources Monthly Report

## Workforce Development

### August 2024

#### Workforce Development

- The Summer Youth Employment Program (SYEP) began July 8 and will end August 16. There are 43 youth enrolled; 3 Crew Leaders hired and 12 worksites developed.
- 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. The primary focus will be on training and certifying Peer Specialists
- Trades Training

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

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.

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. Recruitment is underway.

- 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.
  - ✓ 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 June, there are 145 participants who have received services, 5 are active in the Ticket to Work program and 31 individuals with disabilities have gained employment.
  
- ✓ The WIOA Youth funding requires that certain services be made available to enrolled youth. Contracts with Literacy Volunteers for GED prep and Kathleen Christie for counseling services have been update for the new program year.
  
- ✓ 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 20<sup>th</sup> 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.
  
- 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 11 new business customers and listed 130 jobs in June.
  - There were 561 participants that came to the Career Center for services in June.

Temporary Assistance caseload profile June 2024:

Total Caseload - 364

TANF/SNM – caseload 151

Medical issues – 7%

Disabled – 17%

Pregnant/Newborn – 1%

Needed in Home – 5%

No Child Care – 23%

Criminal Justice involved – 20%

Cases closed – 14

Safety Net – caseload – 213

Medical issues – 11%

Disabled – 31%

Criminal Justice involved – 52%

Cases closed – 39

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

- ✓ Sullivan County saw an increase in total nonfarm jobs of 3.8% (1,200) and an increase of 4.7% (1,200) in total private sector jobs.

*Please note:* The net month (May 2024 - June 2024) showed an increase of 4.4% (1,400) nonfarm jobs and an increase of 4.7% (1,200) in private sector jobs.

- ✓ For Sullivan County the job gains were:
  - Private Educational and Health Services at 6.2% (500)
  - Professional and Business Services at 9.1% (200)
  - Leisure & Hospitality at 4.2% (200)
  - Other Services at 9.1% (100)
  - Mining, Logging & Construction at 6.3% (100)
  - Manufacturing at 5.0% (100)

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

- Financial Activities
  - Trade, Transportation & Utilities
  - Information
  - Government
- ✓ NYS showed an increase of 1.5% (142,300) in total nonfarm jobs and 1.3% (108,600) in private sector jobs.

NYS saw the largest jobs gains were found in:

- Private Educational and Health Services at 5.6% (122,500)
- Government at 2.3% (33,700)
- Leisure & Hospitality at 2.8% (27,300)
- Professional and Business Services at 0.4% (5,800)
- Other Services at 0.3% (1,300)

NYS saw job losses in:

- Trade, Transportation and Utilities at -1.3% (-19,800)
- Information at -5.7% (-16,400)
- Mining, Logging and Construction at -1.0% (-3,900)
- Manufacturing at -2.2% (-9,200)
- Financial Activities at 0% (-100)

- ✓ Within the region, Sullivan County's private employment sector posted the strongest gains year-over-year, up 4.7 percent. The second fastest growth was recorded in the Kingston MSA (+1.3%) followed by the Orange-Rockland-Westchester labor market area (+0.8%), followed by the Dutchess-Putnam Metropolitan Division (+0.4%).
- ✓ The Hudson Valley region showed an increase of 1.2% (11,600) in total nonfarm jobs and an increase of 0.9% (7,600) in private sector jobs.

The largest job gains were found in:

- Private Educational and Health Services at 4.4% (9,500)
- Government at 2.6% (4,000)
- Leisure & Hospitality at 3.3% (3,300)
- Financial Activities at 1.5% (700)
- Other Services at 0.9% (400)

The Region's job losses were in:

- Trade, Transportation and Utilities at -1.4% (-2,500)
- Professional and Business Services at -1.1% (-1,300)
- Mining, Logging and Construction at -1.8% (-1,100)
- Information at -6.1% (-900)
- Manufacturing at -1.2% (-500)

- ✓ Sullivan County's unemployment rate was 3.2% for June 2024 up from 2.9% in June 2023.

June 2024 had 40,200 people in the labor force (38,900 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 June 2023.

The total labor force increased by 3.9% (1,500) May 2024 to June 2024. The number of employed workers increased by 4.0% (1,500) and the number of unemployed workers remained flat.

- ✓ The Hudson Valley's unemployment rate for June 2024 was 3.5%, an increase from 3.2% in June 2023.
- ✓ NYS's unemployment rate was 4.3% in June 2024 compared to 4.1% in June 2023.
- ✓ The June 2024 unemployment rates across the 62 NYS counties ranged from a low of 2.8% for Columbia County to a high of 6.8% for Bronx County. Sullivan County with a 3.2% rate ranked 7th in the State along with Nassau, Ontario, Washington and Wyoming Counties.
- ✓ Hudson Valley unemployment rankings for June 2024:
  - # 7 Sullivan County at 3.2%
  - #12 Putnam County at 3.3%
  - #15 Rockland County at 3.4%
  - #21 Dutchess County at 3.5%
  - #27 Ulster County at 3.6%
  - #27 Westchester County at 3.6%
  - #27 Orange County at 3.6%



# Sullivan County

## Legislative Memorandum

100 North Street  
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**File #:** ID-6643

**Agenda Date:** 8/1/2024

**Agenda #:** 2.

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## Update for August 2024

### Economic Development Committee

July was full of events throughout the Sullivan Catskills, with the Wurtsboro Founders Day Street Fair and Mural Festival, the Grand Opening of the Shops in Narrowsburg, the Callicoon Country Fair, and of course multiple fireworks displays throughout the Sullivan Catskills. Another Borscht Marker Dedication was held in Hurleyville. SCVA hosted Matthew Charlton, UK journalist with The Independent this month who was doing a story on all things Woodstock and if the spirit is still alive. Matthew was given an extensive tour of the Sullivan Catskills. Two influencers visited us in July, womenwhobrunch at Callicoon Hills and ourhuddybuddy who is a down syndrome child and mom writes about their travels. They visited Legoland and the Kartrite, Buck Brook and Arthur's Acres Animal Sanctuary.

#### 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 July

- **Met with Rocky Pinciotti to update the romance map and add more places.**
- **Discussion and next step for the Geocaching on the Dove Trail**
- **Sullivan Catskill Barbeque recap and plans for next year**
- **Hosted NYSEG for residents to ask questions on the new Smart Meters being installed throughout the County**
- **Holiday Mountain update**
- **Beyond the Big Apple program through Miles Partnership for advertising**
- **Coordinate Media writers and influencers for month of July**
- **Further discussion on the 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.**
- **Launched summer TV campaign**
- **Discussion with Seminary Hill on a new initiative**
- **Planning for NYSAC Meeting in September**
- **Met with Catskill Pride**
- **Margaritaville Content Shoot**
- **Wurtsboro Music in the Park and Founder's Day**
- **In the Woods Garden Party**
- **Prom Content Shoot**
- **Virtual Mixology discussion with Brian Facquet**
- **Beautiful Content Shoot**

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

### 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

- NY Family Life Print ads, Editorial, Eblasts
- Happenings Magazine – August Print Ad
- The Mountains Summer Print ad
- Travel, Taste, and Tour Fall Print Ad and Editorial
- USA Today Race in America Print Ad
- River Reporter Upper Delaware Summer Magazine Ad
- Road Runner Magazine Fall Print Ad
- Grahamsville Giant Pumpkin Party Print Ad
- Chronogram August Print Ad
- Fairfield After Dark Flyer, Digital Ads, Eblast
- Global Heroes Fall Print Ad and Editorial
- Group Tour August Print Ad
- Catskill Mountain Magazine July Print and Advertorial

### • 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:

- AARP Fall Print and Editorial
- SP Partnership Ads for In the Know Magazine and Annual Meeting Journal
- SC Democrat Catskills Confidential Ads – August – 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
- Edible NJ – Fall 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
- Fairfield After Dark Print, Digital and Eblast for Fall, Winter and Spring
- Brew Trail Map/Logo
- Update Dove Trail Map

## Articles

Run Date	Publication	Article Title	Journalist	Coverage Medium	Ownership		
June 20, 2024	Broadway World	<a href="#">Fourth Annual IN THE WORKS~IN THE WOODS Festival to Take Place at Forestburgh Playhouse in September</a>	Chloe Rabinowitz	Online	TBD	1,705,111	15,772
June 21, 2024	NY Post	Family Fun Section: Local Freshwater Oases	Perri Blumberg	Print	Core Creative	515,000	4,764
June 21, 2024	NY Post	Family Fun Section: Upstate Frame of Mind	Perri Blumberg	Print	Core Creative	515,000	4,764
June 25, 2024	Travel + Leisure	<a href="#">12 Up-and-coming Destinations Around the World for LGBTQ+ Travelers</a>	Dan Koday	Online	Core Creative	59,000,000	545,750
June 26, 2024	ILoveNY	<a href="#">MEDIA ADVISORY: 76th Dove</a>	Editorial Team	Online	TBD	656,923	6,077

		<a href="#">Unveiling on the Sullivan Catskills Legacy Trail</a>					
June 27, 2024	The Boston Globe	<a href="#">A new tour in Boston, an upstate New York escape, and a portable jump starter for summer travels</a>	Kari Bodnarchuk	Online	Antrim/Eleven Six PR	4,059,566	37,551
July/August 2024	New York Lifestyles	Hemlock Neversink - Getting Close to Nature in the Catskills	Jeff & Stephanie Sylva	Print	Core Creative	20,000	185
July 1, 2024	New York Lifestyles	Hemlock Neversink - Getting Close to Nature in the Catskills	Jeff & Stephanie Sylva	Online	Core Creative	7,665	71
July 2, 2024	The New York Times	You Won't Be Roughing It at These Outdoor Resorts	Stephanie Rosenbloom	Online	Rosen Group/Bethel	141,747,003	1,311,160
July 3, 2024	NY Post	<a href="#">The Catskills are calling — here's where to stay, eat and play</a>	Perri Blumberg	Online	Core Creative	144,000,000	1,332,000
July 7, 2024	Conde Nast Traveler	<a href="#">Where to Eat, Stay, and Play in New York's Catskills.</a>	Jessica Chapel	Online	Core Creative	8,700,000	80,475
July 8, 2024	VN Explorer	<a href="#">There to Eat, Stay, and Play in New</a>	Jessica Chapel	Online	Core Creative	37,636	348

		<a href="#">York's Catskills</a>					
July 11, 2024	Dossier	Country Strong	T. Cole Rachel	Newsletter	Core Creative	25,000	231
July 12, 2024	Sullivan County Democrat	<a href="#">The Forestburgh Playhouse Presents: The Prom!</a>	Editors	Online	TBD	13,103	121
July 16, 2024	WTMM-FM (Schenectady, NY)	<a href="#">Stewart International Airport Adds Direct Flights To Popular Vacation Destination</a>	Editors	Online	TBD	52,649	487
July 16, 2024	<a href="#">WKXP-FM (Poughkeepsie, NY)</a>	<a href="#">Stewart International Airport Adds Direct Flights To Popular Vacation Destination</a>	Editors	Online	TBD	360,745	3,337



# LAURA BRAY ORGANIC SOCIAL MEDIA & INFLUENCER CAMPAIGN IMPACT

## JUNE INFLUENCER VISIT

**IMPRESSIONS FROM LAURA BRAY VISIT**  
 Projected Impressions: 449,951  
 Cost Per Thousand: \$4.4  
 Industry Avg \$12.5  
 181% Below Avg  
 Cost Per Impression \$0.004  
 Industry Avg \$0.13  
 2,824% Below Avg

**REACH OF LAURA BRAY CONTENT**  
 Reach: 445,685  
 Cost Per Reach \$0.04  
 Industry Avg \$0.7  
 155% Below Avg

**ENGAGEMENT**  
 Engagements 54,846  
 Cost Per Engagement \$0.04  
 Industry Avg \$0.56  
 144% Below Avg

**GROWTH**  
 Instagram: +229 followers

# AUGUST INFLUENCER VISIT PROJECTIONS & TENTATIVE DATES



**MELIS PAPILA (@THEGIRLWITHBEER)**  
 BEER INFLUENCER, PLANNING TO HAVE HER EXPLORE THE BEVERAGE TRAIL  
 Projected Impressions: 200,000  
 Projected Cost: \$2,000 + local transportation  
 Projected Cost Per Thousand Impressions: \$10.0  
 Projected Cost Per Impressions: \$0.10  
 Tentative Date for Visit: August 3rd-5th

**BRITTNY MCKIBBEN (@DARLINGTRAVELSBLOG)**  
 TRAVEL INFLUENCER WHO HIGHLIGHTS WEEKEND GETAWAYS AND TRAVEL ITINS  
 Projected Impressions: 500,000  
 Projected Cost: \$3,000  
 Projected Cost Per Thousand Impressions: \$6.1  
 Projected Cost Per Impressions: \$.006  
 Tentative Date for Visit: August 23rd-25th

**TOTAL INFLUENCER SPEND**  
**\$5,000**

# SEPTEMBER INFLUENCER VISIT PROJECTIONS & TENTATIVE DATES

**SUDIPA**  
(@TRAVELWITHSUDIPA)  
FAMILY INFLUENCER WHO SHARES FUN GETAWAYS IN SMALL TOWNS

Projected Impressions: 376,000

Projected Cost: \$3,000

Projected Cost Per Thousand Impressions: \$8.0

Projected Cost Per Impressions: \$.008

Tentative Date for Visit: September 13th-15th

**CARLY GIUMENTO**  
(@CARLYMARIE\_TRAVELWITHME)

TRAVEL INFLUENCER FOCUSED IN NY STATE SHARING UNIQUE GETAWAYS AND HIDDEN GEMS

Projected Impressions: 33,000

Projected Cost: \$1,200

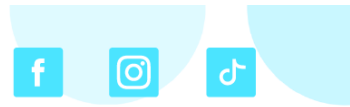
Projected Cost Per Thousand Impressions: \$48.0

Projected Cost Per Impressions: \$.036

Tentative Date for Visit: September 27th-29th

**TOTAL INFLUENCER SPEND**  
**\$4,200**

## PAID SOCIAL



### META PAID SOCIAL

- In June, we saw 381,412 impressions (an increase of +138% YOY), 3,692 link clicks, and 806 event responses.
- **Top Ad**
  - Spring Ad - Stays Focused, generated 274,947 impressions and 1,957 link clicks.
- **Drag Me to the Catskills Event Boost:**
  - Link Clicks: 358
  - Event responses: 107
  - Cost per result: \$0.61



## Google Ads



- Over 6,900 clicks (+138% YOY) were recorded from our Google campaigns in June with an average cost per click of \$0.51 far exceeding industry standards.
- The display campaign alone generated 423,160 impressions (46% increase YOY) and 5,393 clicks (155% YOY) with an average CPC of \$0.12.
- Performance continues to improve across the board compared to the previous year due to our optimizations.



## OTT - CTV & DSP



**CTV Impressions:** 338,365  
**CTV Completion Rate:** 98.91%

**Display Impressions:** 253,760  
Clicks: 200

### TOP Zip Codes:

- 11236
- 19401
- 19464
- 11434





# FB ACCOUNT INSIGHTS

**NOTES**

- POSTED LESS IN JUNE DUE TO PLANNING BBQ EVENT
- WE SAW AN INCREASE IN REACH ESPECIALLY TO NON FOLLOWERS
- OUR NUMBERS ARE STILL SOLID AND WE ARE RAMPING UP TO CAPTURE CONTENT FOR THE REST OF THE SUMMER SEASON

## CONTENT INTERACTIONS

**June 2023**

Content Interactions 6,183  
reactions, saves, comments, shares and replies  
Post engagements 41,437  
Engagement Rate 7.5%

**June 2024**

Content Interactions 5,457  
reactions, saves, comments, shares and replies  
Post engagements 29,909  
Engagement Rate 5.5%

## REACH

**June 2023**

Accounts Reached 173,846  
68,543 Paid  
108,699 Organic  
25,397 Followers  
147,847 Non- Followers

Impressions 563,511  
Profile Visits 3,917

**June 2024**

Accounts Reached 217,998 **+25%**  
164,338 Paid **+139%**  
59,225 Organic  
17,796 Followers  
201,3813 Non- Followers **+36%**  
Impressions 609,184 **+8%**  
Profile Visits 5,210 **+33%**

## GROWTH

**June 2023**

Total Followers 53,645  
Net follows 70

**June 2024**

Total Followers 56,020 **+4.43%**  
Net follows 78 **+11%**

# FB POST INSIGHTS



Top performing June 2024

250 Tractors paraded through Callicoon this weekend, a new record! Thank you Delaware Youth Center for putting on such an iconic parade! Mark your calendar for next year's parade... June 8th, 2025 at Noon sharp!

Accounts Reached 11,605  
Impressions 15,785  
The total # of times our post was on screen

Post Interactions 106  
79 Likes  
18 Shares  
1 Saves  
12 Comments

Engagement Rate 1%  
A strong engagement rate typically ranges from 1% to 5% depending on industry

Top performing June 2024

the Concord Resort Hotel and Breezy Corners Bungalow Colony, now Resorts World Catskill! Do you remember summers in the Borscht Belt? Share a memory in the comments!

Accounts Reached 8,490  
Impressions 8,704  
The total # of times our post was on screen

Post Interactions 76  
49 Likes  
12 Shares  
2 Saves  
13 Comments

Engagement Rate 1%  
A strong engagement rate typically ranges from 1% to 5% depending on industry

Top performing June 2023

Enjoy delicious food and treats under the stars at Cochection Pump House!

You won't find an experience like this anywhere else!

Accounts Reached 22,032  
Impressions 22,829  
The total # of times our post was on screen

Post Interactions 241  
181 Likes  
26 Shares  
13 Saves  
21 Comments

Engagement Rate 1%  
A strong engagement rate typically ranges from 1% to 5% depending on industry

Top performing June 2023

Hampton Inn Monticello New York for their 92nd anniversary celebration today! The 92-year-old property, located just off Route 17 in Monticello, opened its doors one year ago in the Town of Monticello. Congratulations to them and we are so glad to be a part of the Sullivan Catskills community!

Accounts Reached 17,250  
Impressions 18,410  
The total # of times our post was on screen

Post Interactions 117  
100 Likes  
6 Shares  
0 Saves  
11 Comments

Engagement Rate .7%  
A strong engagement rate typically ranges from 1% to 5% depending on industry

# IG ACCOUNT INSIGHTS

**NOTES**

- STEADY RESULTS WITH INSTAGRAM THIS MONTH
- WITH THE SUCCESS OF THE INFLUENCER CAMPAIGN & COLABS, OUR REACH FAR OUT PERFORMED 2023
- WE ARE WORKING ON FURTHER DEVELOPING THE INFLUENCER PROGRAM



## ENGAGEMENT

**June 2023**  
Content Interactions 2,721  
Website 228  
Engagement rate (Interactions+clicks/followers) 11.50%

**June 2024**  
Content Interactions 1,200  
Website Clicks 352  
Engagement rate (Interactions+clicks/followers) 8.72%

**Influencers June 2024**  
Content Interactions 74,846

**TOTALS June 2024**  
Content Interactions 76,046  
Engagement Rate 11%

**CP influencer Engagemet**  
\$0.03 per engagement  
Industry Avg \$0.56

## REACH

**June 2023**  
Accounts Reached 55,963  
369 Paid  
55,594 Organic  
Impressions 122,000  
Story Impressions 59,241

**Influencers June 2023**  
Reach 6,700

**TOTALS June 2023**  
Reach 62,66

**June 2024**  
Accounts Reached 78,267 **+39.85%**  
46,544 Not including colab posts  
6,817 Paid  
71,450 Organic **+28.52%**  
39,727 Organic not including colab posts  
Impressions 108,175  
55,256 Not including colab posts  
Story Impressions 23,833

**Influencers June 2024**  
Reach 649,951+ **+9,700**  
Impressions 677,451+

**TOTALS June 2024**  
Reach 692,229+ **+1,004%**  
Impressions 705,207+

**CP Thousand Influencer Impressions**  
\$3.10, Industry Average \$12.50

**CP Influencer Reach**  
\$.003, Industry Avg \$0.7

## GROWTH

**June 2023**  
Overall Followers 23,656  
Net Follows 368

**June 2024**  
Overall followers 26,962 **+13%**  
Net Follows 760 **+64.67%**

**TOTAL INFLUENCER SPEND**  
\$2,000

# IG POST INSIGHTS



Top performing June 2024



Accounts Reached 31,723+24%

Impressions 52,919+57%  
The total # of times our post was on screen

Post Interactions 3,301+62.96%  
1,572 Likes  
737 Shares  
977 Saves  
15 Comments

Profile Activity 14 (increase from 0)  
Visits  
100 Follows

Engagement Rate 10% +55%  
A strong engagement rate typically ranges from 1% to 5% depending on industry

Top performing June 2024



Accounts Reached 11,399

Impressions 11,959  
The total # of times our post was on screen

Post Interactions 561 +39.58%  
438 Likes  
103 Shares  
12 Saves  
8 Comments

Profile Activity 4 +1,300%  
4 Follows

Engagement Rate 5% +100%  
A strong engagement rate typically ranges from 1% to 5% depending on industry

Top performing June 2023



Accounts Reached 6,823

Impressions/Plays 7,284

Post Interactions 571  
459 Likes  
71 Shares  
39 Saves  
2 Comments

Profile Activity 0  
0 Visits  
0 Follows

Engagement Rate 8.3%  
A strong engagement rate typically ranges from 1% to 5% depending on industry

Top performing June 2023



Accounts Reached 4,399

Impressions/Plays 4,524

Post Interactions 20  
10 Likes  
1 Shares  
2 Saves  
1 Comments

Profile Activity 0

Engagement Rate .5%  
A strong engagement rate typically ranges from 1% to 5% depending on industry

# IG STORY INSIGHTS



Top performing June 2024

Accounts Reached 1,760 +180%

Impressions 1,925 +181%

Story Interactions 134 +3,700%

- 11 Likes
- 1 Reply
- 0 Link Clicks
- 110 Sticker Taps
- 11 Profile Visits
- 1 Follow
- 0 LIB Tap

Engagement Rate 7.6% +1.043%

A strong engagement rate typically ranges from 1% to 5% depending on industry

Top performing June 2024

Accounts Reached 1,290 +180%

Impressions 1,366 +181%

Story Interactions 62 +3,700%

- 6 Likes
- 0 Reply
- 26 Link Clicks
- 26 Sticker Taps
- 4 Profile Visits
- 0 Follow
- 0 LIB Tap

Engagement Rate 4.8% (increase from 0)

A strong engagement rate typically ranges from 1% to 5% depending on industry

Lowest performing June 2024

Accounts Reached 336 +166%

Impressions 339 +166%

Story Interactions 10 (increase from 0)

- 7 Likes
- 0 Reply
- 0 Share
- 0 Link Clicks
- 0 Sticker Taps
- 0 Profile Visits

Engagement Rate 2.9% (increase from 0)

A strong engagement rate typically ranges from 1% to 5% depending on industry

Top performing June 2023

No Preview Available

Accounts Reached 638

Impressions 638

Story Interactions 7

- 6 Likes
- 1 Reply
- 0 Share
- 0 Link Clicks
- 0 Sticker Taps
- 0 Profile Visits

Engagement Rate 1.13%

A strong engagement rate typically ranges from 1% to 5% depending on industry

Top performing June 2023

No Preview Available

Accounts Reached 433

Impressions 438

Story Interactions 4

- 4 Likes
- 0 Reply
- 0 Share
- 0 Link Clicks
- 0 Sticker Taps
- 0 Profile Visits

Engagement Rate 0%

A strong engagement rate typically ranges from 1% to 5% depending on industry

Lowest performing June 2023

No Preview Available

Accounts Reached 136

Impressions 136

Story Interactions 3

- 1 Likes
- 0 Share
- 0 Link Clicks
- 2 Sticker Taps
- 0 Profile Visits

Engagement Rate 0%

A strong engagement rate typically ranges from 1% to 5% depending on industry

# JUNE DEMOGRAPHIC INFO



**TOP LOCATIONS IG**

**Cities**  
New York 21.9%  
Rockland 1%  
Local 2.6%

**Countries**  
United States 93%  
UK .5%  
Canada .5%

**FB**

**Cities**  
New York 11.5%  
Monticello 1.6%  
Liberty 1.2%

**Countries**  
United States 99.9%  
Puerto Rico .2%  
Canada .1%

**AGE RANGE IG**

35-44 Years Old 33.5%  
45-54 Years Old 23.7%  
25-34 Years Old 17.6%

**FB**

45-54 Years Old 26%  
55-64 Years Old 26%  
65+ Years Old 23%

**GENDER IG**

Women 66.3%  
Men 33.6%

**FB**

Women 66.3%  
Men 33.6%

**Date period**  
06/01/2024 - 06/30/2024  
Duration: 30 days



**Impressions**  
441,869

**Clicks**  
6,926

**Average CPC**  
\$0.51

**Cost**  
\$3,543.67

**Campaign conversions**

Name	Impressions	Clicks	Average cpc	Ctr
Smart Display	423,160	5,393	\$0.12	1.27%
Catskills Vacation	18,709	1,533	\$1.88	8.19%

**Ctr**  
1.57%

**Website Performance**

Session default channel grouping	Sessions	New users	Total users
Direct	7,550	6,049	6,344
Organic Search	5,850	4,588	4,819
Referral	2,302	1,753	1,869
Organic Social	2,228	2,108	2,147
Organic Video	451	285	336
Paid Search	63	58	58
Unassigned	56	0	53
Organic Shopping	6	6	6
Email	1	0	1
<b>Summary</b>	<b>18,624</b>	<b>14,847</b>	<b>15,468</b>

06/01/2024 - 06/30/2024

**Campaign Performance - Search**

Keyword text	Impressions	Clicks	Ctr	Average cpc
lodging catskills ny	6,417	634	9.88%	\$1.93
catskills rentals	2,412	324	13.43%	\$1.97
catskill resorts	1,751	193	11.02%	\$2.01
catskills cabins	989	123	12.44%	\$1.74
catskills getaway	964	100	10.37%	\$1.83
catskills lake	439	71	16.17%	\$1.92

06/01/2024 - 06/30/2024



<b>Total spent</b> <b>\$2,660.20</b>	<b>Link clicks</b> <b>3,692</b>	<b>Impressions</b> <b>381,412</b>
<b>Reach</b> <b>169,308</b>	<b>Post Reactions</b> <b>2,041</b>	<b>Post Comments</b> <b>39</b>
<b>Frequency</b> <b>2.25</b>	<b>CPC (cost per link click)</b> <b>\$0.72</b>	<b>CTR (link click-through rate)</b> <b>0.97%</b>

**Top Placement**

Publisher Platform	Total spent	Impressions	Reach	CTR (link click-thro...	CTR (all)	Post Comme...	Website Purchase...
Facebook	\$2,079.28	366,817	162,465	0.88%	2.81%	39	0
Audience network	\$499.01	7,558	2,494	5.04%	4.90%	0	0
Instagram	\$81.56	6,817	4,892	0.98%	1.75%	0	0
Messenger	\$0.35	220	160	1.36%	1.36%	0	0

**Top Performing Ads**



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

Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$1,719.42	274,947	0.71%	1,957



Ad Name: Catskills BBQ Event Boost 2  
 Campaign Name: Catskills BBQ Event Boost

Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$192.94	53,263	1.55%	826



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

Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$682.91	42,048	1.31%	551



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
\$64.93	11,154	3.21%	358

06/01/2024 - 06/30/2024

<p>Account impressions <b>55,256</b></p>	<p>Static In-Feed Post Impressions <b>2,162</b></p>	<p>Stories Impressions <b>23,833</b></p>
<p>Followers <b>26,962</b></p>	<p>New followers <b>586</b></p>	<p>Engagement rate <b>3.34%</b></p>
<p>Engagement <b>900</b></p>	<p>Website clicks <b>352</b></p>	<p>Reach <b>46,544</b></p>

Top Performing Posts



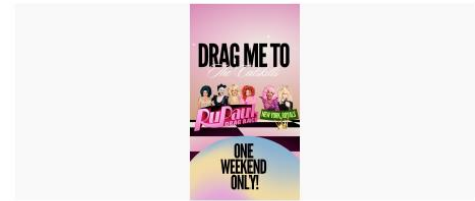
Message: 🍷 Art & Beer lovers! We just unveiled the 75th Dove at Shrewd Fox Brewery, painted by talented artist Catherine Four. This is her third...

Impressions	Reach	Likes
2,162	1,830	122



Message: Small town charm at its finest ✨ The 18th annual Livingston Manor Trout Parade 🐟🎉 Check out all the pics on our Facebook! Link L...

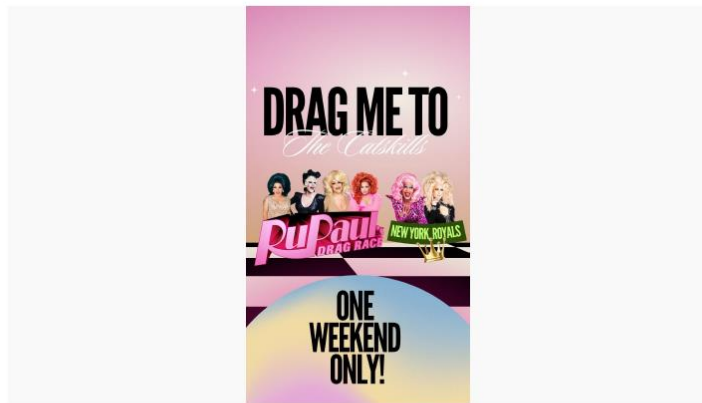
Impressions	Reach	Likes
0	2,011	136



Message: 📺 Buckle up, Queens! Drag Me to the Catskills is NEXT weekend! 🎉🌲🏔️ From Friday, June 14th through Sunday, June 16th, yo...

Impressions	Reach	Likes
0	10,977	438

Top Performing Reels



Message: 📺 Buckle up, Queens! Drag Me to the Catskills is NEXT weekend! 🎉🌲🏔️ From Friday, June 14th through Sunday, June 16th, your favorite queens from RuPaul's Drag Race & NYC are taking over the mountains for...

Plays	Likes	Saved	Shares	Comments
12,831	438	12	103	8



Message: Small town charm at its finest ✨ The 18th annual Livingston Manor Trout Parade 🐟🎉 Check out all the pics on our Facebook! Link in bio Make plans to be here next year! 📺 STD June 14th, 2025 #catskills

Plays	Likes	Saved	Shares	Comments
2,550	136	3	31	4

06/01/2024 - 06/30/2024

# facebook



All posts engagement rate (reactions + comments)  
**5.50%**



Impressions  
**609,184**



Reach  
**217,998**



Post engagements  
**29,909**



New page likes  
**68**



Page views  
**5,143**



Paid reach  
**164,338**

Page Clicks

Total Page Likes as of Today



Page posts impressions  
**543,882**



Page clicks  
**24,224**



Total page likes  
**53,875**



06/01/2024 - 06/30/2024



06/01/2024 - 06/30/2024

## Top Performing Posts



Message: We had such a great time at 18th annual Trout Parade yesterday in Livingston Manor! Were you there? Post a pic and tag your friends if yo...

Impressions	Clicks	Engagement
9,750	13,492	13,721



Message: It's a busy weekend all over The Sullivan Catskills! What are you up to?

Impressions	Clicks	Engagement
5,714	6,424	6,476



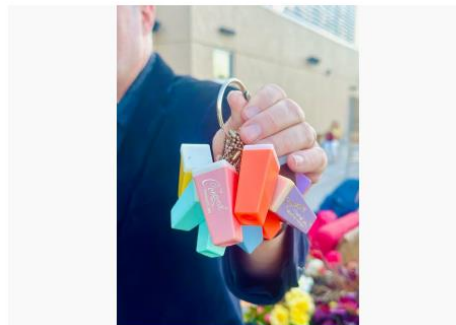
Message: The first Catskills BBQ was a Smokin' Success! Congrats to Leaning Jowler BBQ on a clean sweep in the The Kansas City Barbeque...

Impressions	Clicks	Engagement
6,481	5,175	5,254



Message: 🚗 250 Tractors paraded through Callicoon this weekend, a new record! 🏆 Thank you Delaware Youth Center for putting on such an iconi...

Impressions	Clicks	Engagement
15,614	4,311	4,583



Message: We were honored to attend the unveiling of the Borscht Belt Historical Marker at the former site of the Concord Resort Hotel and...

Impressions	Clicks	Engagement
8,666	2,470	2,613



Message: 🌟 Check out what's going on in the Sullivan Catskills this weekend! Summer is in full swing 🌞

Impressions	Clicks	Engagement
2,868	1,702	1,719







# Sullivan County

## Legislative Memorandum

100 North Street  
Monticello, NY 12701

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**File #:** ID-6672

**Agenda Date:** 8/1/2024

**Agenda #:** 3.

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

July 30, 2024

The IDA Board held its regular monthly meeting on July 8<sup>th</sup>. At that time the Board adopted the following resolutions:

- **Hudson Valley AgriBusiness Development Corp.:** Resolution authorizing the annual payment of the fee for services due HVADC in accordance with the agreement between IDA and HVADC.
- **Maude Crawford Realty LLC and Bridgeville Ski Company Inc. d/b/a Holiday Mountain:** Resolution authorizing the amendment of the project documents to include additional land. This relates to Holiday Mountain Ski & Fun Park in the Town of Thompson.
- **Monticello Industrial Park LLC:** Resolution authorizing an Amended and Restated Master Development and Agent Agreement, to extend the development period to December 31, 2029. This relates to the proposed development of roadways and infrastructure on the former landfill expansion parcel in Monticello.
- **IDA Board and Committee Appointments:** Resolution appointing Howard Siegel as Chairman of IDA and updating certain committee appointments.

The Sullivan County Funding Corporation (SCFC) and Sullivan County Infrastructure Local Development Corporation (TSCILDC) each met on July 8<sup>th</sup>. At their meetings SCFC and TSCILDC adopted resolutions updating their **Board and Committee appointments** to mirror IDA's.

SCFC also adopted a resolution authorizing an extension of the date for development completion of the **Monticello Industrial Park LLC** project to November 30, 2026. This relates to proposed new construction on the former landfill expansion parcel in Monticello.

During July IDA staff members attended the New York State Economic Development Council's (NYSEDC) one-day IDA Academy in Binghamton, to receive training from the Authorities Budget Office, hear legislative and policy updates, and learn about community and economic development initiatives across New York State.

The next meeting of the IDA Board is scheduled for Monday, August 12<sup>th</sup>.

##



# Sullivan County

## Legislative Memorandum

100 North Street  
Monticello, NY 12701

**File #:** ID-6673

**Agenda Date:** 8/1/2024

**Agenda #:** 1.

**Narrative of Resolution:**

Authorize a contract modification with the Sullivan County Visitor’s Association

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

**Amount to be authorized by Resolution:** \$1,700,000.00

**Are funds already budgeted?** Choose an item.

**Specify Compliance with Procurement Procedures:**

**RESOLUTION INTRODUCED BY THE ECONOMIC DEVELOPMENT COMMITTEE TO AUTHORIZE A CONTRACT MODIFICATION WITH THE SULLIVAN COUNTY VISITOR’S ASSOCIATION**

**WHEREAS**, the County of Sullivan has a current contract with the Sullivan County Visitor’s Association to provide promotion of tourism services (“Current Contract”); and

**WHEREAS**, the Sullivan County Legislature believes that the success of the tourism promotion efforts will be enhanced by increasing the funding currently obligated to the Visitor’s Association in an amount of one million seven hundred thousand dollars (\$1,700,000.00).

**NOW THEREFORE BE IT RESOLVED**, that the Sullivan County Legislature does hereby authorize the County Manager to execute a contract modification with the Sullivan County Visitor’s Association, in an amount of one million seven hundred thousand dollars (\$1,700,000.00), and

**BE IT FURTHER RESOLVED**, that a contract modification for years 2024, 2025, and 2026 be hereby modified in Section 3 (iii) of said contract to read “Annual maximum allocation shall be eight-five (85%) of Annual Gross Room Tax Revenue”, and

**BE IT FURTHER RESOLVED**, that said contract modifications shall be in such form as approved by the County Attorney’s Office; and

**BE IT FURTHER RESOLVED**, that the additional one million seven hundred thousand dollars (\$1,700,000.00) in funding is authorized as a one-time lump sum payment in furtherance of the goals and objectives of the Current Contract.

