



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, June 6, 2024

10:00 AM

Government Center

Call To Order and Pledge of Allegiance

Roll Call

Comments:

Reports:

1. Division of Community Resources [ID-6478](#)
Attachments: [2024 Economic Dev June Report](#)
2. Visitor's Association [ID-6484](#)
Attachments: [EDCMayReport 5_29.docx](#)
3. IDA [ID-6487](#)
Attachments: [IDA Activity Report May 2024.docx](#)

4. Partnership for Economic Development

5. Chamber of Commerce

Discussion:

Public Comment

Resolutions:

1. Authorize agreement with Bold Gold Media [ID-6473](#)
2. Authorize contract agreements with Qualified Organizations that can assist the Workforce Development Board of Sullivan Inc. [ID-6474](#)
3. Authorize grant submission for Work Initiative Grant [ID-6485](#)

Adjourn



Sullivan County

Legislative Memorandum

100 North Street
Monticello, NY 12701

File #: ID-6478

Agenda Date: 6/6/2024

Agenda #: 1.

Division of Community Resources Monthly Report

Workforce Development

June 2024

Workforce Development

- ✓ The Summer Youth Employment Program (SYEP) will begin July 8 and run through August 16. The increase in State funding will allow for an additional 10 youth to be employed bringing the total to 60.

The SYEP provides six weeks of paid work experience to economically disadvantaged youth between the ages of 14 and 20 years old. Planning for this summer is underway by the Center for Workforce Development (CWD). Applications for youth are available through May 31.

- ✓ The NYS Department of Labor (NYSDOL) is providing local areas who have met and will continue to meet expenditure levels with additional funding. The request for the additional \$100,000 that Sullivan County is eligible for has been submitted. This is Workforce Innovation and Opportunities Act (WIOA) funding to be used for training and supportive services and expended by June 30, 2025.
- ✓ The County Legislature allocated funds to the CWD to support the cost of short-term training in high demand occupations.

This has allowed for the Automotive Trade class. This program runs April 9th through May 30th on Tuesdays and Thursdays from 5:30 to 9 pm. There are 15 participants. This training offers various AES certifications upon completion. Resumes and interviewing sessions are being completed and businesses are scheduled to meet with the participants.

There is also an executed contract with HC Staffing, LLC and a Facilities Use Agreement with BOCES to provide Home Health Aide and Certified Nursing Assistance training. Once issues with the background screening company for healthcare, Simplr, are resolved a start date will be set.

- ✓ 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. The DRC, Scott Curry, works with businesses and with individuals who are in receipt of SSI or SSDI and want to work. He holds monthly round tables with community service providers.

As of April 2024, there are 73 enrolled participants and 5 active Ticket to Work enrollees.

Scott has been named that State Ambassador for the NY SCION program.

- ✓ The CWD would like to apply 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. The application is due June 20, 2024. There is a resolution for approval to submit.
- ✓ 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:

The in-house Career Center hiring events for June:

- **June 13** from 11am until noon is an in-house Childcare Provider Hiring event.
 1. SC Childcare Council will provide information al sessions on becoming a childcare provider
 2. Gelsomino and Davis Speech, Occupational and physical therapy Services
 3. Boys and Girls Clubs
- **June 20** from 11am until noon
 1. Children’s Home of Wyoming
 2. JB Property Maintenance LLC
 3. Clean Sweep Sanitation Sept. LLC
 4. Rolling V Bus Corp
 5. Achieve Rehab and Nursing Facility
- There were 7 in-house hiring events in March and April bringing together 16 businesses and 85 job seekers.

The CWD provided services to 27 new business customers and listed 164 jobs.

There were 613 participants that came to the Career Center for services.

Temporary Assistance caseload profile April 2024:
Total Caseload - 312

TANF/SNM – caseload 133
Medical issues – 6%
Disabled – 20%
Pregnant/Newborn – 1%
Needed in Home – 2%
No Child Care – 17%
Criminal Justice involved – 18%
Cases closed – 15

Safety Net – caseload – 179
Medical issues – 15%
Disabled – 32%
Needed in Home – 1%
Criminal Justice involved – 24%
Cases closed – 29

Labor Market Data for April 2024 compared to April 2023

- ✓ Sullivan County saw an increase in total nonfarm jobs of 3.7% (1,100) and an increase of 4.6% (1,100) in total private sector jobs.

Please note: The net month (March 2024 - April 2024) showed an increase of 2.0% (600) nonfarm jobs and an increase of 2.5% (600) in private sector jobs.

- ✓ For Sullivan County the job gains were:
 - Private Educational and Health Services at 9.0% (700)
 - Professional and Business Services at 9.5% (200)
 - 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
- Financial Activities at 12.5% (100)
- Trade, Transportation & Utilities
- Information
- Other Services

- Government
- ✓ NYS showed an increase of 1.7% (168,600) in total nonfarm jobs and 1.6% (131,500) in private sector jobs.

The largest jobs gains were found in:

- Private Educational and Health Services at 5.0% (111,400)
- Leisure & Hospitality at 4.5% (39,600)
- Government at 2.6% (37,100)
- Professional and Business Services at 0.6% (8,000)
- Other Services at 1.0% (4,000)
- Financial Activities at 0.4% (2,800)

NYS saw job losses in:

- Information at -5.5% (-15,900)
- Trade, Transportation and Utilities at -0.6% (-8,500)
- Mining, Logging and Construction at -1.6% (-6,400)
- Manufacturing at -0.8% (-3,500)

- ✓ Within the region, Sullivan County's private employment sector grew the fastest year-over-year, up 4.6 percent. The second fastest growth was recorded in the Kingston MSA (+2.2%) followed by the Dutchess-Putnam Metropolitan Division (+1.3%), followed by and Orange-Rockland-Westchester labor market area (+0.9%).
- ✓ The Hudson Valley region showed an increase of 1.3% (12,000) in total nonfarm jobs and an increase of 1.2% (9,300) in private sector jobs.

The largest job gains were found in:

- Private Educational and Health Services at 4.5% (9,800)
- Government at 1.8% (2,700)
- Leisure & Hospitality at 2.7% (2,400)
- Financial Activities at 2.0% (900)
- Other Services at 0.9% (400)

The Region's job losses were in:

- Professional and Business Services at -1.8% (-2,200)
- Trade, Transportation and Utilities at -0.6% (-1,100)
- Manufacturing at -1.2% (-500)
- Information at -2.1% (-300)
- Mining, Logging and Construction at -0.2% (-100)

- ✓ Sullivan County's unemployment rate was 3.4% for April 2024 up from 2.7% in April 2023.

April 2024 had 38,300 people in the labor force (36,900 employed & 1,300 unemployed). The number of employed individuals remained flat and the number of unemployed increased by 30% (300) leaving the labor force with a net gain of 0.8% (300) compared to April 2023.

The total labor force increased by 0.5% (200) March 2024 to April 2024. The number of employed workers increased by 0.8% (300) and the number of unemployed workers decreased by -13.3% (-200).

- ✓ The Hudson Valley's unemployment rate for April 2024 was 3.3%, an increase from 2.5% in April 2023.
- ✓ NYS's unemployment rate was 3.9% in April 2024 compared to 3.6% in April 2023.
- ✓ The April 2024 unemployment rates across the 62 NYS counties ranged from a low of 2.9% for Tompkins County to a high of 6.8% for Hamilton County. Sullivan County with a 3.4% rate ranked 12th in the State along with Chenango, Ontario, Tioga, Ulster and Westchester Counties.
- ✓ Hudson Valley unemployment rankings for April 2024:
 - # 5 Rockland County at 3.1%
 - # 5 Putnam County at 3.1%
 - # 8 Dutchess County at 3.2%
 - #12 Westchester County at 3.4%
 - #12 Ulster County at 3.4%
 - #12 Sullivan County at 3.4%
 - #18 Orange County at 3.5%



Sullivan County

Legislative Memorandum

100 North Street
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File #: ID-6484

Agenda Date: 6/6/2024

Agenda #: 2.

Update for June 2024

Economic Development Committee

May was our busiest month yet, and what a month it was! Catskill Cuisine turned out to be a smashing success, despite the tricky weather forecast. Saturday brought perfect weather, and everyone who came enjoyed the wider variety of chefs and local food choices. Friday's golf outing might have been a bit wet, but it didn't dampen the spirits. Everyone had a fantastic time playing the new Monster and savoring a delicious dinner inspired by Scott Conant.

Saturday night was nothing short of spectacular, with Scott Conant and Marcus Samuelsson dazzling the crowd with their fun and fabulous dishes. Sunday's Mother's Day brunch was equally delightful, with Anne Burrell and Melba Wilson entertaining the guests with their charm and delectable food.

We're already buzzing with ideas for next year's Catskill Cuisine, considering new venues and dates to make it even better!

Next up was the Sullivan Catskills Annual Literature Exchange and Barbeque. We couldn't have asked for a better day! Nearly 200 businesses joined in the literature swap and barbeque, all in celebration of National Tourism Week.

We wrapped up the month with another Borscht Belt marker dedication and Memorial Day festivities, proudly honoring our heroes.

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 May

- **Shad Fest**
- **Sullivan Catskill Barbeque continues planning for June with several teams signed up to compete**
- **Drag Me to the Catskills weekend in June**
- **Met with a developer interested in camping project**
- **Interview with Mid-Hudson News**
- **Coordinate Media writers and influencers for Catskill Cuisine and month of May**

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

- **Tour of Monticello Motor Club to discuss their teen camp and new offerings**
- **Investigating several new advertising initiatives**
- **Discussing 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**

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**
 - USA Today National Parks Edition
 - Chronogram June Print ad
 - Edible NJ Print Ad
 - Summer Digital ads for Google, Mid-Hudson News & Today Media
 - Catskill-Delaware Summer Print Ad
 - Philly Magazine Roadtrip July Print Ad
 - Mid-Atlantic Events Magazine Print Ad
 - River Reporter Hello Summer Print Ad
 - New York Family Magazine Print Ad
 - Travel Taste and Tour Print Ad and Advertorial Copy
 - Weekend of Chamber Music Journal Ad
 - Forestburgh Playhouse Playbill Print Ad
 - Meetings and Conventions Magazine Print Ad and Advertorial Copy
 - USA Today Hunting and Fishing Edition Print Ad
 - Happenings Magazine July Print Ad
 - Catskill Delaware Spring Print Ad
 - Gay City News Print and Digital Ad
 - USA Today Travel Guide Summer Print Ad

In Progress:

- Catskill Barbeque Marketing Assets
- Concept Development, Talent Hiring, Location Scouting for Summer 2024 TV Ad
- Happenings Magazine August Print and Advertorial Copy
- Catskill Mountain Magazine July Print ad and Advertorial Copy
- ROVA Magazine – August Print Ad
- SC Democrat Catskills Confidential Ads – June – 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
- Chronogram Fall/Winter Ad
- Visit Vortex Fall Ad
- Visit Vortex Winer Ad
- Brew Trail Map/Logo
- Outdoor Art Trail Logo/name
- Update Dove Trail Map

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

April 2024							
April 24, 2024	Valley Table	Catskill Cuisine Is an All-Star Food Fest at Bethel Woods	Sabrina Sucato	Online	Core Creative	57,000	527
April 24, 2024	Times Union	https://www.timesunion.com/hudsonvalley/food/article/moonburger-debuts-third-location-poughkeepsie-19411848.php	Maria M. Silva	Online	Core Creative	1,476,363	13,656
April 24, 2024	Family Travel Forum	Game Of Chance: East Coast Casino Resorts Welcome Families	Kyle McCarthy	Online	Core Creative	65,000	601
April 24, 2024	MSN Travel	Game Of Chance: East Coast Casino Resorts Welcome Families	Kyle McCarthy	Online	Core Creative	2,000,000	18,500,000
April 25, 2024	ILoveNY	Where to Celebrate Mother's Day in New York State	Editors	Online	TBD	656,923	6,077
April 30, 2024	Brit & Co.	5 Wellness Retreats to Escape To In 2024	Cynthia Drake	Online	Core Creative	175,000,000	1,618,750
April 30, 2024	Hudson Valley Magazine	An Insider's Guide to May Events in the Hudson Valley	Kayla Sexton	Online	Core Creative	158,822	1,469
May 2024							
May 2, 2024	Trazee Travel	What to Expect at This Year's Catskill Cuisine Fest	Holly Riddle	Online	Core Creative	50,160	464
May 4, 2024	Chronogram	This Week's Top Hudson Valley Event	Editors	Online	TBD	40,059	371
May 7, 2024	Appetito	New Restaurants, a Catskills Fest, and More NYC Italian Food News	Richard Martin	Online	Core Creative	41,800	387

May 8, 2024	Forbes	Andrew Zimmern's Favorite Food City Will Surprise You	Jennifer Kester	Online	Core Creative	444,000,000	4,107,000
May 8, 2024	Forbes	Chef Marcus Samuelsson Dishes On Food Festivals And Family Travel	DeMarco Williams	Online	Core Creative	444,000,000	4,107,000
May 8, 2024	Forbes Travel Guide	Andrew Zimmern's Favorite Food City Will Surprise You	Jennifer Kester	Online	Core Creative	444,000,000	4,107,000
May 8, 2024	Eater NY	AM Intel	Emma Orlow	Online	Core Creative	2,900,000	26,825
May 10, 2024	Vogue	Best Day Trips from NYC	Nicole Kliest	Online	Salt PR	14,868,747	137,536
May 10, 2024	WRRV-FM (Poughkeepsie, NY)	Exciting Catskill Cuisine At Bethel Woods This Weekend	Editors	Online	Core Creative	300,399	2,779
May 10, 2024	The River Reporter	Bethel Woods Beckons Campers Back to the Garden	Editors	Online	TBD	13,967	129
May 10, 2024	Syracuse.com	TV star and celebrity chef Andrew Zimmern reveals his favorite restaurants in the Catskills	Jennifer Kester	Online	Core Creative	2,599,834	24,048
May 10, 2024	WKXP-FM (Poughkeepsie, NY)	Three Unusual Events That You Will Want To Attend In May - Hudson Valley Country	Editors	Online	Core Creative	360,745	3,337
May 10, 2024	Mid Hudson News	Catskill Cuisine Festival returns this weekend (VIDEO) - Mid Hudson News	Editors	Online	Core Creative	238,822	2,209
May 10, 2024	New York Upstate	TV star and celebrity chef Andrew Zimmern reveals his favorite restaurants in the Catskills	Jennifer Kester	Online	Core Creative	656,596	6,074
May 10, 2024	Hot 91.1	TV star and celebrity chef Andrew Zimmern reveals his favorite restaurants in the Catskills	Jennifer Kester	Online	Core Creative	10,013	93
May 10, 2024	ILOVE NY	"Drag Me to The Catskills" Set to Celebrate Pride Month and the Art of Drag May 09, 2024	Editors	Online	TBD	656,923	6,077

May 14, 2024	WTMM-FM (Scheneectady, NY)	Celebrity Chef Reveals His Top Restaurants in New York's Hudson Valley	Jennifer Kester	Online	Core Creative	24,704	229
May 17, 2024	WRRV-FM (Poughkeepsie, NY)	Wurtsboro, NY Becoming Hudson Valley's Shopping Paradise	Editors	Online	TBD	300,399	2,779
May 18, 2024	AFAR	The Best Airbnbs for Animal Lovers	Nicholas DeRenzo	Online	TBD	1,437,120	13,293
May 21, 2024	Mid-Hudson News	Sullivan County ready for summer tourism season (VIDEO)	Editors	Online	TBD	238,822	2,209
May 24, 2024	Sullivan County Democrat	Go Swap' kicks off National Tourism Week - Sullivan County Democrat	Editors	Online	TBD	13,103	121
May 27, 2024	AMNY	Enjoy a summer getaway at Antrim Streamside in the Catskills	Emily Davenport	Online	Eleven Six PR	719,345	6,654
May 27, 2024	WWD	Best Boutique Hotels in the Hudson Valley and Catskills	Kristin Tauer	Online	TBD	2,769,296	25,616

PAID SOCIAL



META PAID SOCIAL

- In April, we saw 471,689 impressions (an increase of +168% YOY), 2,912 link clicks (+9% YOY), and 396 event responses.
- Our top ad: Catskills Cuisine Ticket Sales, generated 246,870 impressions and 1,603 link clicks.
- All Catskill Cuisine Event Boost Stats:
 - Link Clicks: 198
 - Event responses: 87
 - Cost per result: \$0.51

Google Ads



GOOGLE

- Over 6,300 clicks (+198% YOY) were recorded from our Google campaigns in April with an average cost per click of \$0.56 far exceeding industry standards.
- The display campaign alone generated over 512,842 impressions (602% increase YOY) and 5,303 clicks (256% 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: 339,891
CTV Completion Rate: 98.44%
 April 1 - April 30: 831

TOP Zip Codes:

- 11207
- 11226
- 10467
- 18102

Display Impressions: 253,446
 Clicks: 258

Top Performing Ads



Ad Name: Catskills Cuisine Ticket Sales Ad
 Campaign Name: Traffic Campaign

Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$806.08	232,662	0.59%	1,370



Ad Name: Catskill Cuisine Tickets Sales Ad - Updated
 Campaign Name: Traffic Campaign

Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$211.53	94,979	0.37%	348



Ad Name: Catskills Cuisine Celebrity Chefs Ad
 Campaign Name: Conversions Campaign

Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$429.28	48,793	1.77%	863



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

Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$49.57	31,182	0.01%	2



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

Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$57.06	19,861	2.38%	473



Ad Name: Catskills Cuisine Ticket Sales Ad
 Campaign Name: Traffic Campaign

Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$219.35	14,208	1.64%	233

04/01/2024 - 04/30/2024

Top Performing Posts



Message: We've lost a legend, folks! 🙏 This weekend the iconic, leaning home at the intersection of Route 17b and Pucky Huddle Rd. in Bethel,...

Impressions	Reach	Likes
15,426	13,554	1,552



Message: Did you feel the earthquake today? We just felt an aftershock!

Impressions	Reach	Likes
9,301	8,698	343



Message: Fly Fishing season is here! We celebrated opening day Monday morning, watching Jess & Jeannine, owners of...

Impressions	Reach	Likes
7,743	6,429	609



Message: Join us in welcoming Sullivan County's first Adult Use Dispensary, Platinum Leaf! On Friday, we joined the Sullivan County...

Impressions	Reach	Likes
7,568	6,092	341



Message: 🍷 New restaurant alert! @lorenzobistro is now open in The Sullivan Catskills! It was great to celebrate the contributions Lorenzo and...

Impressions	Reach	Likes
5,005	4,003	237



Message: It's opening weekend! Click the link in our bio for a full list of events happening in @livingstonmanor and @visitroscoe 🎣...

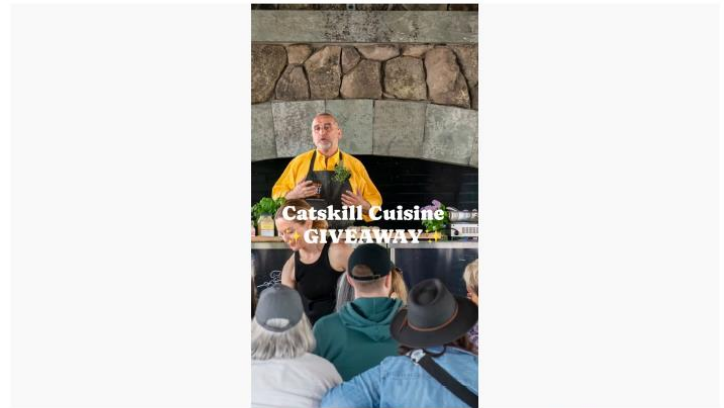
Impressions	Reach	Likes
3,552	3,041	181

Top Performing Reels



Message: Contest has ended, thanks for entering! Win a VIP weekend for 2 at @catskill_cuisine on May 11 at @bethelwoodcenter including a hotel stay at @resortworldcatskills! To enter: follow @sullivancatskills follow...

Plays	Likes	Saved	Shares	Comments
11,527	514	39	57	645



Message: Contest has ended, thanks for entering! To win a VIP weekend for 2 at @catskill_cuisine on May 11 at @bethelwoodcenter including a hotel stay at @resortworldcatskills! To enter: follow @sullivancatskills follow...

Plays	Likes	Saved	Shares	Comments
6,389	249	11	23	340

Top Performing Posts



Message: Join us in welcoming Sullivan County's first Adult Use Dispensary, Platinum Leaf! On Friday, we joined the Sullivan County...

Impressions	Clicks	Engagement
23,334	24,483	25,050



Message: We've lost a legend, folks! 🥺 The iconic, leaning home at the intersection of Route 17b and Pucky Huddle Rd. in Bethel, the "Halsey..."

Impressions	Clicks	Engagement
112,974	18,426	21,881



Message: Fly Fishing season is here! We celebrated opening day this morning, watching Jess & Jeannine, owners of The Catskills Coffee Lodg...

Impressions	Clicks	Engagement
21,231	12,784	13,166



Message: 🍷 Restaurant week is almost here! Check out the pics from the press event yesterday at Hurleyville Arts. It was delicious! Hit the town &...

Impressions	Clicks	Engagement
13,783	11,067	11,281



Message: We are thrilled to Welcome Lorenzo's Bistro back to The Sullivan Catskills! It was great to celebrate the contributions Lorenzo and his wife...

Impressions	Clicks	Engagement
23,691	10,397	11,107



Message: This week, we unveiled Dove #64! It is located at The Arnold House and painted by Michelle and Bradley Silver. An exciting addition to...

Impressions	Clicks	Engagement
18,204	7,872	8,458



Sullivan County

Legislative Memorandum

100 North Street
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File #: ID-6487

Agenda Date: 6/6/2024

Agenda #: 3.

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

May 30, 2024

The IDA Board held its regular monthly meeting on May 13th. At that time the Board adopted the following resolutions:

- **NY Forestburgh I, LLC:** Resolution approving this project, for the construction of an approximately 5 MWac solar photovoltaic electricity generating facility in the Town of Forestburgh.
- **Maude Crawford Realty LLC and Bridgeville Ski Company Inc.:** Resolution authorizing an increase in the authorized sales and use tax abatement for this project (renovation and rehabilitation of Holiday Mountain Ski & Fun Park in the Town of Thompson).
- **NY Delaware V, LLC** (Town of Delaware), **NY Thompson II, LLC** (Town of Thompson), and **Rosemond Solar, LLC** (Town of Fallsburg): Resolutions authorizing the amendment of the Payment in Lieu of Taxation (PILOT) Agreements for these three community solar projects, so the PILOT payments will more closely reflect these facilities’ appraised values based on the statewide appraisal model for such facilities.
- **M E P Wholesalers Corp. and Gibbers Estates LLC:** Resolution authorizing the execution and delivery of a mortgage not to exceed \$2,400,000 to secure a loan financing this project (HVAC and electrical supply retail sales facility in the Town of Fallsburg).

The Sullivan County Funding Corp. (SCFC) and The Sullivan County Infrastructure Local Development Corporation (TSCILDC) also met on May 13th to conduct routine business.

The IDA Board held a special meeting on May 28th to authorize the execution and delivery of a mortgage in an amount not to exceed \$350,000 to secure a loan financing the **Yasgur Road Productions, LLC** project (development of a campground in the Town of Bethel).

During June IDA staff members will attend the New York State Economic Development Council’s four-day Basic Economic Development Course in Albany. The syllabus focuses on concepts and trends in economic development, development location, and practical techniques and best practices of successful development.

##



Sullivan County

Legislative Memorandum

100 North Street
Monticello, NY 12701

File #: ID-6473

Agenda Date: 6/6/2024

Agenda #: 1.

Narrative of Resolution:

Authorize agreement with Bold Gold Media

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

Amount to be authorized by Resolution: \$33,000.00

Are funds already budgeted? Yes

Specify Compliance with Procurement Procedures: RFP#: 24-20

RESOLUTION INTRODUCED BY ECONOMIC DEVELOPMENT COMMITTEE TO AUTHORIZE A CONTRACT AGREEMENT BETWEEN THE COUNTY OF SULLIVAN AND BOLD GOLD MEDIA GROUP TO PROVIDE SERVICES FOR THE SUMMER YOUTH EMPLOYMENT PROGRAM (SYEP)

WHEREAS, the Center for Workforce Development (CWD) runs the Summer Youth Employment Program (SYEP) under an MOU with the County of Sullivan Department of Social Services (DSS) through funds provided by the New York State Office of Temporary and Disability Assistance (OTDA), and

WHEREAS, under 24-LCM-06, participants must be engaged in traditional paid employment activities such as career exploration, mentoring, financial literacy, or education. CWD is requesting to enter into a contract with Bold Gold Media Group, to provide the educational service component for the SYEP through life skills, hard and soft skill training, and occupational skills training in multimedia as a business, to include banding concepts; broadcast marketing; digital graphics, video and audio; visualization; photography; website development; social media; radio; podcasting; industry professionalism; and more; and

WHEREAS, a Request for Proposal #R-24-20, was issued for Summer Youth Employment Program Services, and responses were received and reviewed; and it was determined that Bold Gold Media Group, located at 196 Bridgeville, Monticello, New York, 12701, best meets the needs for the services requested; and

NOW, THEREFORE, BE IT RESOLVED, that the County Manager is hereby authorized to enter into a contract with Bold Gold Media Group for the six-week SYEP schedule, from July 8, 2024 through August 16, 2024, in an amount not to exceed \$33,000, and such contract shall be in the form approved by the County Attorney. This contract is extendable for an additional four (4) years, on a yearly basis, for dates and funding to be determined, and is contingent each year on CWD receiving all funding.



Sullivan County
Legislative Memorandum

100 North Street
Monticello, NY 12701

File #: ID-6474

Agenda Date: 6/6/2024

Agenda #: 2.

Narrative of Resolution:

Authorize contract agreements with Qualified Organizations that can assist the Workforce Development Board of Sullivan Inc.

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

Amount to be authorized by Resolution: \$49,500.00

Are funds already budgeted? Yes

Specify Compliance with Procurement Procedures: RFP #23-13 & Resolution #301-23

RESOLUTION INTRODUCED BY THE ECONOMIC DEVELOPMENT COMMITTEE TO AUTHORIZE CONTRACT AGREEMENTS WITH QUALIFIED ORGANIZATIONS THAT CAN ASSIST THE WORKFORCE DEVELOPMENT BOARD OF SULLIVAN INC.

WHEREAS, the Center for Workforce Development (CWD) is responsible for the administration and implementation of the federal Workforce Innovation and Opportunities Act (WIOA) Title 1B Youth funds; and

WHEREAS, the WIOA section 123 requires the local provisions of education and employment and training services to youth be procured through Request for Proposal to seek qualified service providers for service elements to be provided to WIOA eligible at-risk, in-school youth between the ages of 14-21 and/or out-of-school youth between the ages of 16 and 24. Eligible applicants must be public, private, for profit, and not-for-profit entities and educational organizations with experience in delivering the specified component services to the target populations; and

WHEREAS, under RFP #23-13 and Resolution #301-23 each service component was approved for up to \$4,500 on an annual basis, for an overall amount not to exceed \$49,500. The dollar amount of each component is being increased to \$10,000 per vendor, if needed, for an overall amount not to exceed \$49,500 on an annual basis; and

WHEREAS, the term of these contracts will be for a period of July 1, 2024 through June 30, 2025 (WIOA program year) and may be renewable for up to three (3) additional years based upon availability of funds. Each contract may be up to \$10,000 per provider, per program year, for an overall total not to exceed \$49,500; and

NOW, THEREFORE, BE IT RESOLVED, that the County Manager is authorized to execute any and all of these contracts for an overall total amount not to exceed \$49,500 annually, for the period of July 1, 2024 through June 30, 2025, and said contracts are to be in the form approved by the County Attorney, contingent upon the County receiving the necessary federal allocations under WIOA.



Sullivan County

Legislative Memorandum

100 North Street
Monticello, NY 12701

File #: ID-6485

Agenda Date: 6/6/2024

Agenda #: 3.

Narrative of Resolution:

Authorize grant submission for Work Initiative Grant

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

Amount to be authorized by Resolution: Click or tap here to enter text.

Are funds already budgeted? No

Specify Compliance with Procurement Procedures:

RESOLUTION INTRODUCED BY ECONOMIC DEVELOPMENT COMMITTEE TO SUBMIT A GRANT APPLICATION FOR THE SIXTH ROUND OF WORK INITIATIVE GRANT

WHEREAS, a grant funding opportunity is available to fund projects supporting rural communities in aligning workforce development efforts with economic development plans. The US Department of Labor Employment and Training Administration Workforce Opportunity for Rural Communities (WORC) initiative provides funding to eligible applicants that address the employment and training needs of the local and regional workforce, created in collaboration with community partners, with no match requirement; and

WHEREAS, the Center for Workforce Development (CWD) can demonstrate clear strategies to provide needed career, training, and supportive services to eligible individuals in a customized Healthcare Career Pathway Program which is a high demand occupation for Sullivan County; and

WHEREAS, a strategic pathway can include high school equivalency (HSE)/General Educational Development (GED), Home Health Aid (HHA); Certified Nursing Assistant (CNA), basic skill sets for Microsoft Office, and can lead in directions within the health field for knowledge-based, skill-based, entrepreneur-based and more, with supportive services to assist participants with transportation and childcare needs; and

WHEREAS, CWD will provide eligible participants with training and employment opportunities and connect participants to partner employers for a direct linkage for businesses within Sullivan County for hiring needs and provide participants with a secure good job; and

WHEREAS, the County of Sullivan will seek the award in an amount not to exceed \$1,500,000 for a period of performance 36 months from an anticipated start date of 9/30/24.

NOW, THEREFORE, BE IT RESOLVED, that the Sullivan County Legislature hereby authorizes the County Manager, and or their authorized representative to execute any and all necessary documents to submit the Customized Healthcare Career Pathway Program application for funding; and

BE IT FURTHER RESOLVED, that the Sullivan County Legislature hereby authorizes the County Manager to accept the award, and enter into an award agreement or contract to administer the funding secured, in such form as the County Attorney shall approve; and

BE IT FURTHER RESOLVED, that should the funding be terminated, the County shall not be

obligated to continue any action undertaken by the use of this funding.