



Sullivan
Catskills
NEW YORK

Economic Development Committee
9 April 2026

REPORTING

Reporting (legacy model) *noun* | \ ri-'pör-tiŋ \

(1.) the act of compiling and presenting a summary of **activities, tactics, and outputs** over a given period (2.) a descriptive account of actions taken, including events, placements, and initiatives (3) documentation of effort, often absent measurement of impact on demand, economic performance, or return

Reporting (modern model) *noun* | \ ri-'pör-tiŋ \

(1.) the **systematic analysis of a destination's economic performance** using data on demand, visitor behavior, and market dynamics (2.) the interpretation of signals that influence occupancy, visitation, and tax generation (3.) incorporating decision-making tools that inform strategy, optimizes investment, and strengthens competitive position

REPORTING

from activity to accountability

Legacy Model

List of ads, events, meetings
Repeated “fast facts”
Impressions & clicks
80+ events promoted
Dozens of ads placed across publications
Travel shows attended
No connection outcomes

Modern Model

Economic Intelligence
Demand trends (trips, visitor days)
Yield (ADR)
Occupancy
Visitor mix (in-state vs out-of-state)
Length of stay
Economic impact + tax implications

REPORTING

what the 2025 data is telling us

- (1.) Average spend per trip is down
- (2.) Total spend is down
- (3.) Total trips are down
- (4.) Average length of stay is flat at 2.8
- (5.) Guest check-ins are down
- (6.) Average booking window is down

*So, if activity & events are up and performance is down...
then activity is not the strategy.*

REPORTING

from activity to accountability

What We Share (public)

- Performance metrics
- Economic impact
- Trends and insights

Transparency

What We Protect (strategic)

- Media strategy
- Targeting & timing
- Campaign execution

Discipline

*Transparency doesn't mean giving away your
playbook to the competition.*



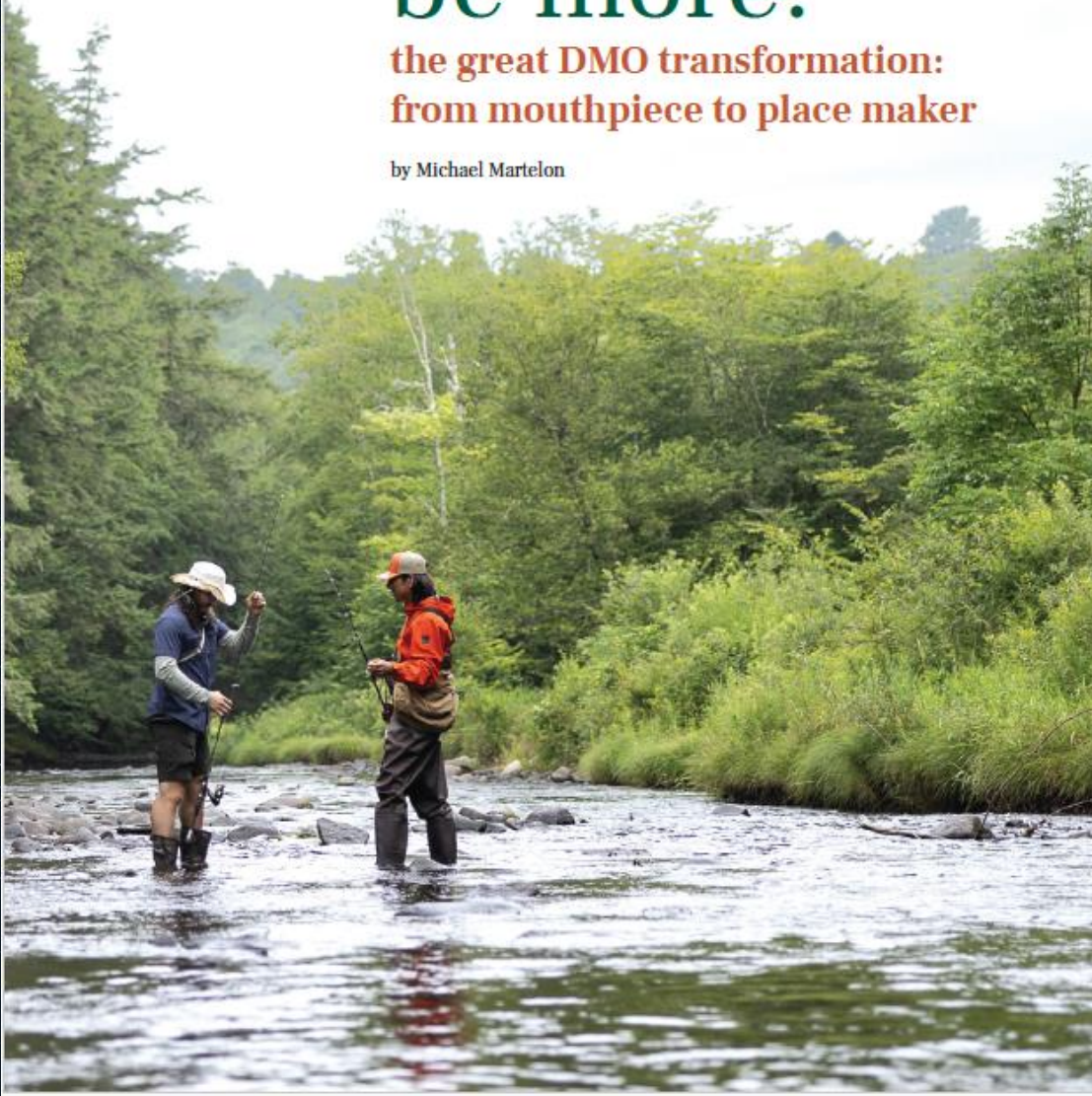
THE GREAT RESET



be more.

the great DMO transformation:
from mouthpiece to place maker

by Michael Martelon



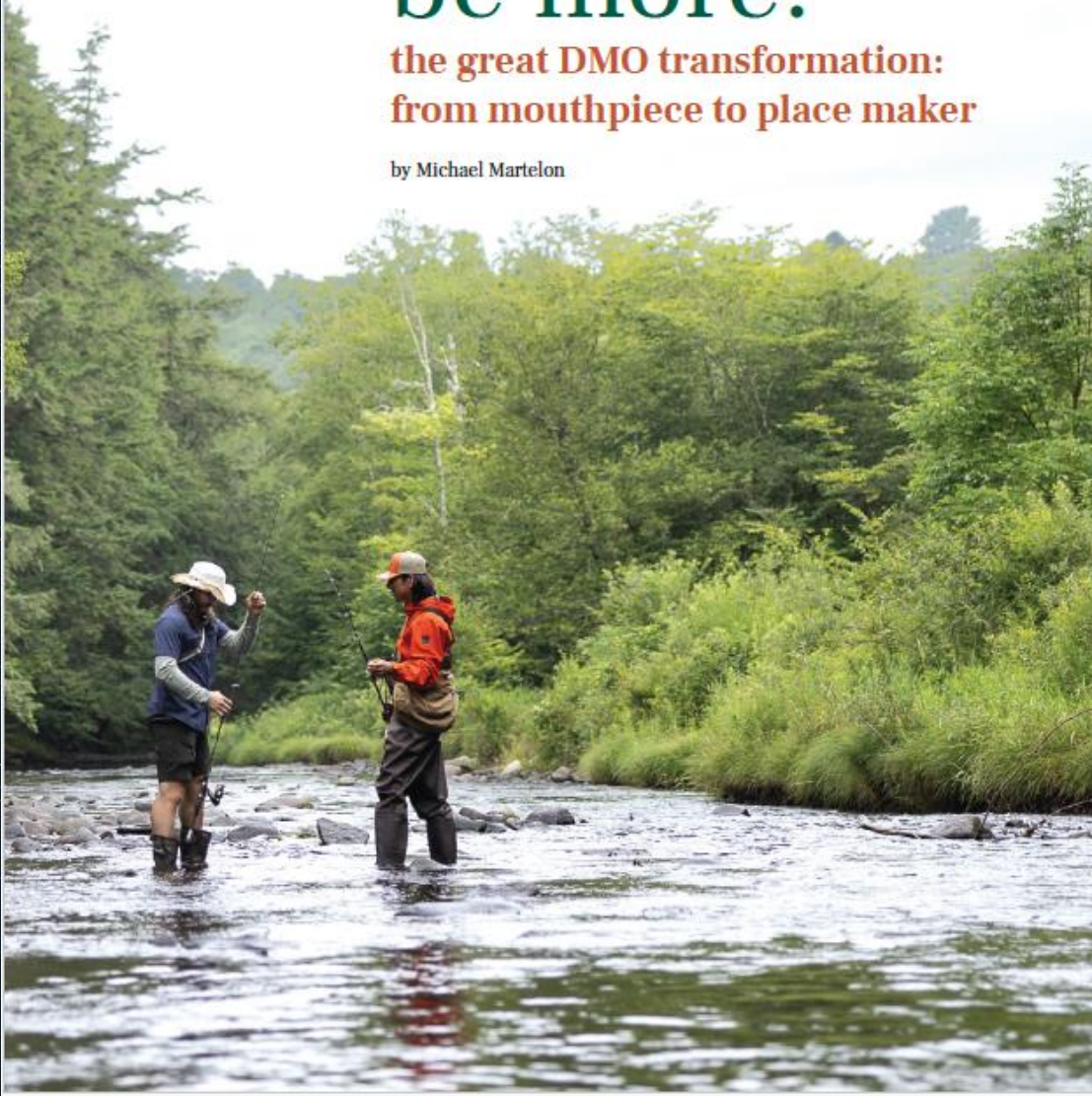
*Everything we've believed about
destination marketing is
already outdated –
most just haven't realized it yet.*



be more.

the great DMO transformation:
from mouthpiece to place maker

by Michael Martelon



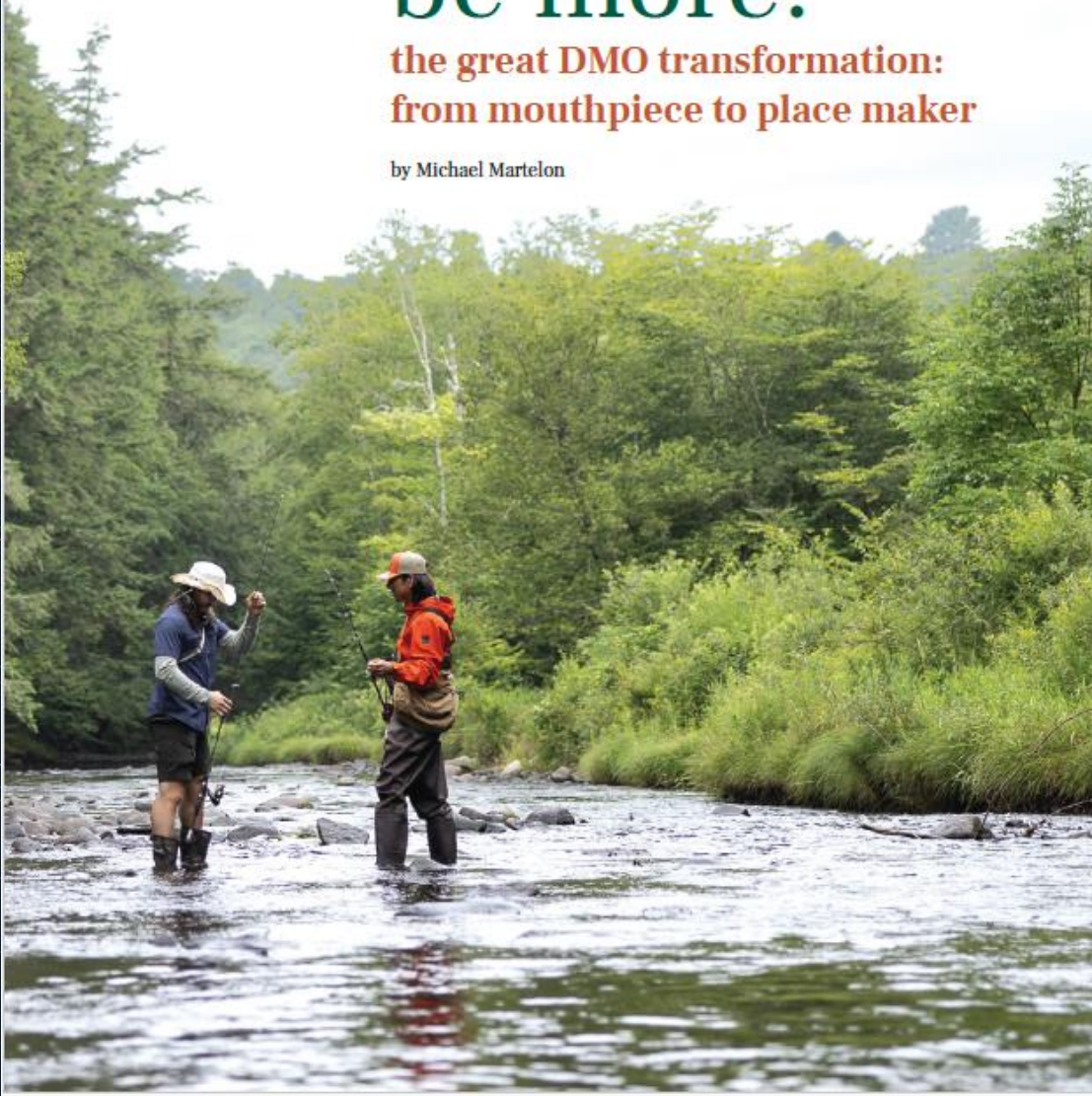
“A place had a story. Someone told it well enough that people decided, ‘I should check that out.’”



be more.

the great DMO transformation:
from mouthpiece to place maker

by Michael Martelon



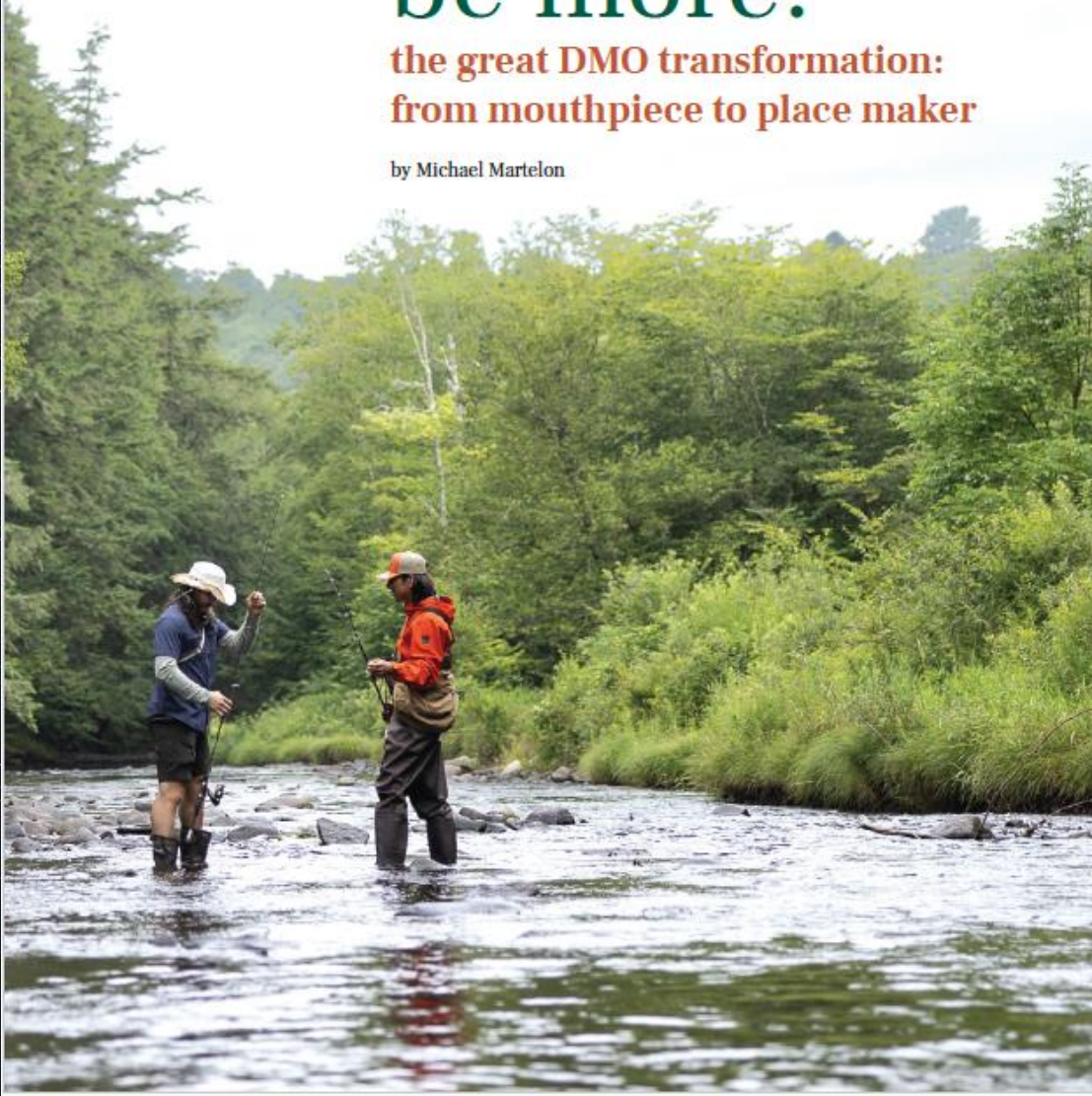
“They came
because of stories,
passed from
traveler to traveler,
family to family.”



be more.

the great DMO transformation:
from mouthpiece to place maker

by Michael Martelon



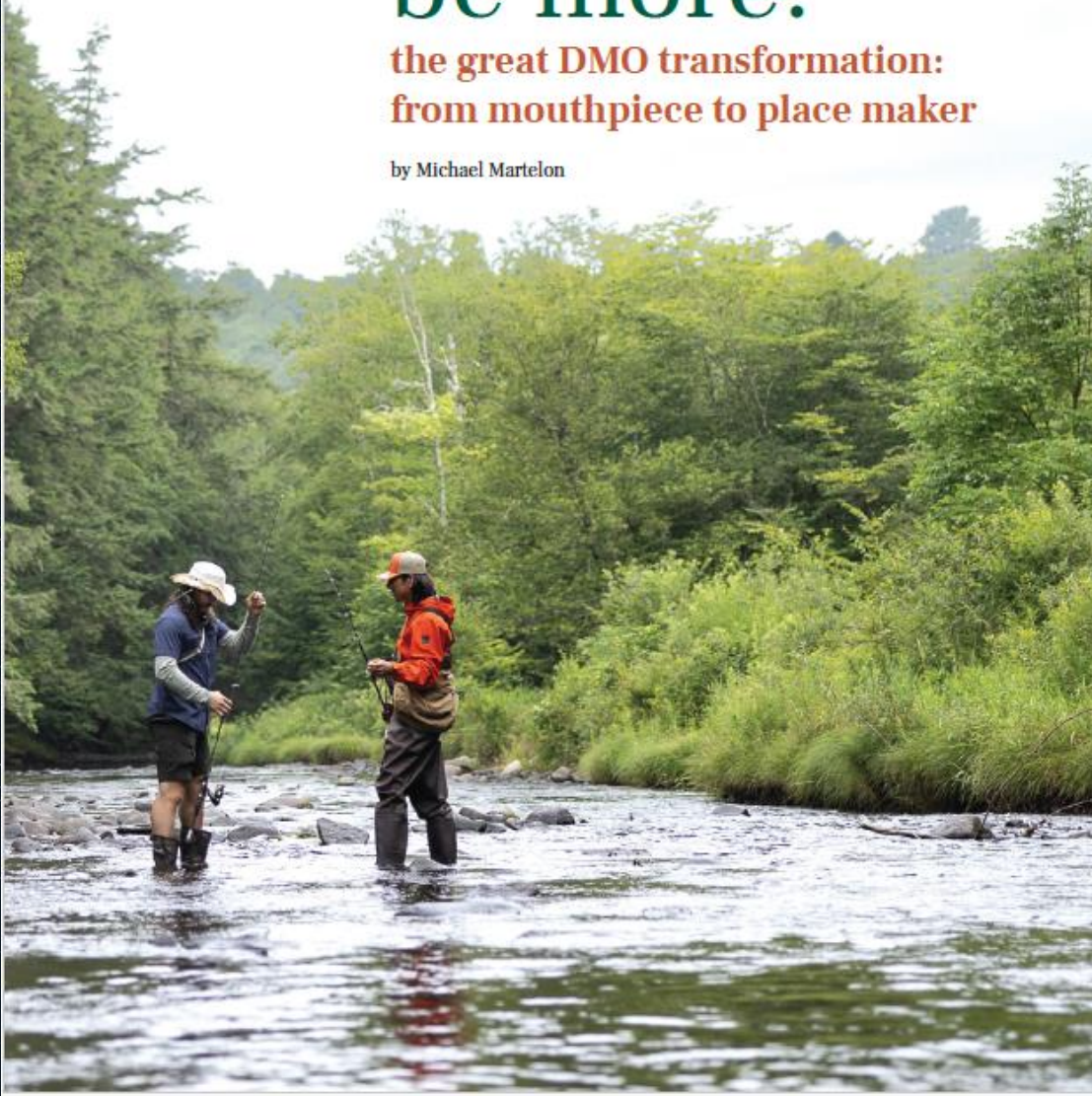
“Promotion
drives
visitation.”



be more.

the great DMO transformation:
from mouthpiece to place maker

by Michael Martelon



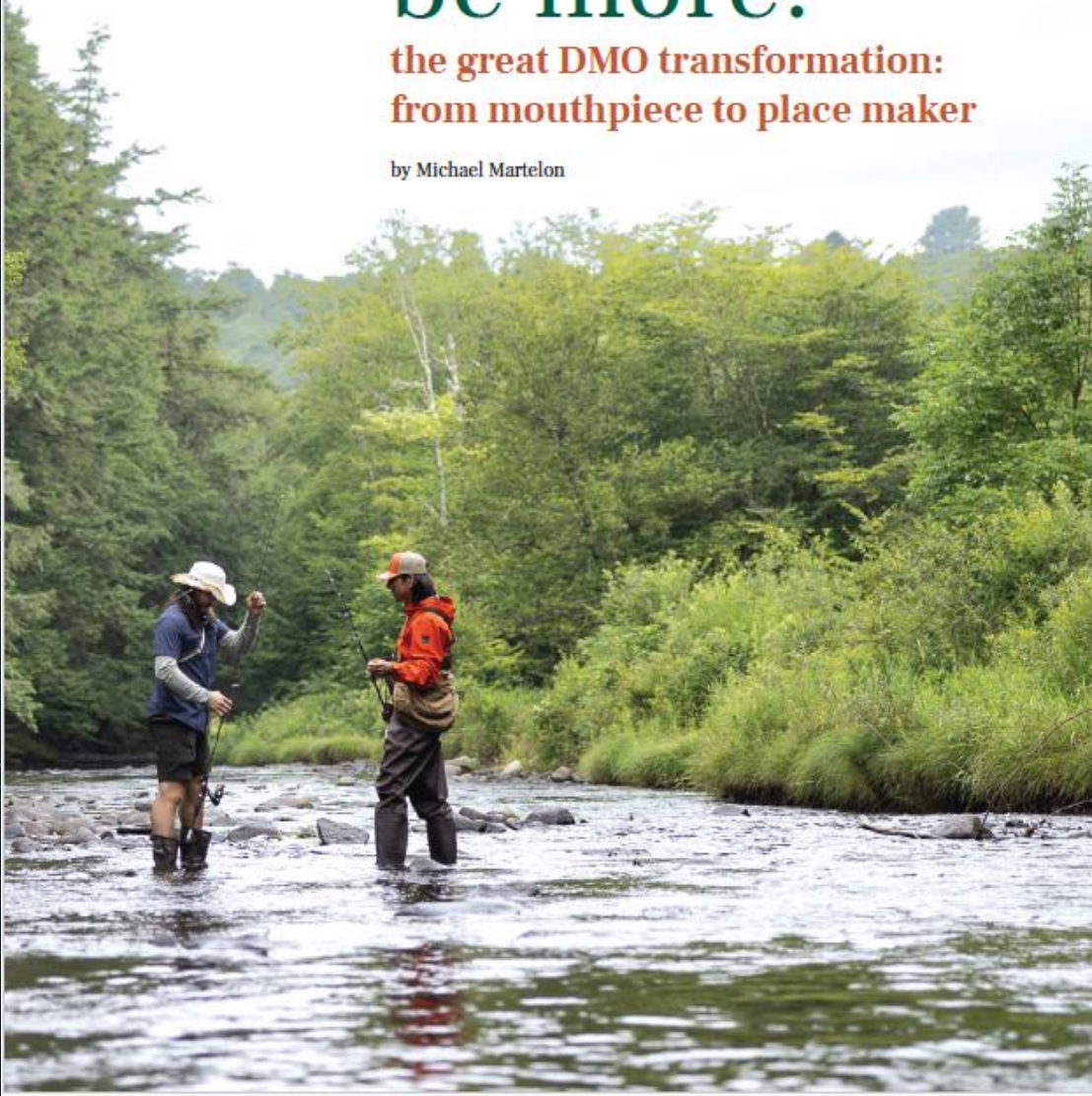
“The destination marketing organization becomes something more than a marketing shop. It begins to resemble an intelligence hub.”



be more.

the great DMO transformation:
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by Michael Martelon



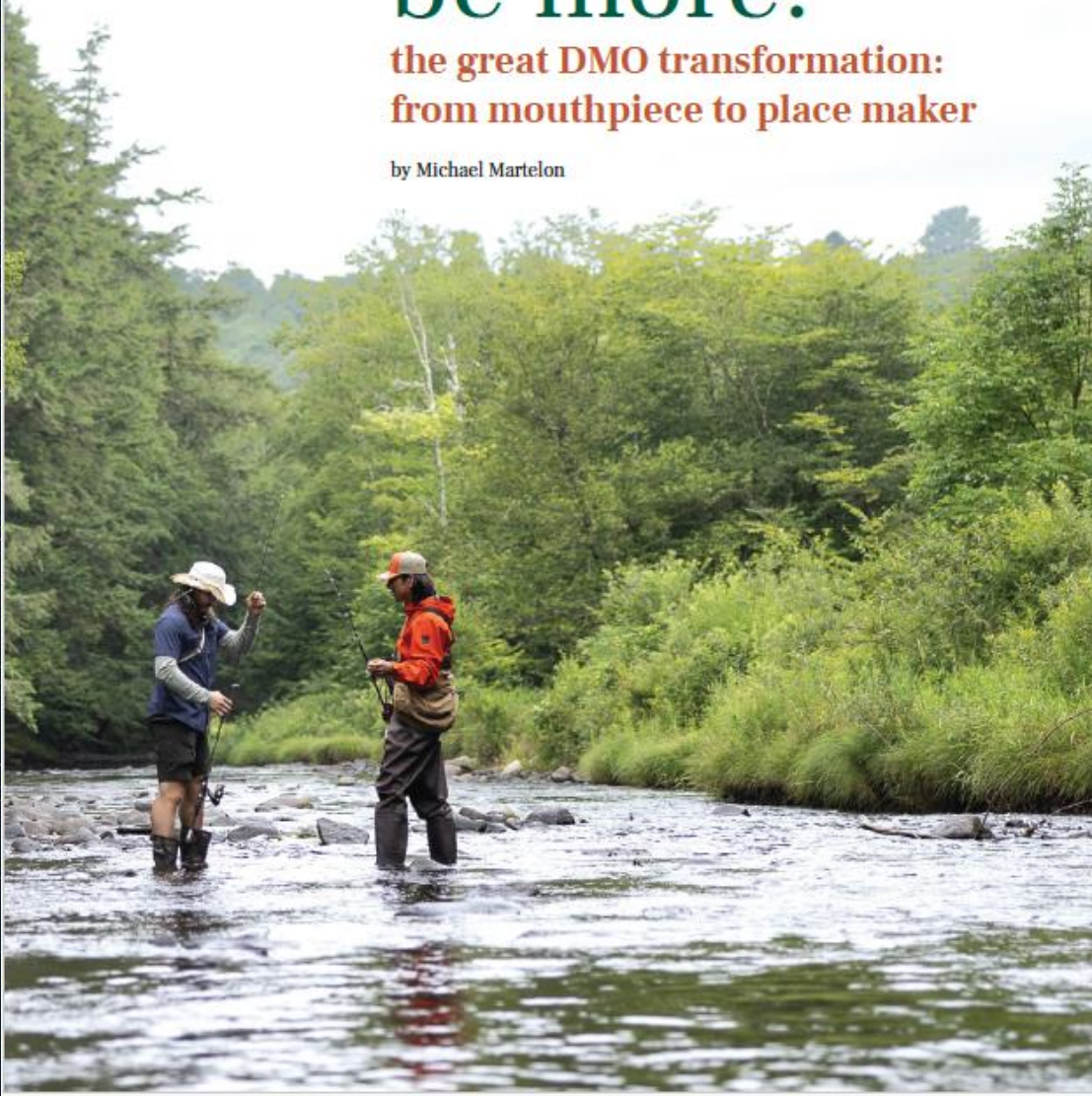
“Stop all the hard
selling and start
authentically
sharing.”



be more.

the great DMO transformation:
from mouthpiece to place maker

by Michael Martelon



“The destinations that thrive in this environment will not necessarily be the ones shouting the loudest. They will be the ones contributing the richest, most reliable and relatable stories.”

REPORTING



REIMAGINING A BRAND

(in months, not years)

TRANSFORMED THE TOURISM ENGINE

Built a Unified Brand System (Foundation for Growth)

- Created a distinctive destination identity anchored in a flexible storytelling system
- Replaced generic tourism visuals with a recognizable, scalable brand platform
- Establishing a single narrative across **100+ communities**

Rebuilt the Digital & Visitor Experience

- Launched a fully reimagined website blending storytelling + trip planning
- Integrated real-time booking + curated visitor pathways (Stay / Play / Taste / Plan)
- Turned the website into a conversion engine, not just an information hub

Introduced AI-Powered Trip Planning

- Developed “Dream” — personalized itineraries built from local content
- Fully integrated into the destination website and visitor journey
- Shifted planning from static browsing to dynamic, personalized experiences

Reimagined Destination Storytelling

- Transformed the visitor guide into a premium editorial magazine (“here”)
- Replaced listings with cultural storytelling, local voices, and immersive features
- Elevated the destination from “place to visit” to “place to feel” (emotive vs. rational)

Launched: Scalable Marketing Ecosystem

- Integrated brand, advertising, editorial, digital, and AI into one system
- Created a flexible campaign framework that evolves without losing identity
- Eliminated siloed efforts in favor of a connected traveler journey

Initiated: Tech-Stack / CRM Architecture

- Designed and deployed a unified data and CRM ecosystem to centralize visitor, partner, and stakeholder data
- Established scalable architecture to support personalization, automation, and future AI applications
- Reduced platform redundancy and costs while increasing operational efficiency and reporting clarity

A Complete Rebuild

of the Sullivan Catskills Tourism Platform

- A New Destination Brand Identity & Scalable Brand System
- A Fully Reimagined Website + Booking & Planning Platform
- An AI-Powered Trip Planning Experience (“Dream”)
- A Premium Editorial Destination Magazine (“here”)
- A Cohesive Brand Image Campaign (Emotional Positioning)
- A Scalable Tactical Campaign System (Always-On Marketing Engine)
- A tech-stack CRM architecture for the foundation of future communications
- A Fully Integrated Marketing Ecosystem Connecting All of the Above
- New Digital Tools: KeyData, Datafy, Critical Mention, BILL, Ripe, Submittable ...



AT THE SHOW

GOLF – FISHING – OUTDOOR SHOWS



October 2025

2025 Fall Dream Destinations 10/19 Springfield MA

January 2026

Fly Fishing Show – Edison NJ 1/23 - 1/25

Garden State RV & Camping Show – Newington CT 1/16 - 1/18. **CANCELLED**

February

NE RV Show - Suffern NY 2/13 - 2/16

Empire Outdoorsman Show - Suffern, NY 2/20 - 2/22

March

North East Golf Show - Foxboro MA 3/13 - 3/15

Fly Fishing Show – Lancaster PA 3/14 - 3/15

Connecticut Golf Show – Hartford, CT 3/27 - 3/29

CONSUMER ACTIVATION



Philadelphia Flower Show - Philadelphia, PA

Brooklyn Pride/Comic Con/Park Ave Fest - NYC

Lower Hudson Valley - Northeast RV - Suffern, NY

Boston Marathon/Jazz Fest/Seafood Fest - Boston, MA

Jones Beach Air Show – Long Island - Jones Beach, NY

Balloon Fest/Air5how - New Jersey or DC

Hudson Valley Wine and Food Fest - Rhinebeck, NY

New York Air Show - Orange County Airport

Equine Allaire Festival - Columbus, Ohio



INK

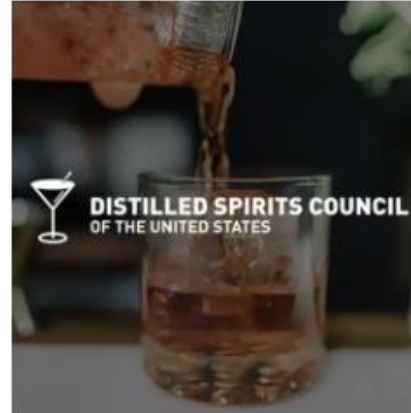
Sullivan Catskills In The News



March 13, 2026

One Night in Vipp's First U.S. Guesthouse – a Monolithic Upstate New York Cabin

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March 10, 2026

Distilled Spirits Council Honors Industry Leaders at 2026 Annual Conference Awards

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March 10, 2026

We Asked 8 Travel Editors Their Favorite Weekend Getaways From NYC

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March 10, 2026

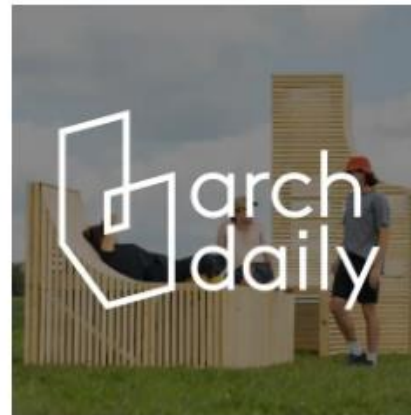
Rachel Ray's Staple Gin is a savory New York-made spirit

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March 5, 2026

32 Best Airbnbs in Upstate New York



March 5, 2026

BuildFest Introduces "Acts of Construction"



March 4, 2026

SNL comedian to perform at Resorts World Catskill



March 2, 2026

Planning a Date Night Upstate?

Sullivan Catskills In The News



March 2, 2026

**Hudson Valley Selected Gallery Guide
2026**

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March 2, 2026

This Might Look Like Wyoming...

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February 25, 2026

**New York Cideries To Pour At Second
Annual Catskills Cider Fest**

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January 28, 2026

**The Best Boutique Hotels In Upstate New
York**

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January 9, 2026

**Nestled In The Catskills Is New York's
Charming Hamlet With Scenic Lake Views
And Peaceful Camping**



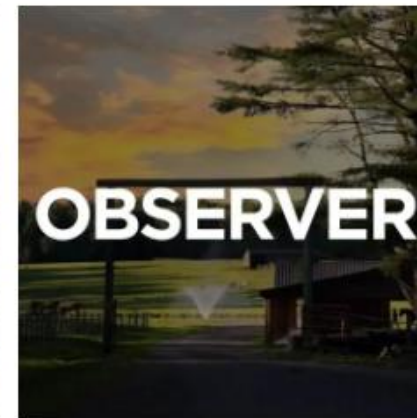
January 9, 2026

11 Easygoing Small Towns in New York



January 9, 2026

**These American Destinations Are Packed
With '70s Retro Vibes And Nostalgic Fun**



January 9, 2026

**The 10 Most Remarkable U.S. Hotel
Openings of 2025**

Sullivan Catskills In The News



January 9, 2026

December Escapes Are In! + Cyber Monday

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January 9, 2026

A Visit to North Branch Cider Mill — Western Catskills

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December 16, 2025

8 Whimsical Towns to Visit in Upstate New York

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December 16, 2025

Top 13 Best Scenic Byways In New York For An Unforgettable Road Trip

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December 16, 2025

Romantic cabin escapes across the US that bring the cozy vibes



December 16, 2025

10 Little-Known Towns In New York
Constructi



December 12, 2025

16 Festive Drive-Thru Christmas Lights in NY and NJ (Plus, a Few You Can See on Foot)



December 12, 2025

The Best Hotels in the Hudson Valley, New York

Sullivan Catskills In The News



January 9, 2026

These Upstate New York Spas and Retreats Are a Refuge for Rest and Renewal

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January 9, 2026

7 Charming Small Towns in the Catskills—With Retro Diners, Wood-fired Hot Tubs, and New York's Most Beautiful Waterfall

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January 9, 2026

18 sensational light displays from all over New York to see this winter

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January 9, 2026

These 13 stunning Upstate NY movie theaters have been running since the silent film era

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December 12, 2025

Our Favorite Weekend Getaway Destinations In the U.S.



December 12, 2025

Sullivan County dedicates new terminal at county airport



December 12, 2025

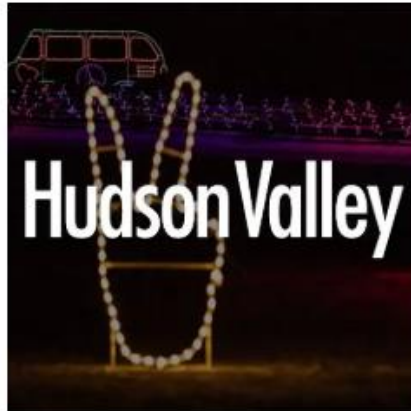
This Hotel With a Cidery Was Made for Fall Getaways



December 12, 2025

The Best Catskills Hotels and Homes Embody Upstate Coziness

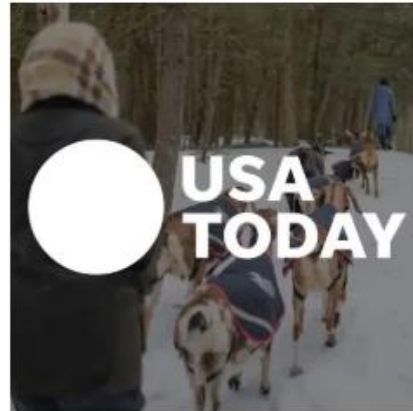
Sullivan Catskills In The News



December 12, 2025

Where to See the Brightest Holiday Lights in the Hudson Valley

[Read More](#)



December 12, 2025

This adults-only hotel is opening its doors to families over the holidays

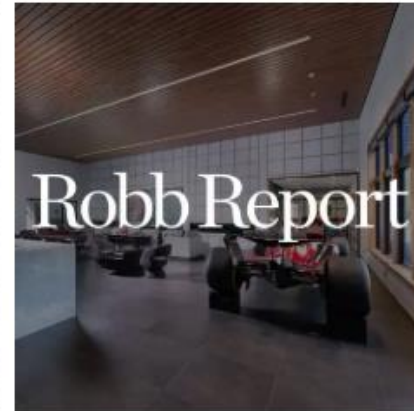
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December 12, 2025

Catskills Escapes + On the Road in the Southwest

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This \$8 Million Car Lover's Home in Upstate New York Comes With Access to a 4-Mile Racetrack

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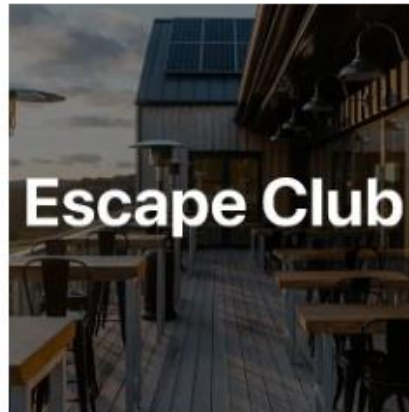
December 12, 2025

Where to eat Thanksgiving dinner in NYC



December 12, 2025

The Most Charming—And Recharging—Weekend Getaways from New York City



December 12, 2025

November Escapes Are Here!



December 12, 2025

11 Cutest Small Towns In New York

Sullivan Catskills In The News



December 12, 2025

48 Hours in Livingston Manor

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Pet-Friendly Getaways in the Catskills + Hudson Valley

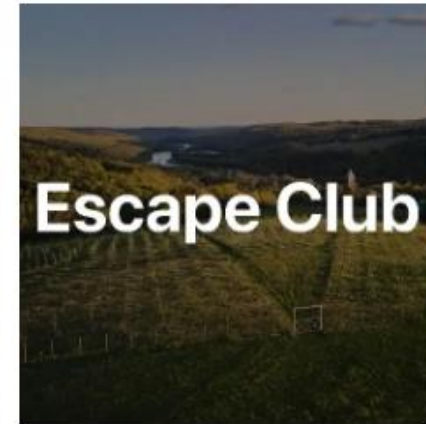
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This Martha Stewart-Approved Destination Was Just Named the No. 1 Leaf-Peeping Hotspot of 2025

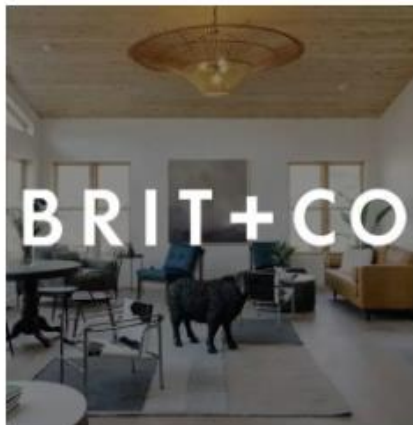
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September Promos Are In!

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6 Dreamy Wellness Retreats For The Ultimate Reset



December 12, 2025

8 Best Towns In New York For A Two-Day Recharge



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I Swapped NYC Subway Delays for Saddles at This New Catskills Ranch



December 12, 2025

The 8 Most Scenic Breweries in the U.S.

Sullivan Catskills In The News



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October Escapes Are Here!

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10 Exhibitions to See in Upstate New York This October

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Inns, Lodges, and Boutique B&Bs—These Are the Best Hotels in the Catskills

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TASTE: Sullivan Catskills Food & Wine Returns This Fall

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December 12, 2025

Scare tactics: How to have a ghoulish good time during New York's spooky season



December 12, 2025

15 Fall Foliage Getaways from NYC



December 12, 2025

Autumn's Arrival! Foliage, Cabins, and a Mountaintop Cottage for Rent



December 12, 2025

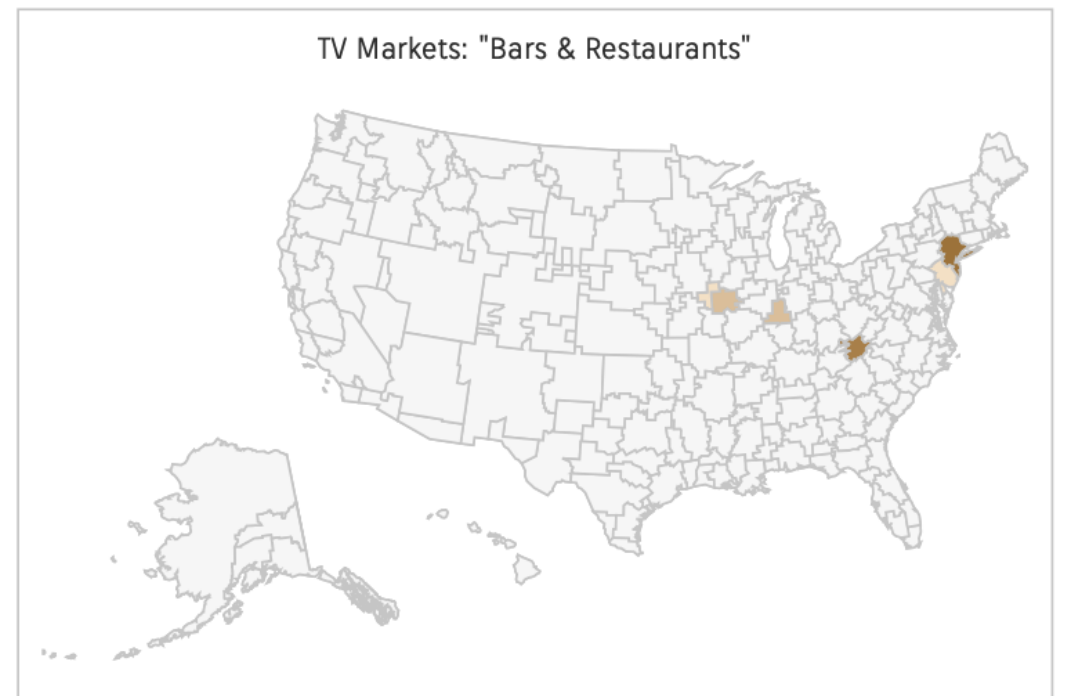
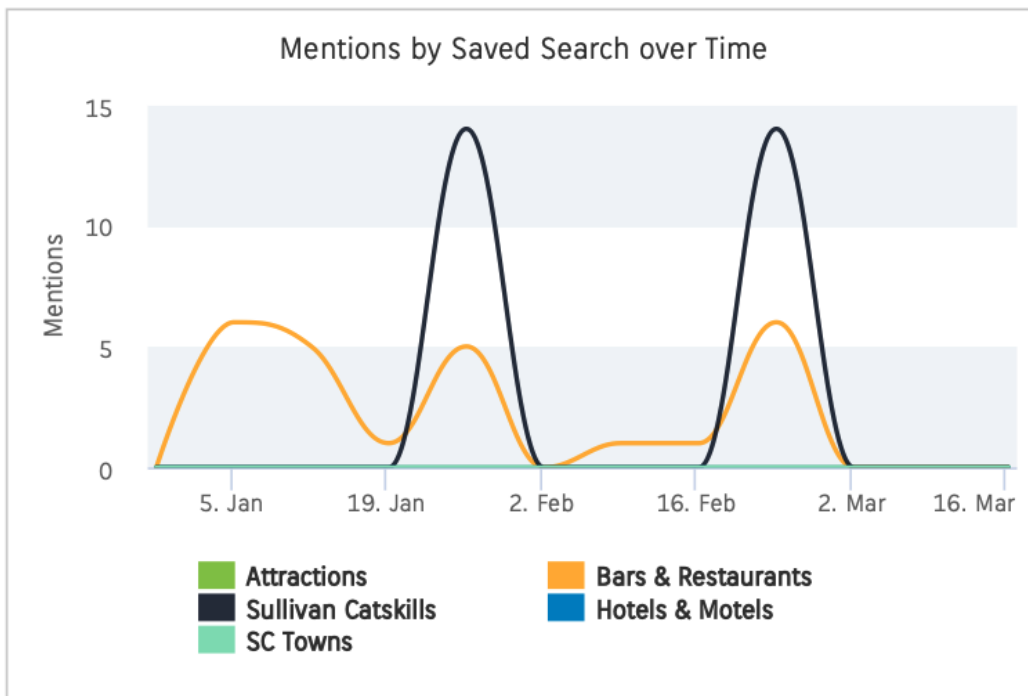
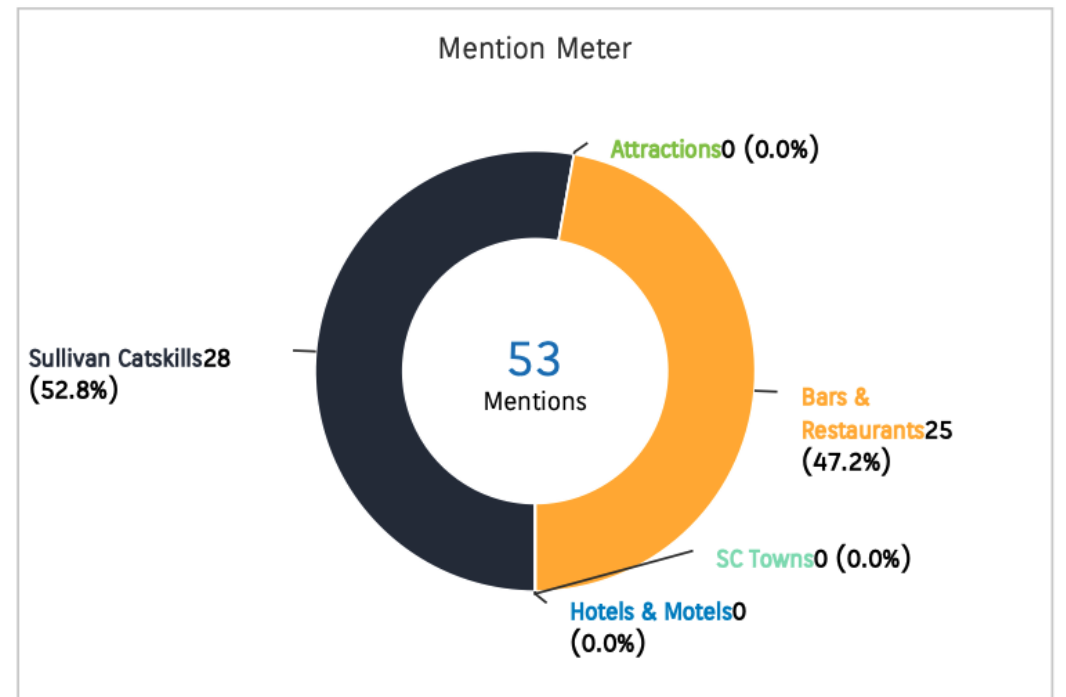
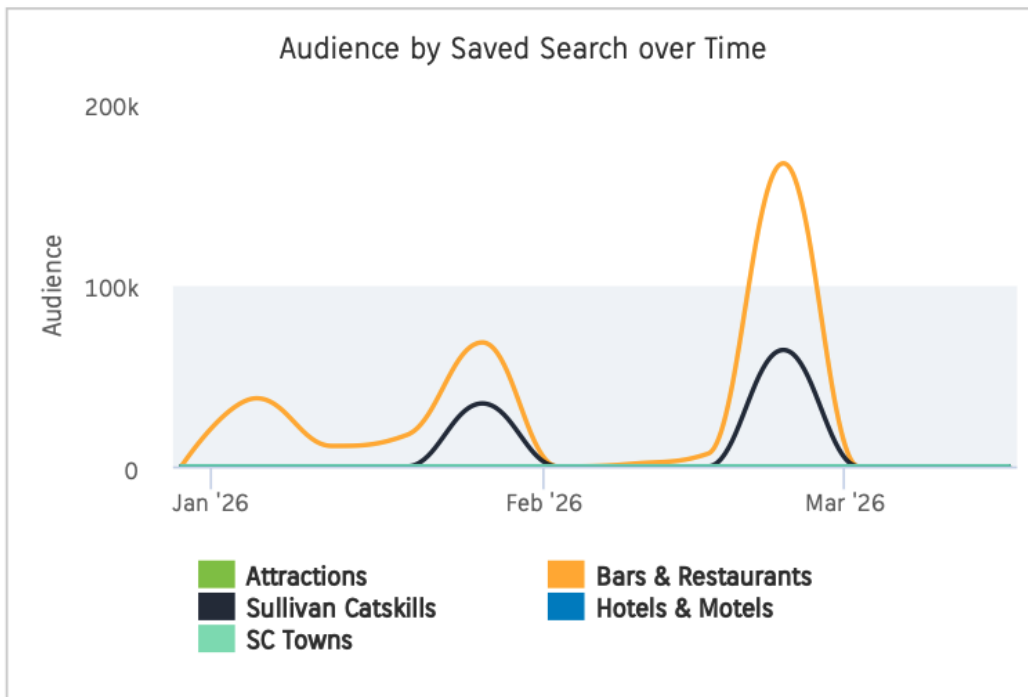
Taste Sullivan Catskills Food and Wine Is a Can't-Miss Fall Festival



DIGITAL TOOLS

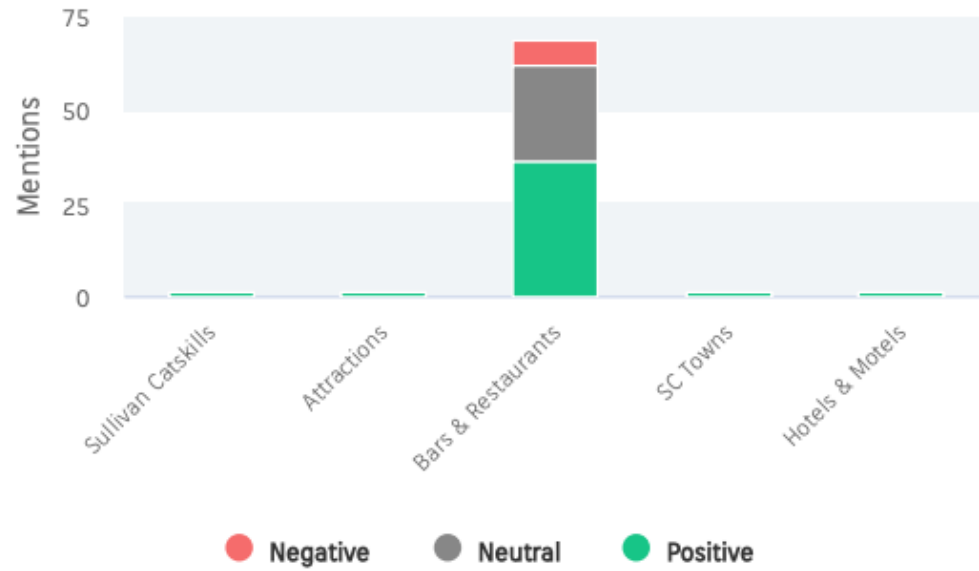


critical
mention

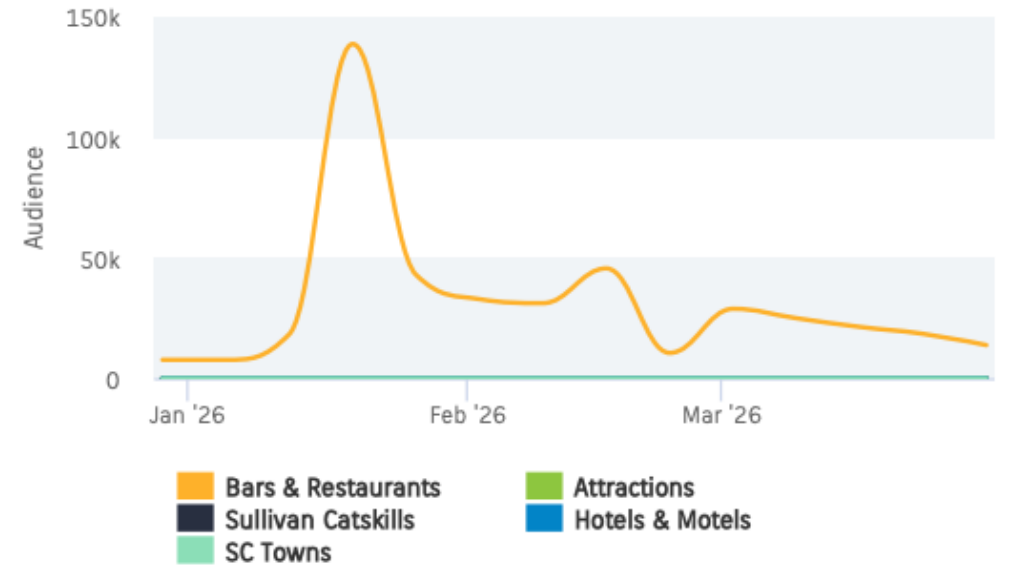




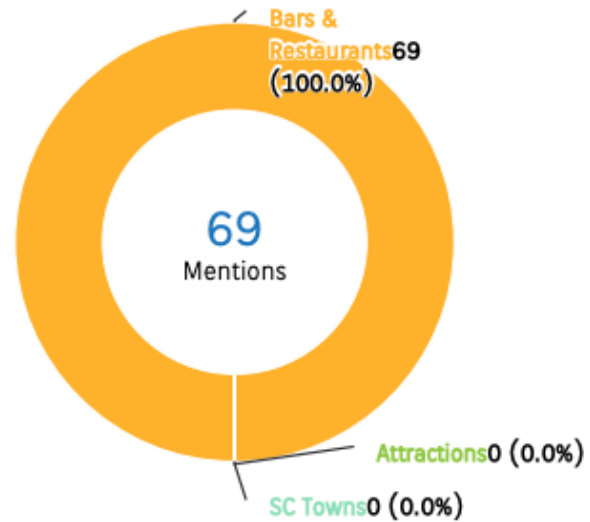
Sentiment of Mentions by Saved Search



Audience by Saved Search over Time



Mention Meter



Radio Markets: "Bars & Restaurants"

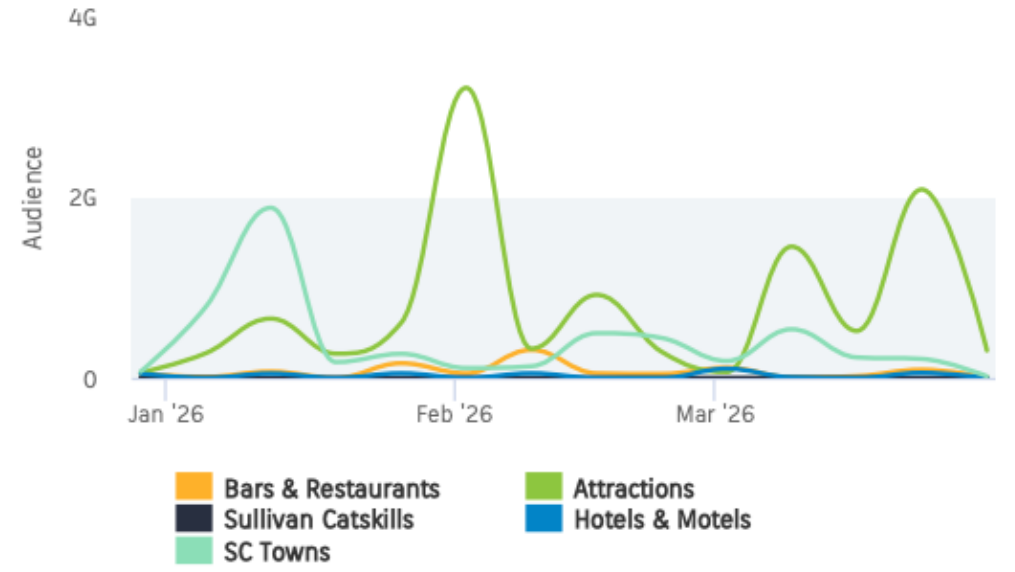




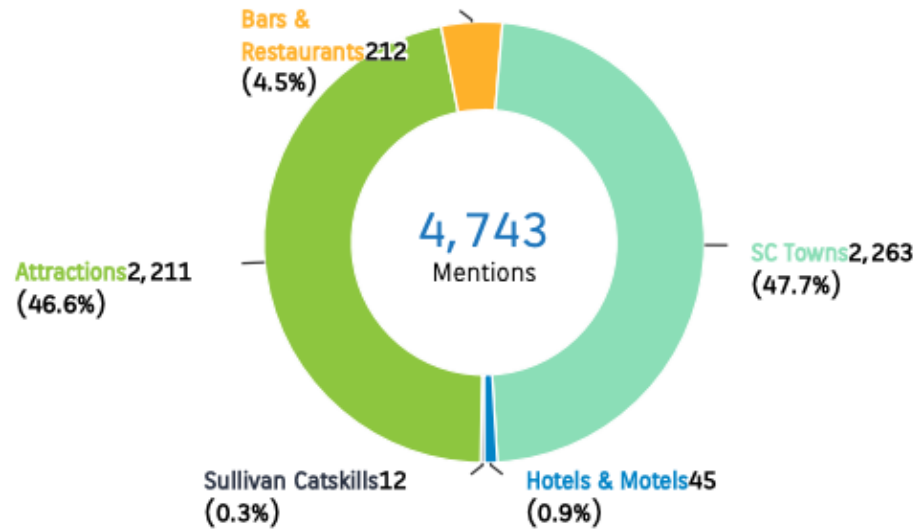
Sentiment of Mentions by Saved Search



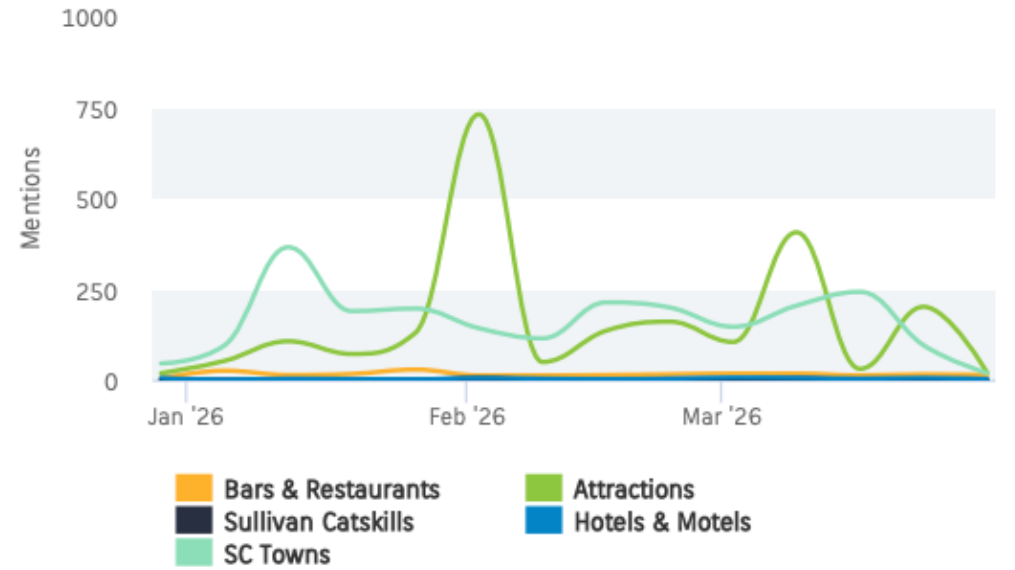
Audience by Saved Search over Time



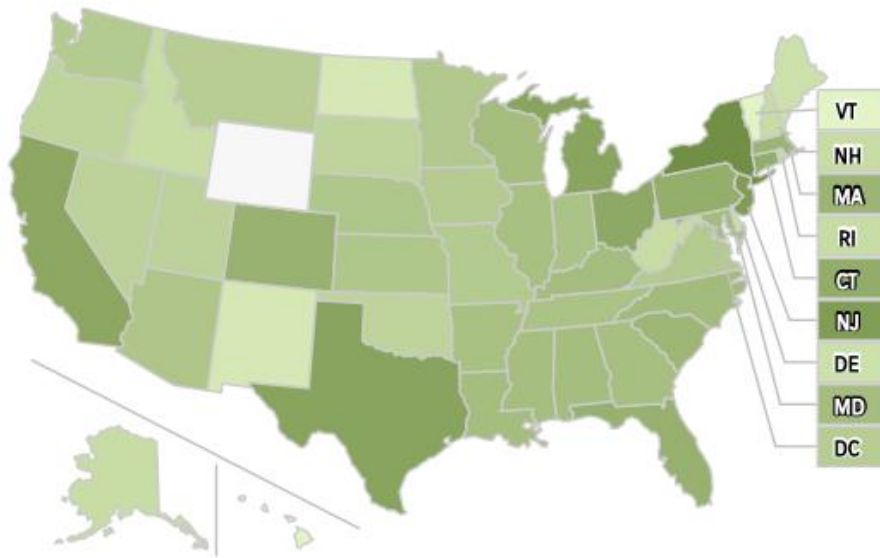
Mention Meter



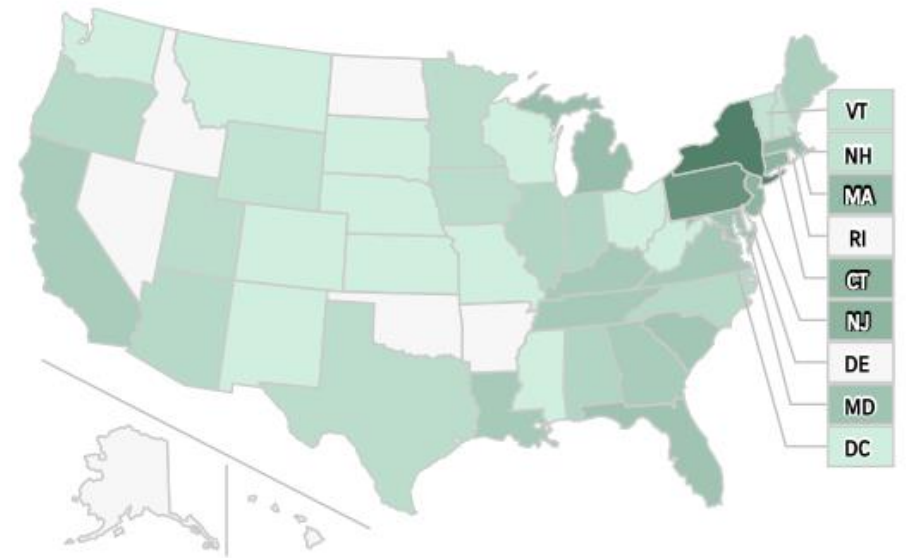
Mentions by Saved Search over Time



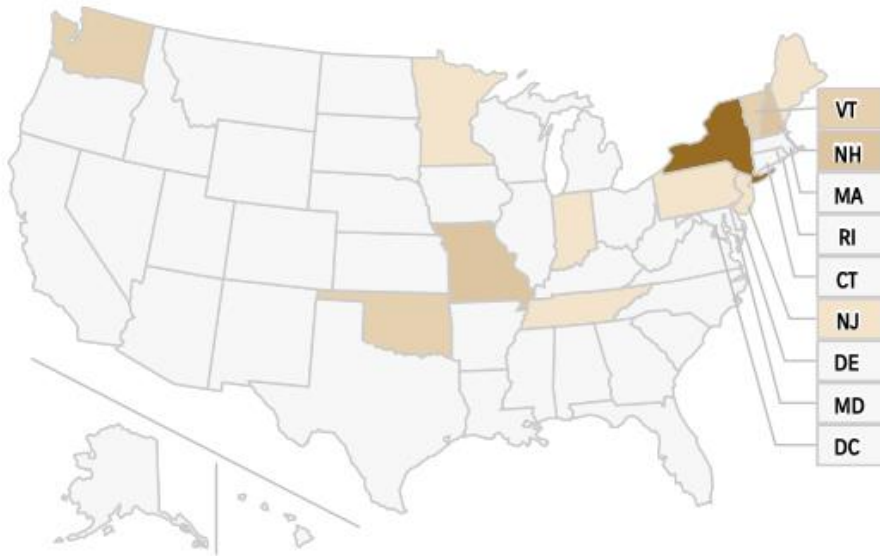
'Attractions' Mentions by State



'SC Towns' Mentions by State

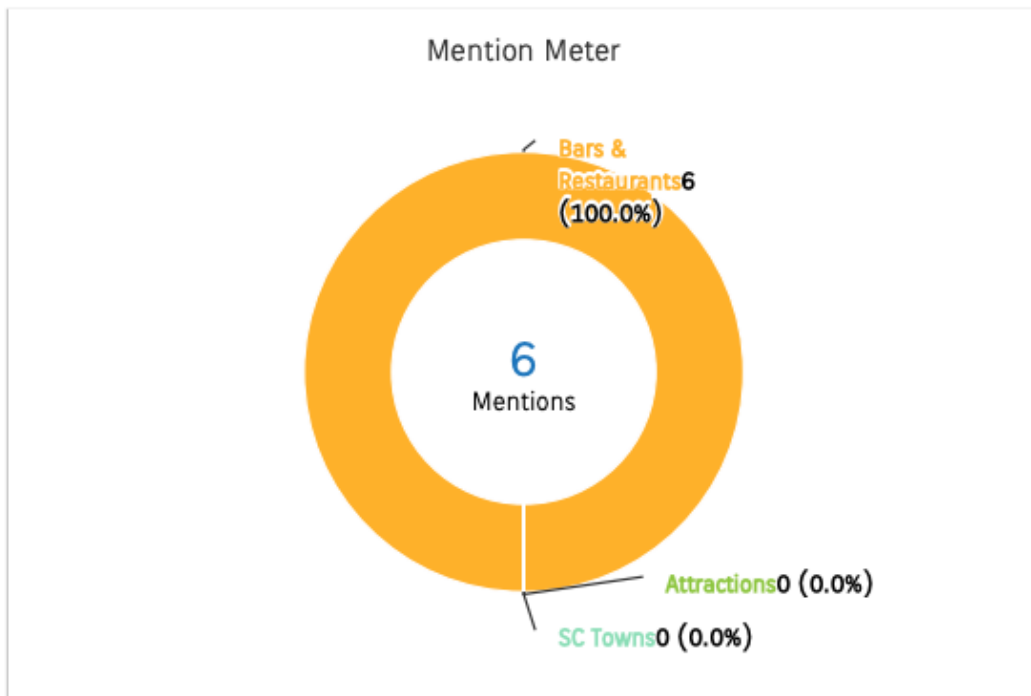
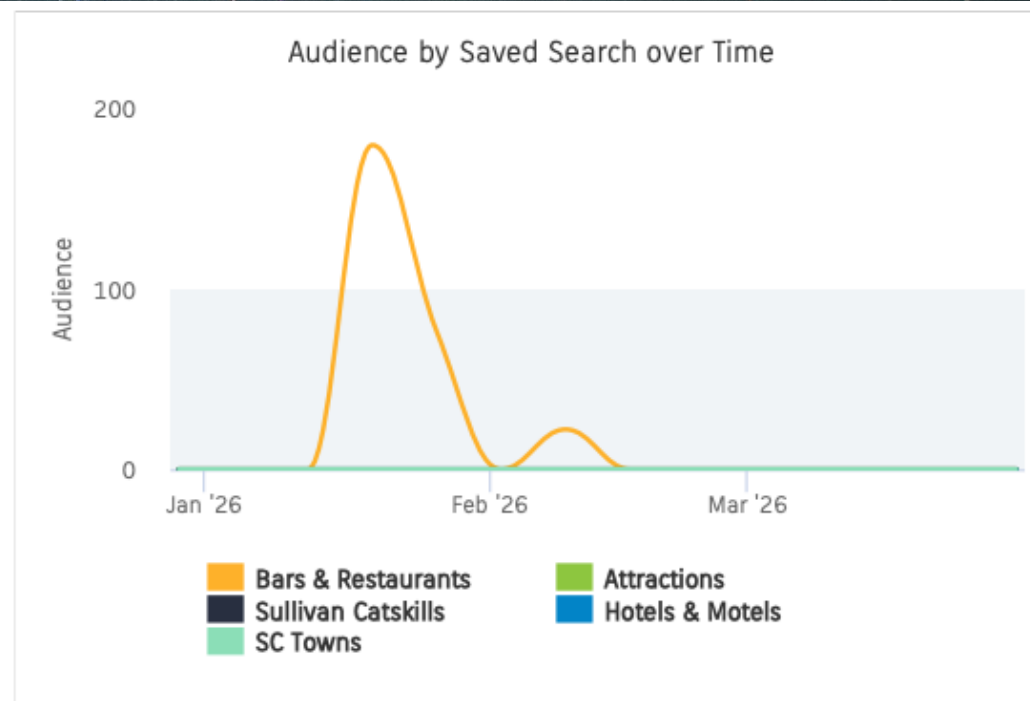
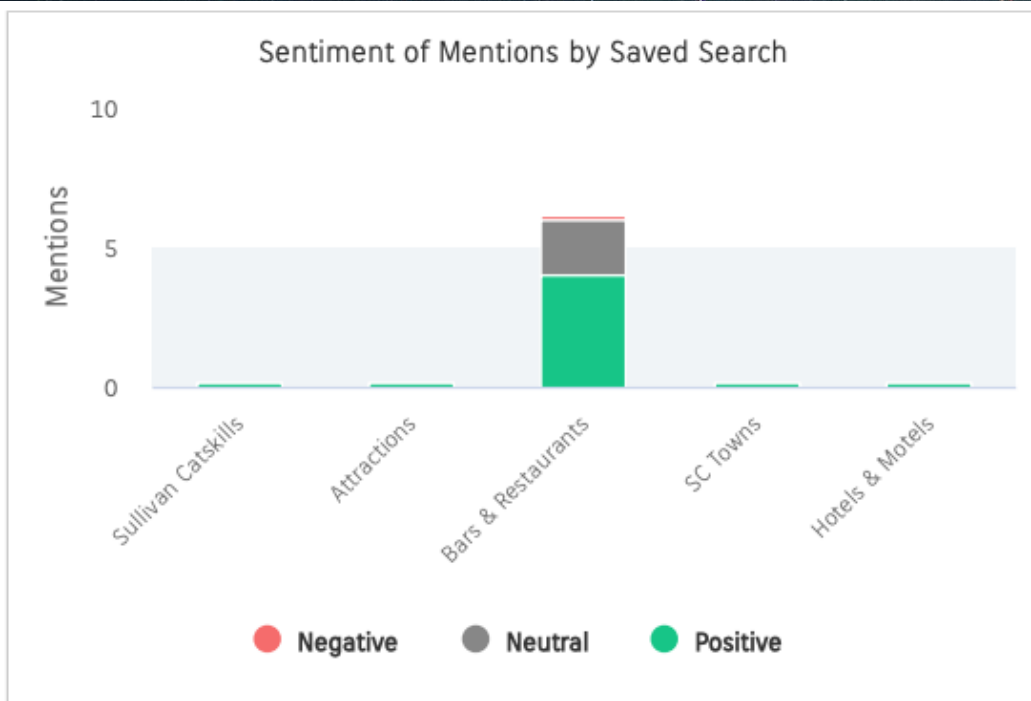


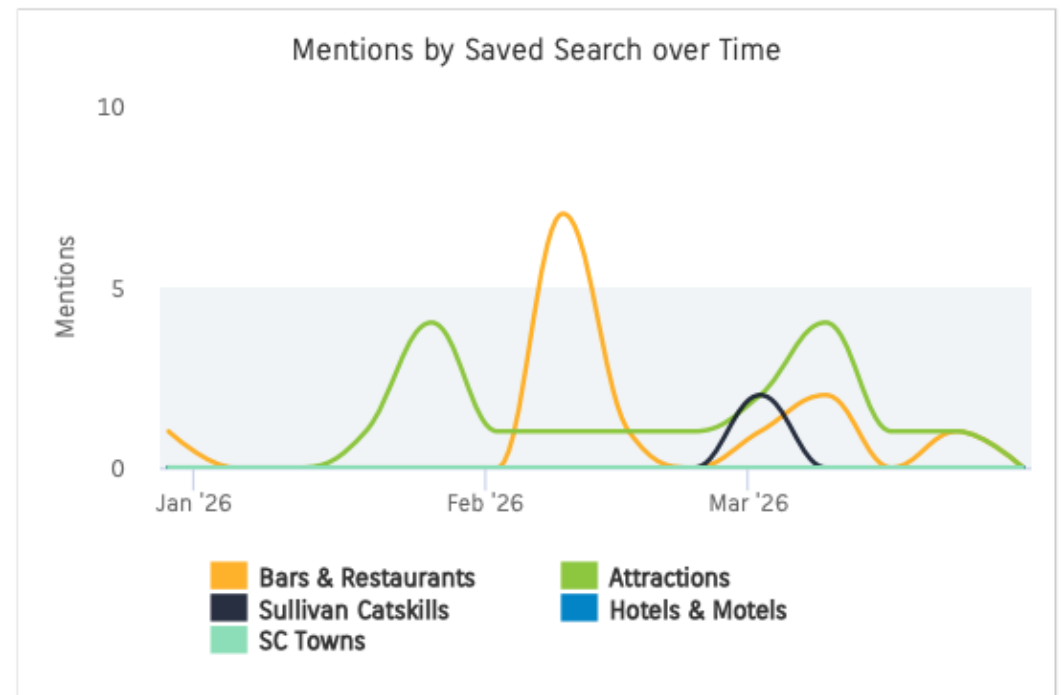
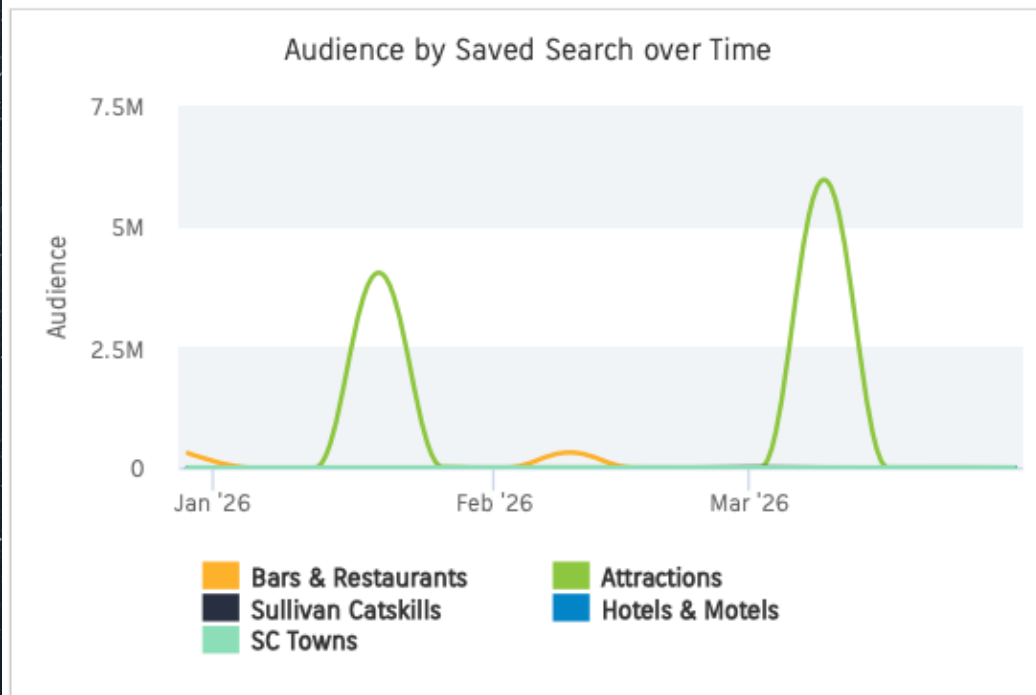
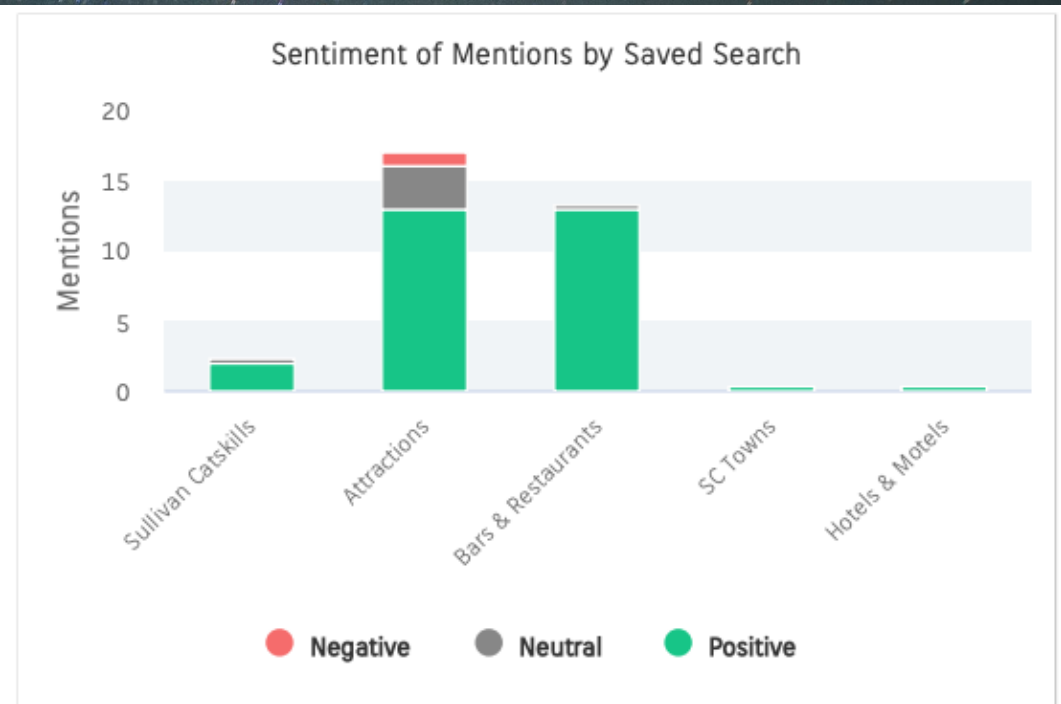
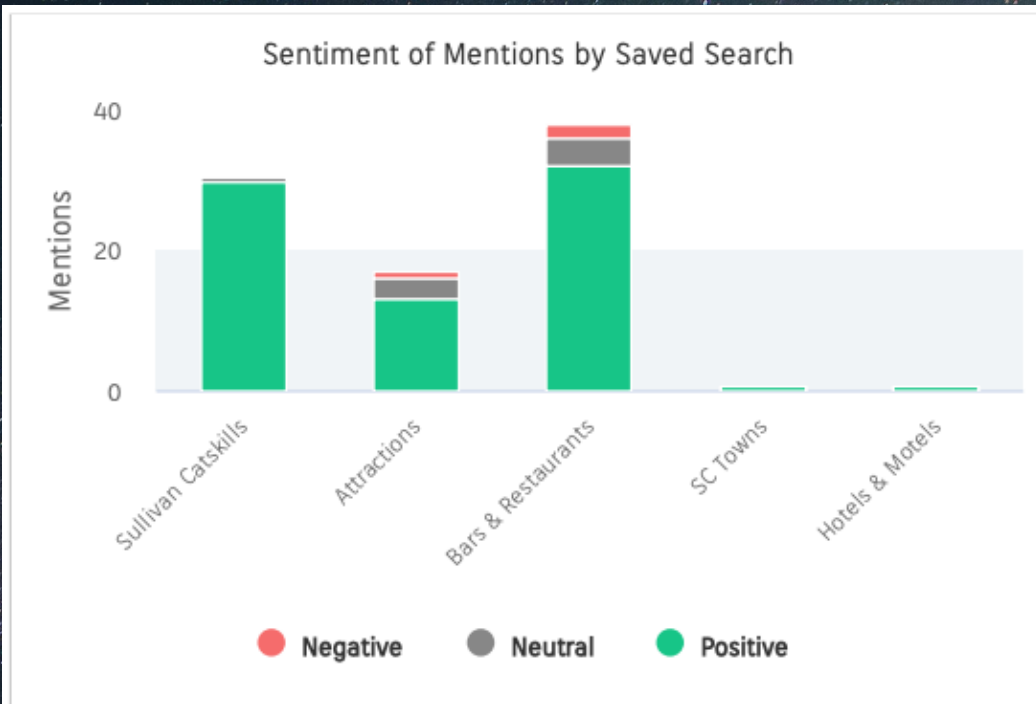
'Bars & Restaurants' Mentions by State



'Sullivan Catskills' Mentions by State









Publicity Value

Media Types

TV (139 Mentions) ▾

Radio (286 Mentions) ▾

Online + Print (6.269k Mentions) ▾

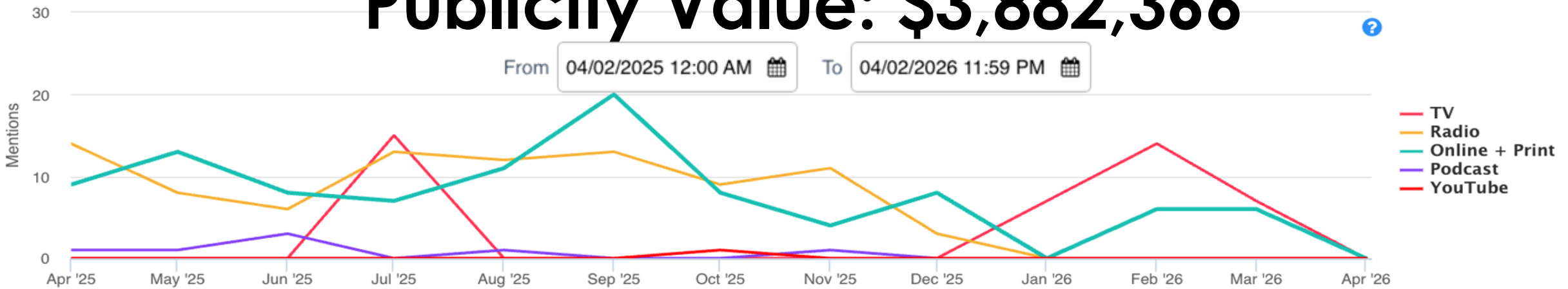
Podcasts (61 Mentions) ▾



Date Range

Past Year ▾

Mentions: 237
Audience: 621,256,700
Publicity Value: \$3,882,366



Media Types

TV (139 Mentions) ▾

Radio (286 Mentions) ▾

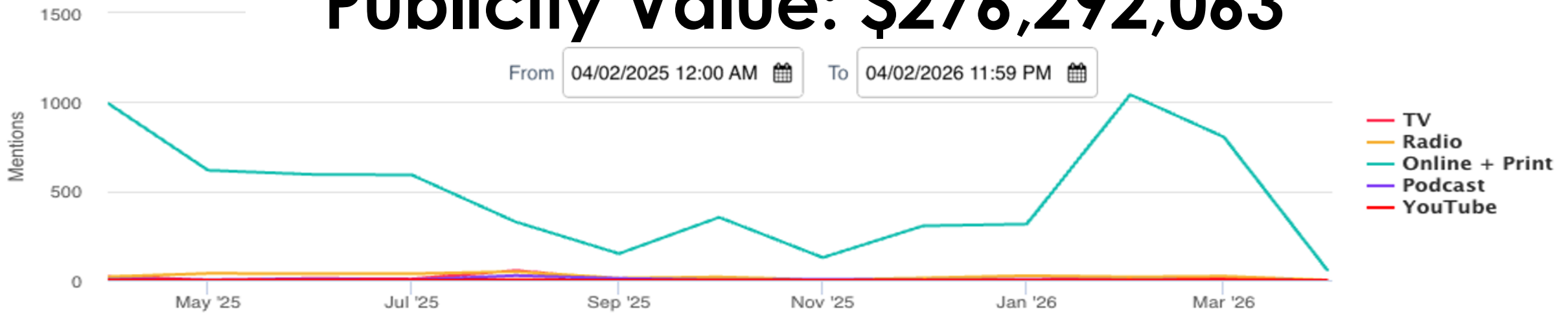
Online + Print (6.269k Mentions) ▾

Podcasts (61 Mentions) ▾



Date Range
Past Year ▾

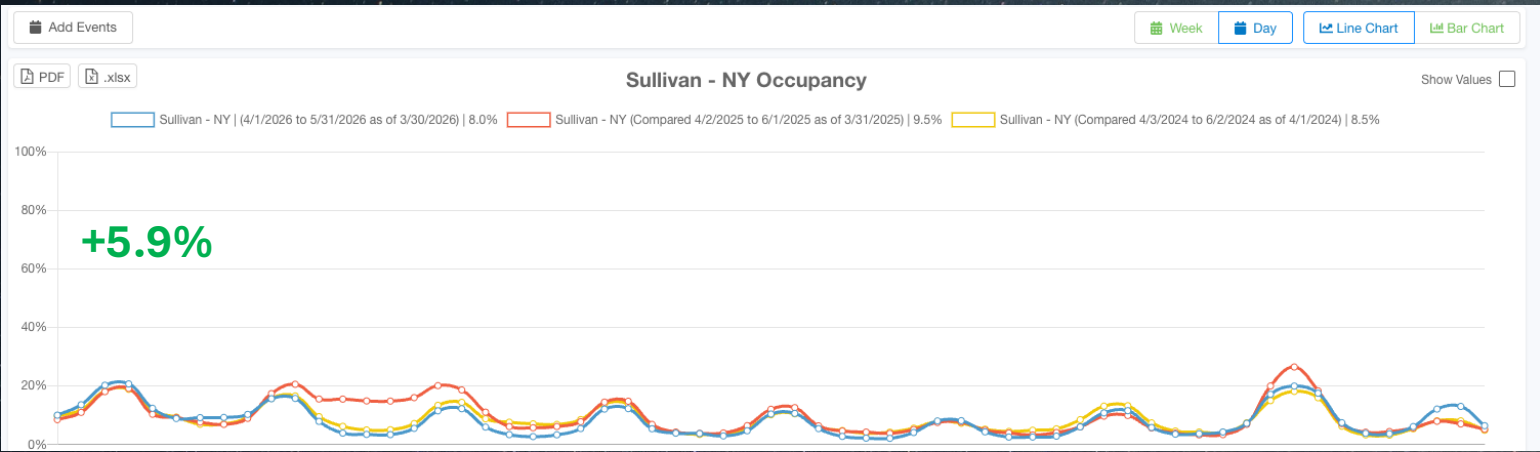
Mentions: 6,761
Audience: 27,188,326,789
Publicity Value: \$276,292,063



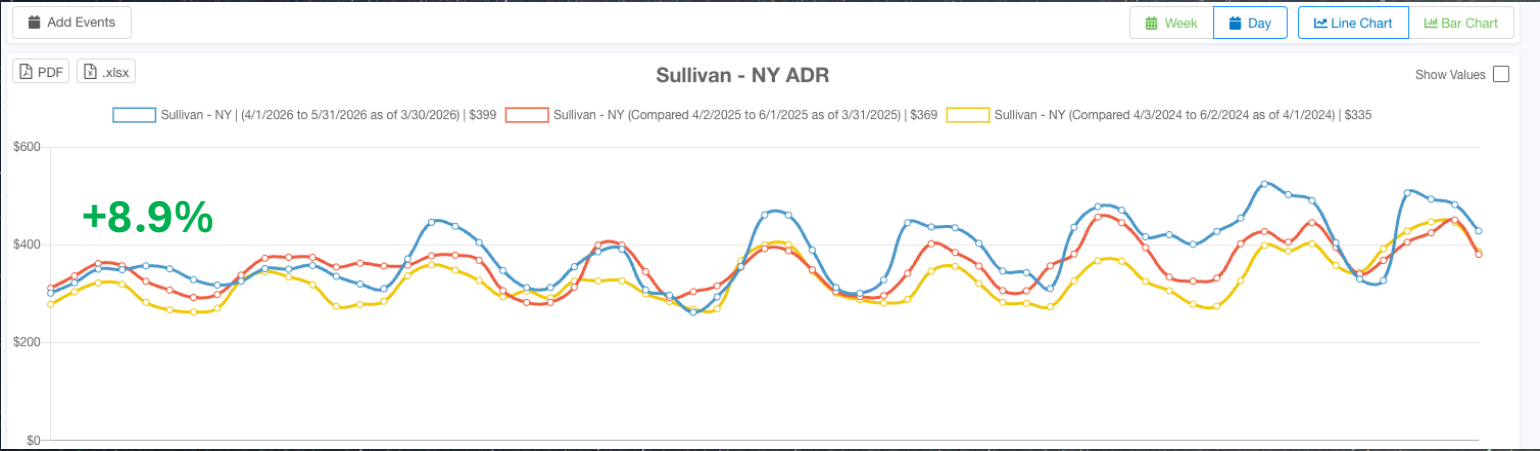


KEYDATA™
DASHBOARD

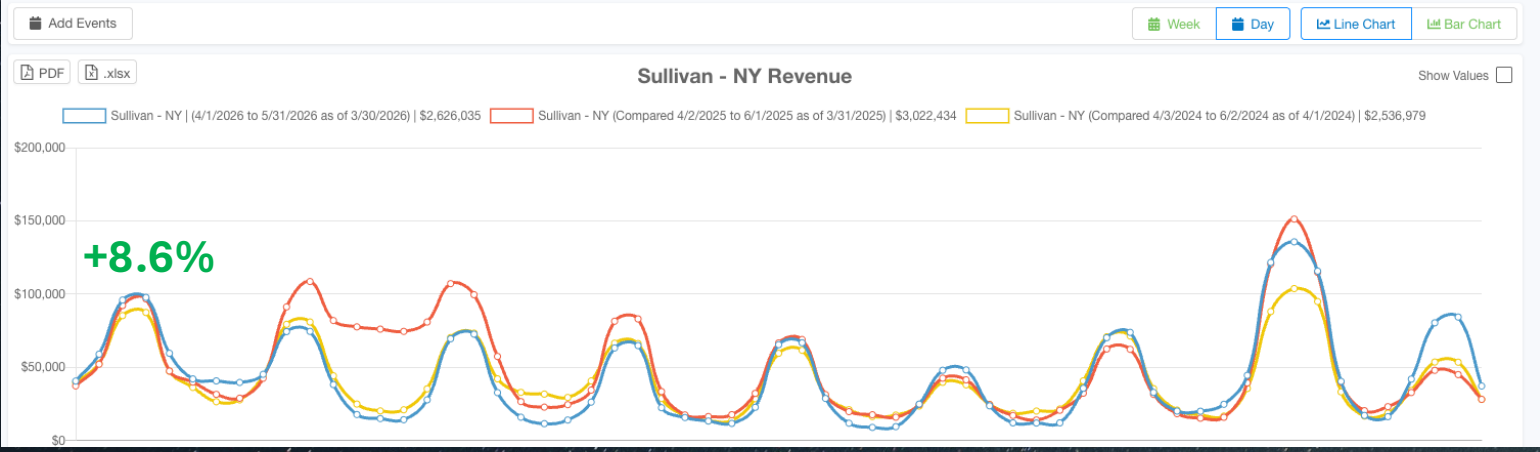
JANUARY 2026



↑ OCCUPANCY
13.6% vs 12.8%

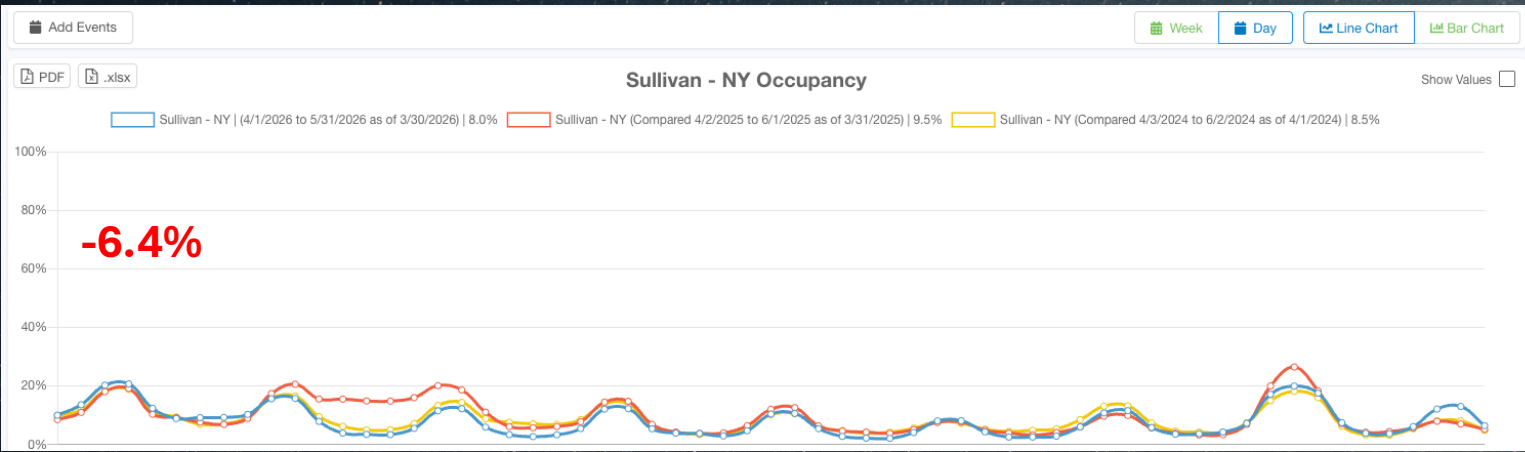


↑ ADR
AVERAGE DAILY RATE
\$384 vs \$350

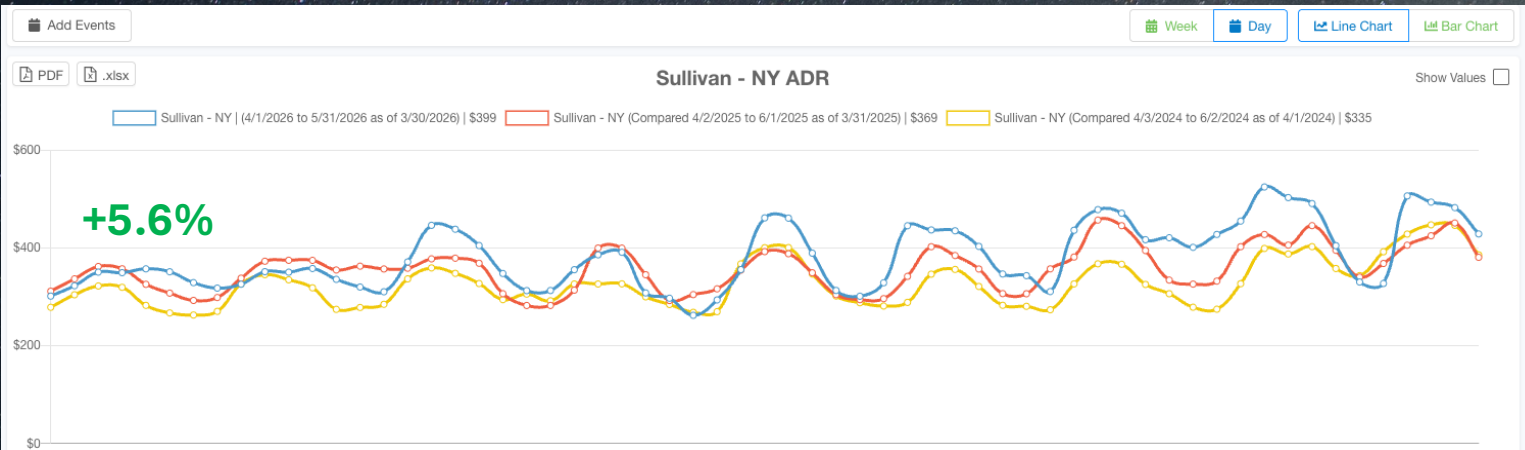


↑ REVENUE
\$2,160,331 vs \$1,975,215

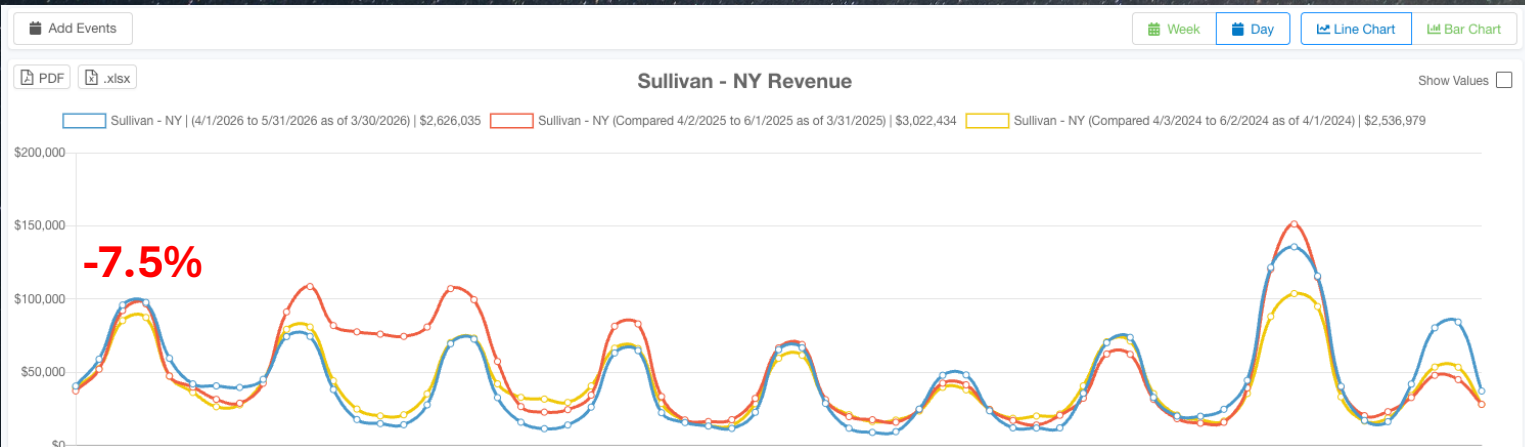
FEBRUARY 2026



 **OCCUPANCY**
15.6% vs 16.6%

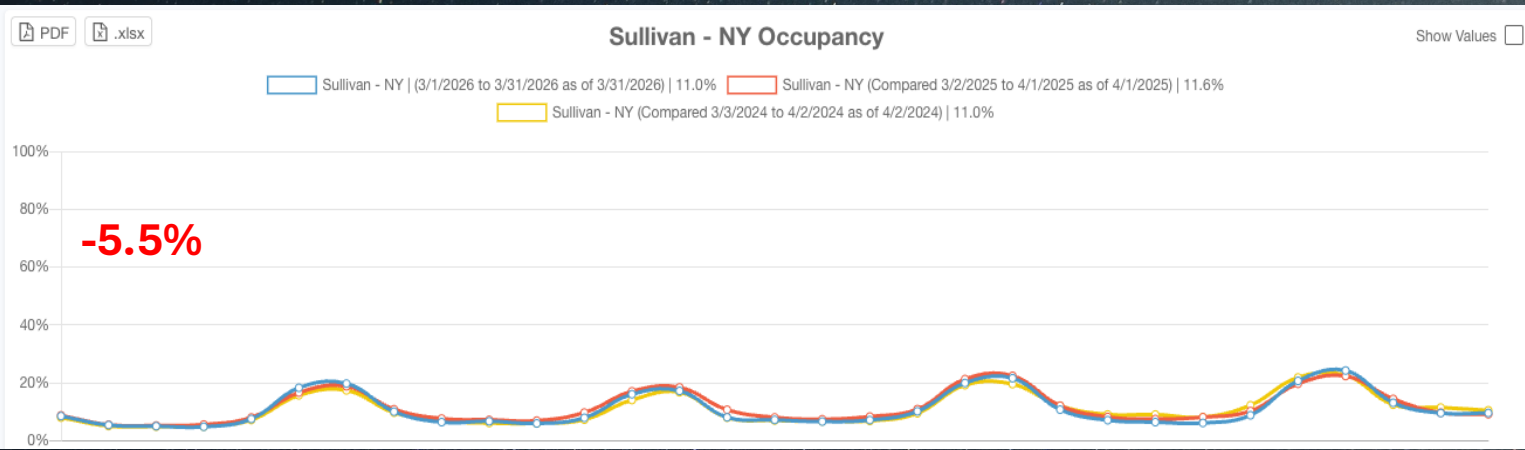


 **ADR**
AVERAGE DAILY RATE
\$377 vs \$356

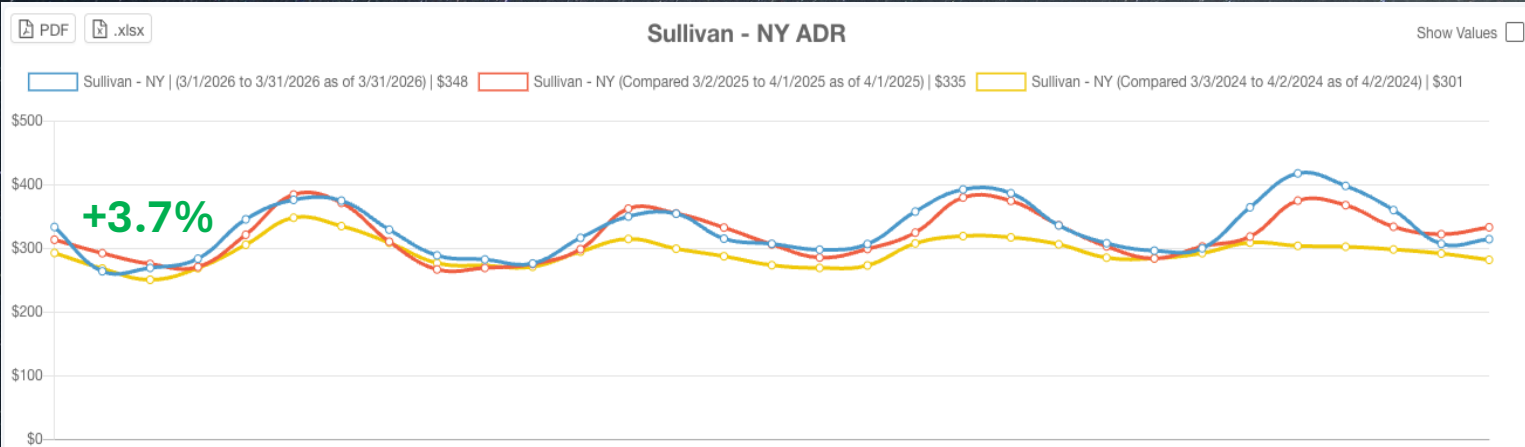


 **REVENUE**
\$2,172,756 vs \$2,335,226

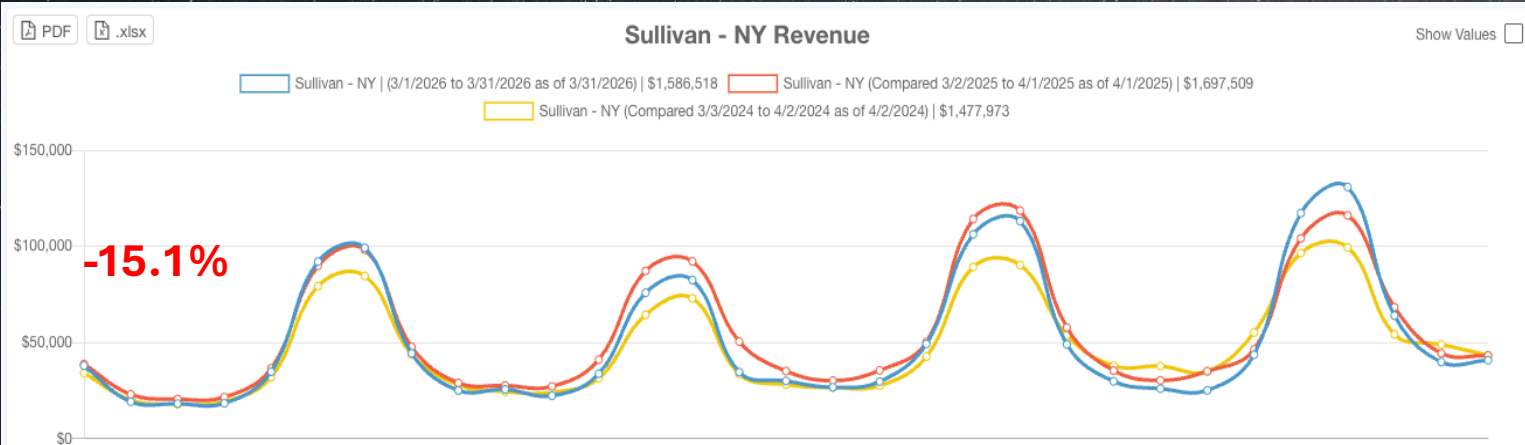
MARCH 2026



OCCUPANCY
11.0% vs 11.6%

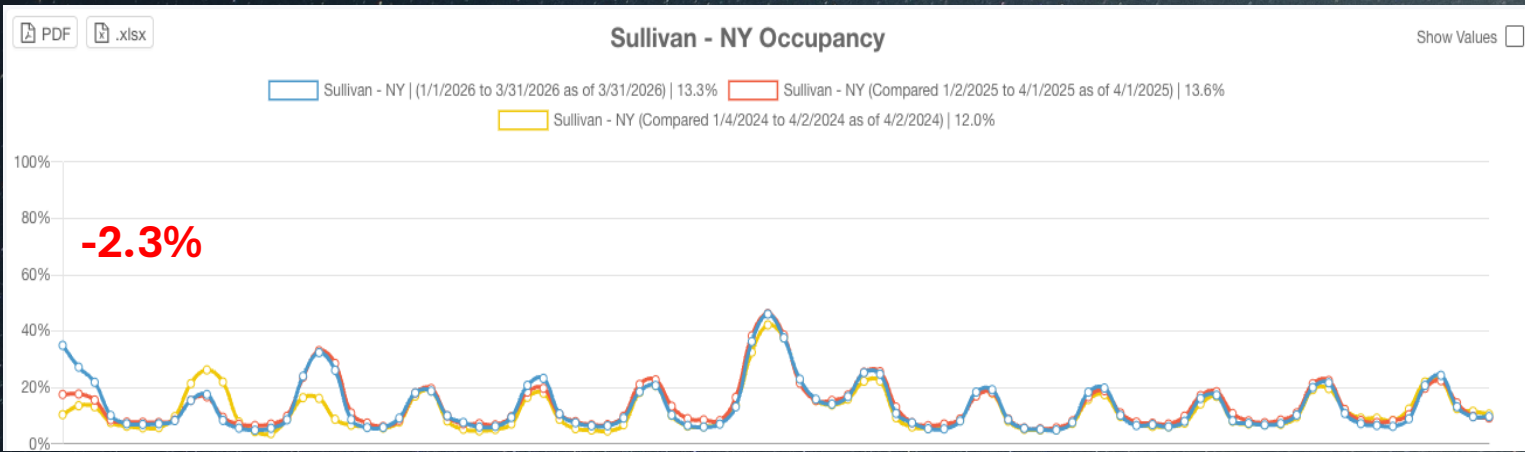


ADR
AVERAGE DAILY RATE
\$348 vs \$335



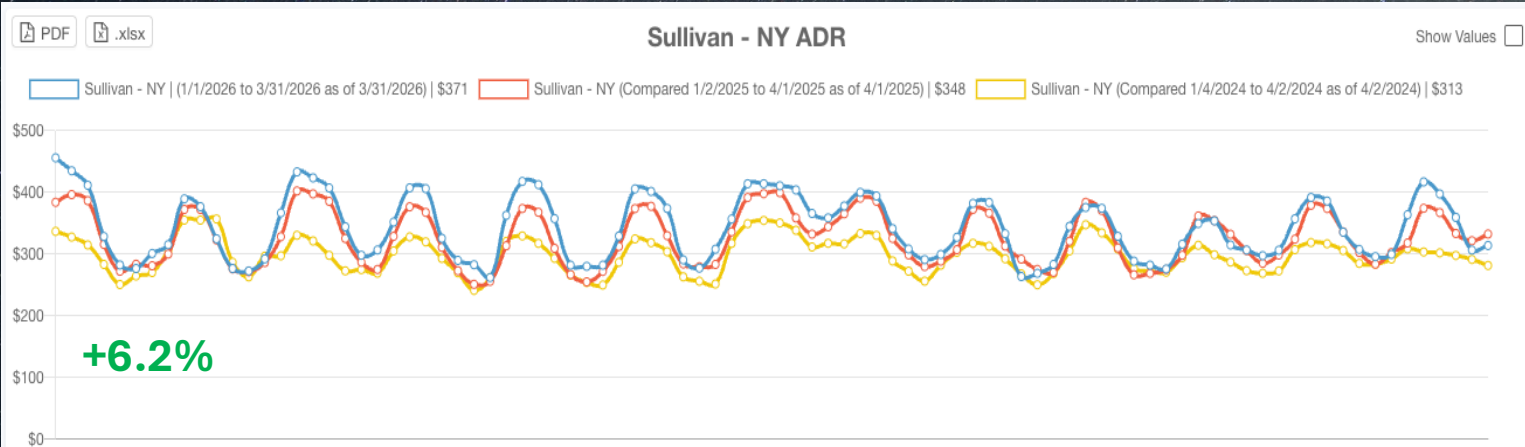
REVENUE
\$2,626,035 vs \$3,022,434

JAN. - MARCH 2026



OCCUPANCY

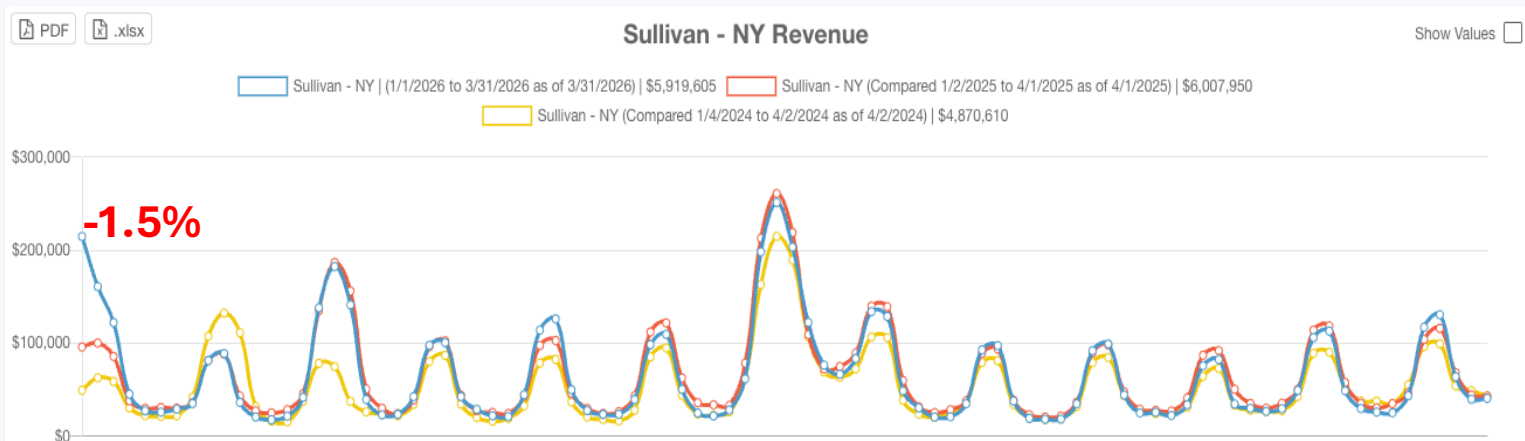
13.3% vs 13.6%



ADR

AVERAGE DAILY RATE

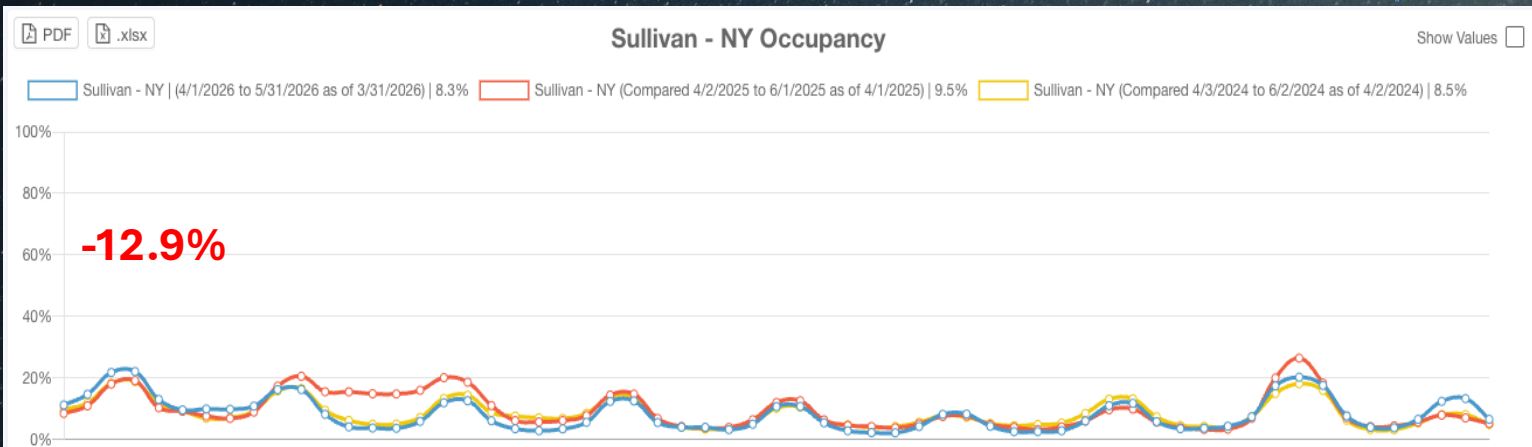
\$371 vs \$348




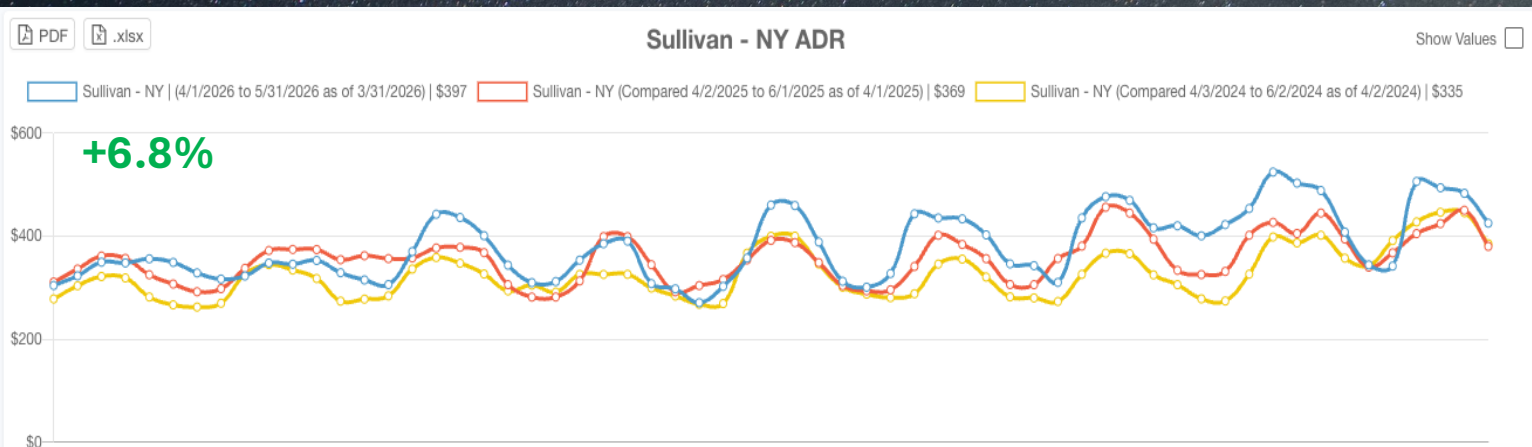
REVENUE

\$5,919,605 vs \$6,007,950

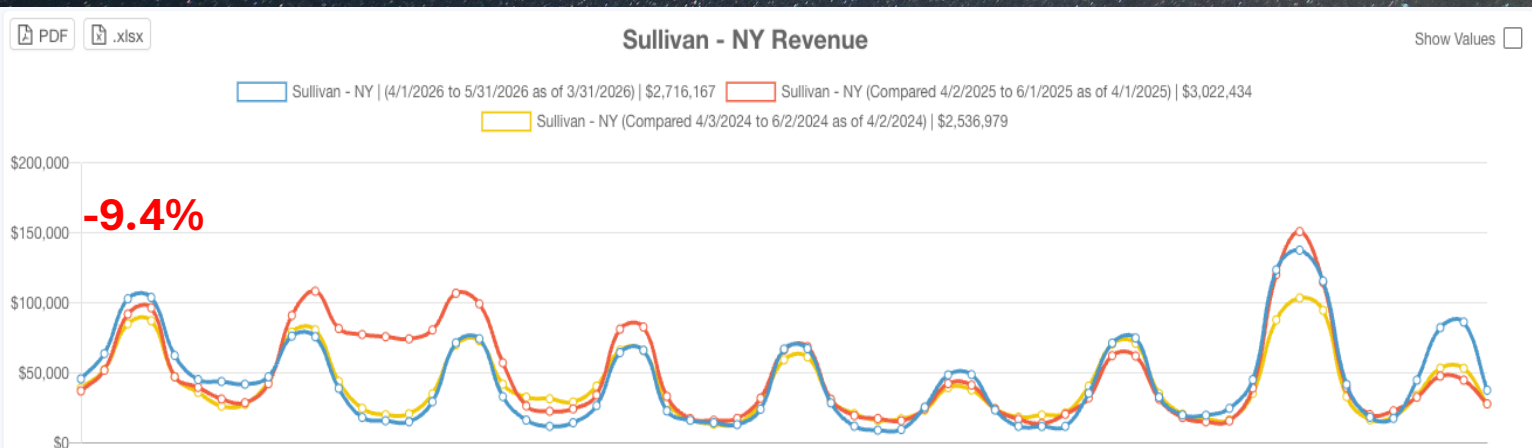
APRIL-MAY 2026



 **OCCUPANCY**
8.5% vs 9.6%

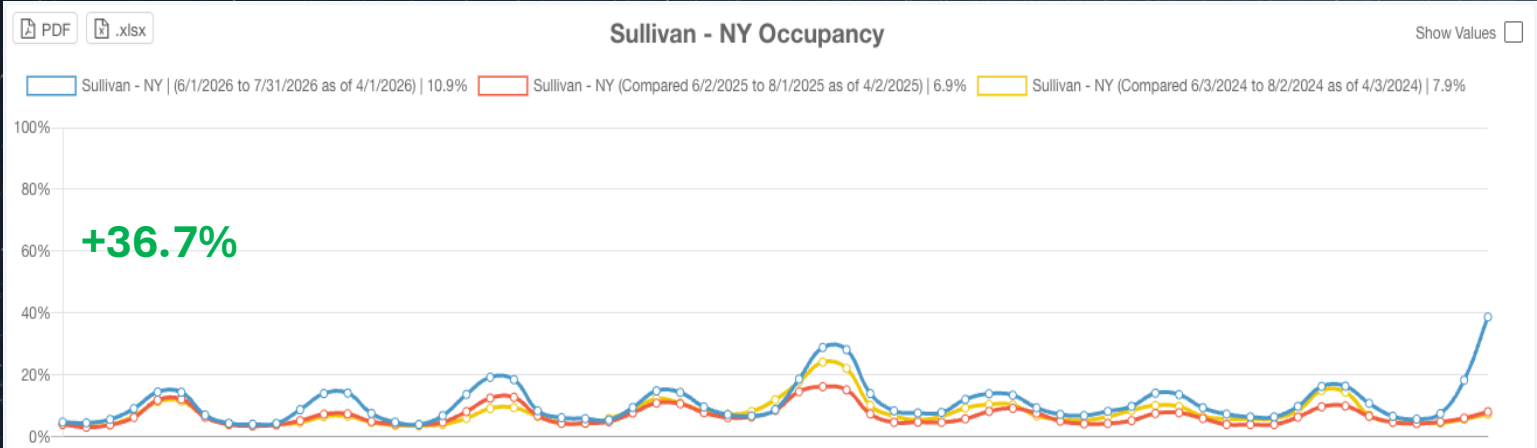



 **ADR**
AVERAGE DAILY RATE
\$396 vs \$369

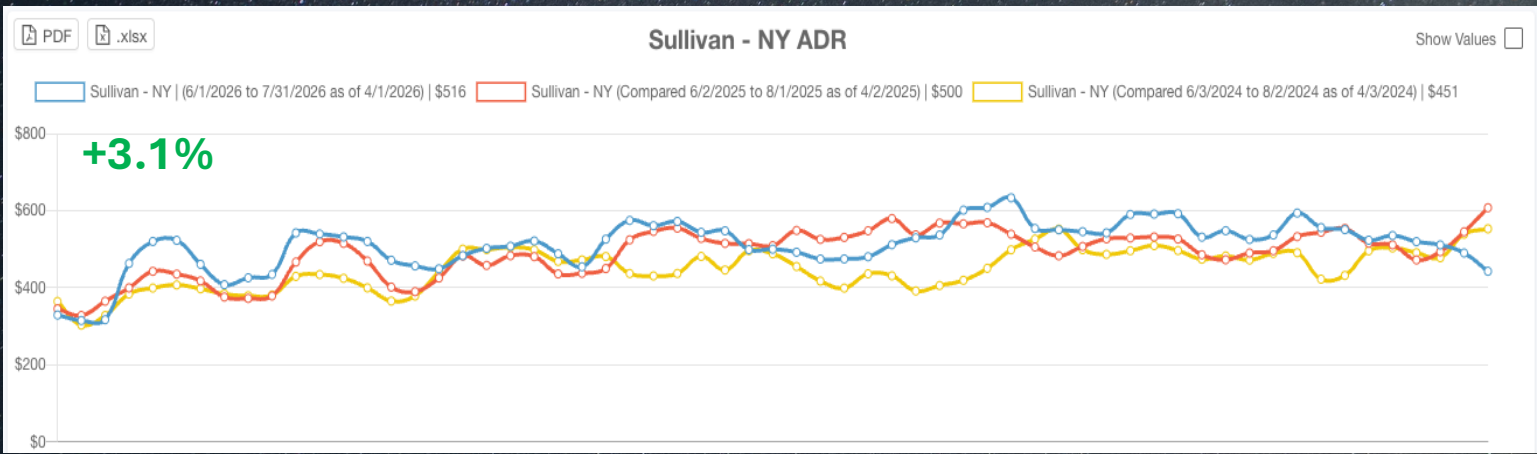


 **REVENUE**
\$2,736,267 vs \$2,994,278

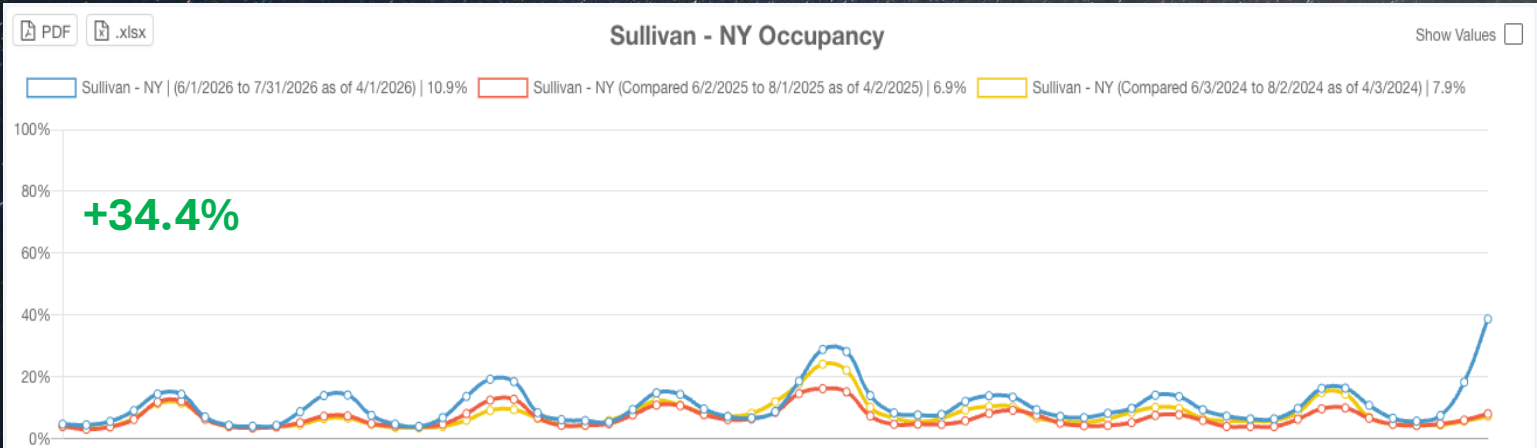
JUNE - JULY 2026



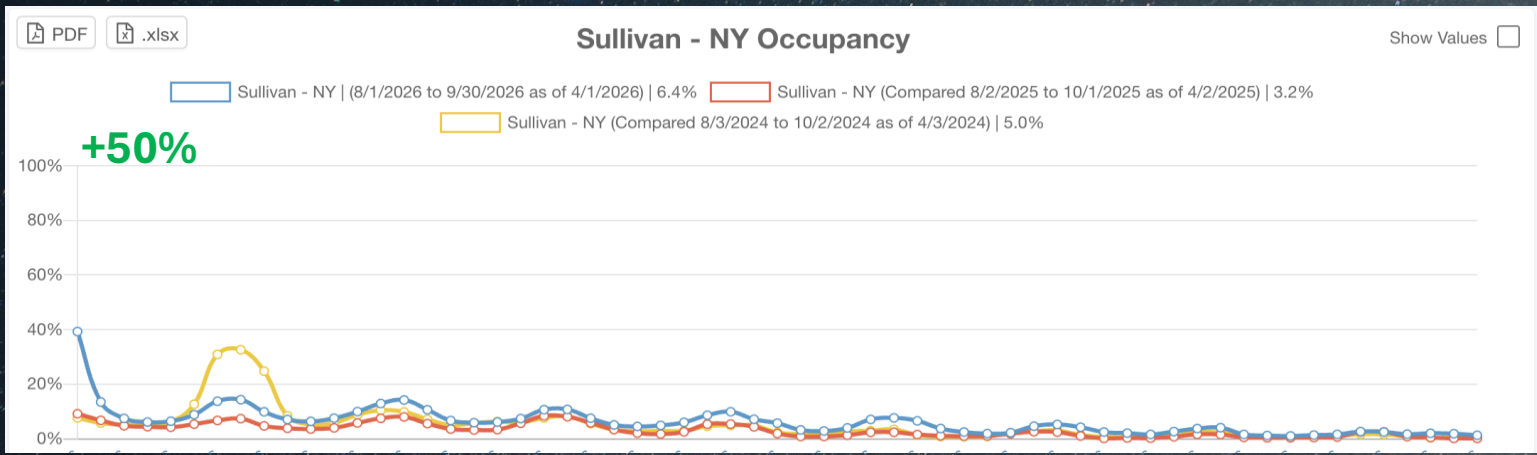
 **OCCUPANCY**
10.9% vs 6.9%



 **ADR**
AVERAGE DAILY RATE
\$516 vs \$500

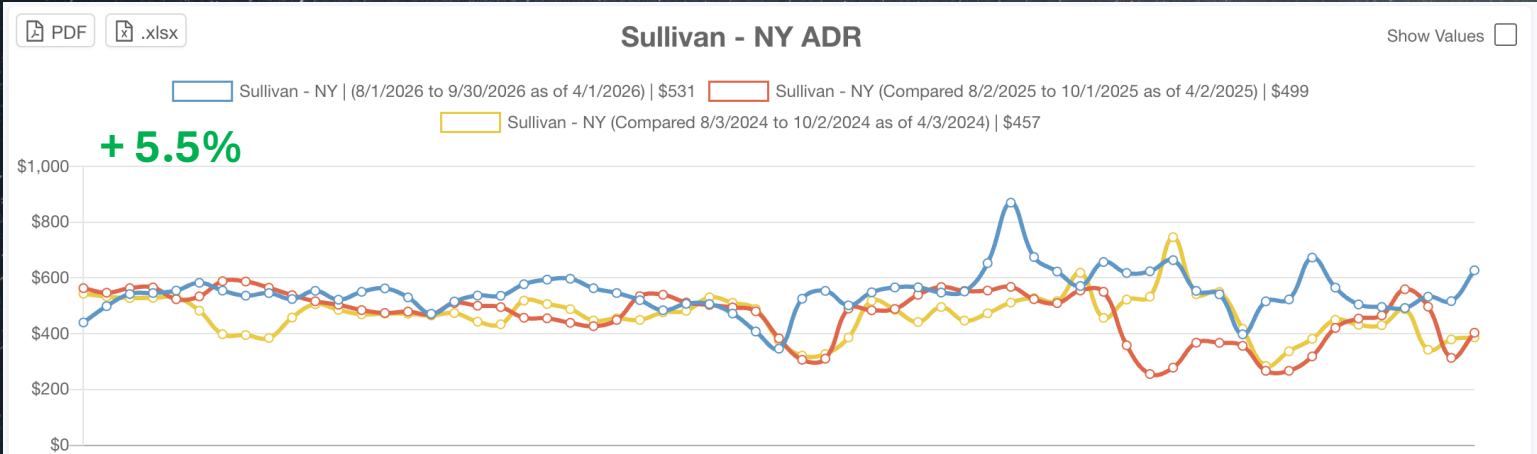


 **REVENUE**
\$4,550,476 vs \$2,983,611

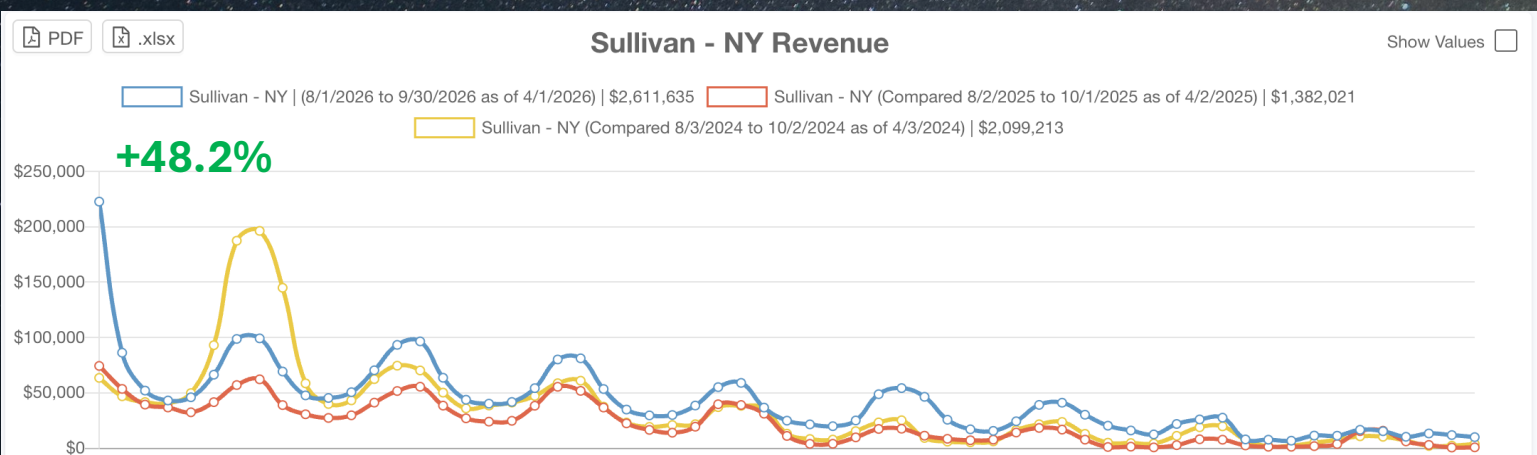


AUG. – SEPT. 2026

↑ OCCUPANCY
6.4% vs 3.2%

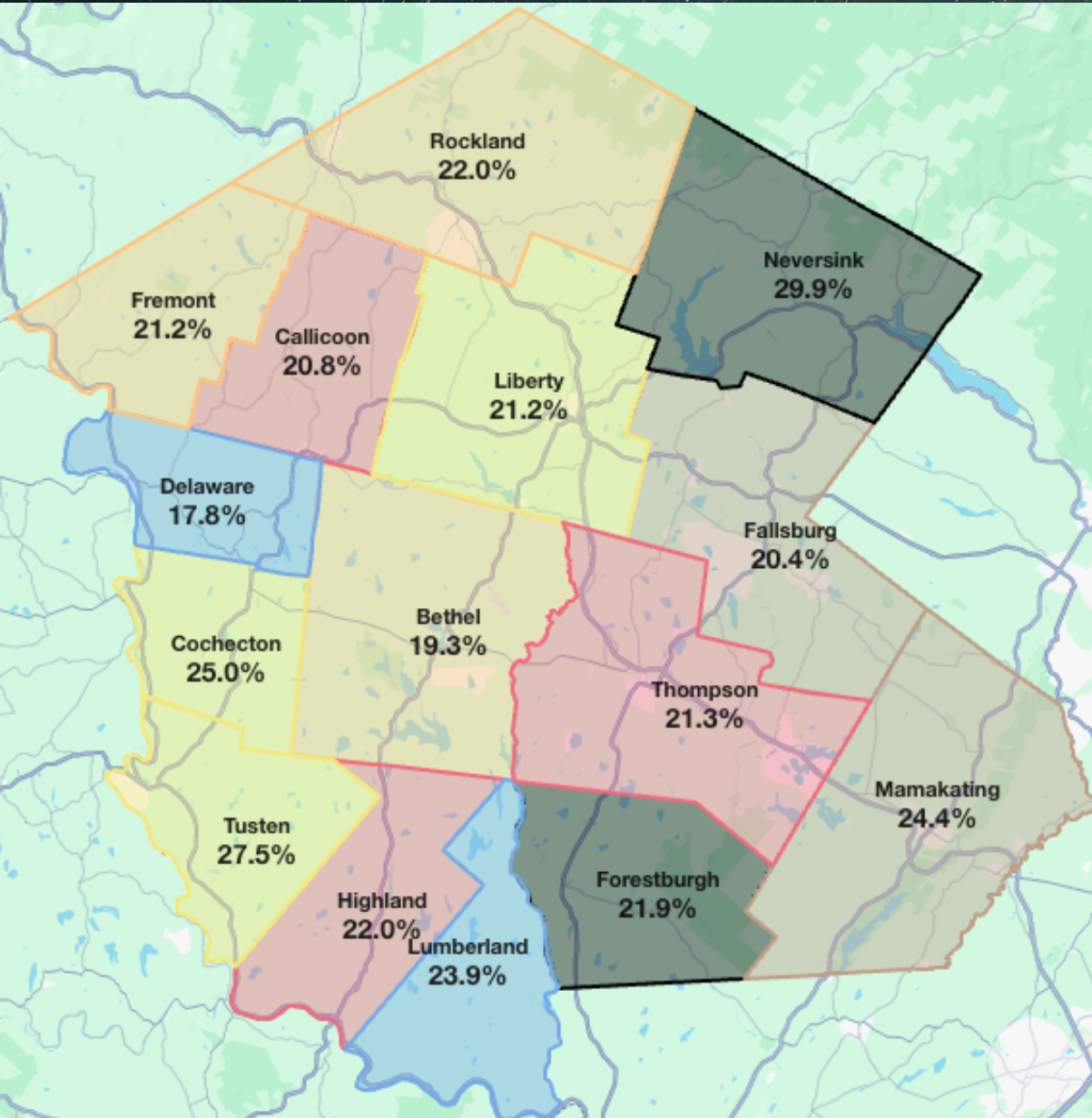


↑ ADR
AVERAGE DAILY RATE
\$528 vs \$499



↑ REVENUE
\$2,669,919 vs \$1,382,021

2025



	OCC	ADR	REVENUE
Bethel	19.3%	\$362	\$5,336,425
Tusten	27.5%	\$415	\$4,275,082
Rockland	22.0%	\$423	\$4,116,924
Thompson	21.3%	\$429	\$3,740,285
Fallsburg	20.4%	\$374	\$3,272,321
Liberty	21.2%	\$389	\$3,230,736
Callicoon	20.8%	\$416	\$3,186,047
Lumberland	23.9%	\$383	\$2,920,146
Highland	22.0%	\$423	\$2,918,445
Neversink	29.9%	\$359	\$2,091,263
Delaware	17.8%	\$355	\$2,056,579
Mamakating	24.4%	\$379	\$1,946,699
Fremont	21.2%	\$389	\$1,498,108
Cochecton	25.0%	\$265	\$1,481,993
Forestburgh	21.9%	\$473	\$695,537

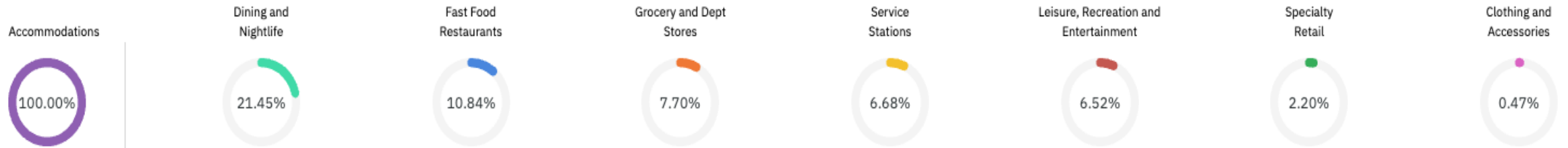
The logo for DATAFY is centered on a white rectangular background. It features a stylized 'D' icon on the left, composed of a purple-to-blue gradient with a light blue horizontal bar inside. To the right of the icon, the word 'DATAFY' is written in a bold, sans-serif font. The letters 'DATA' are in a purple-to-blue gradient, and 'FY' is in a light blue color.

DATAFY

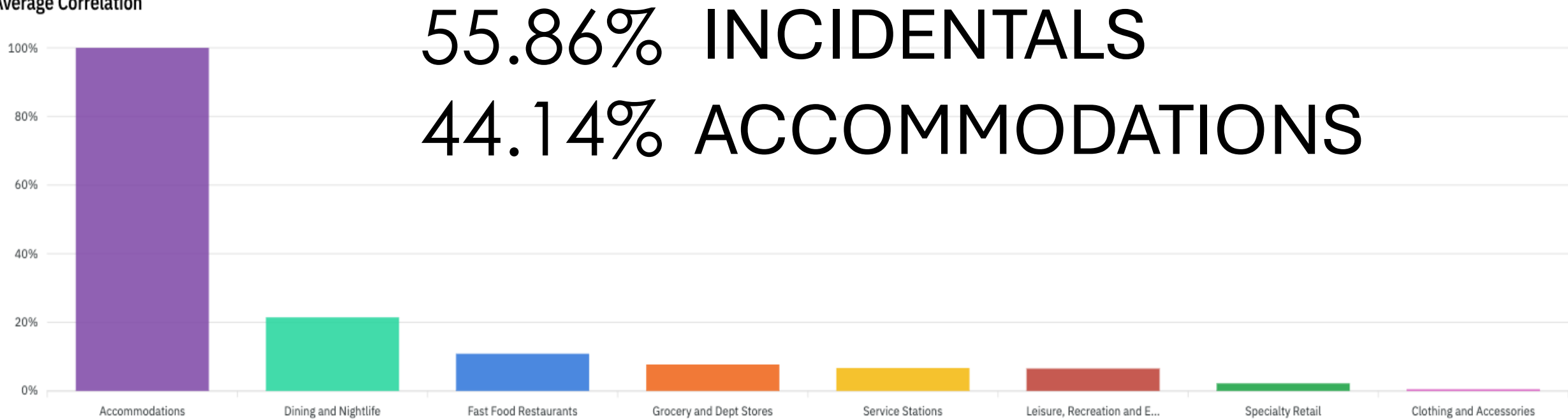
VISITOR SPENDING 2025

DESTINATION

Average Correlation



Average Correlation



VISITOR SPENDING 2025

MONTICELLO

Average Correlation

Accommodations



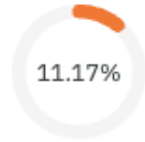
Dining and Nightlife



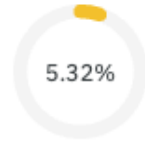
Fast Food Restaurants



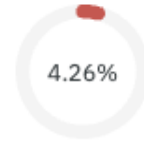
Leisure, Recreation and Entertainment



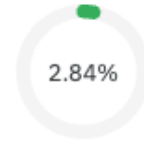
Grocery and Dept Stores



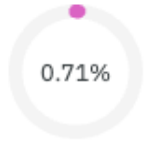
Specialty Retail



Service Stations



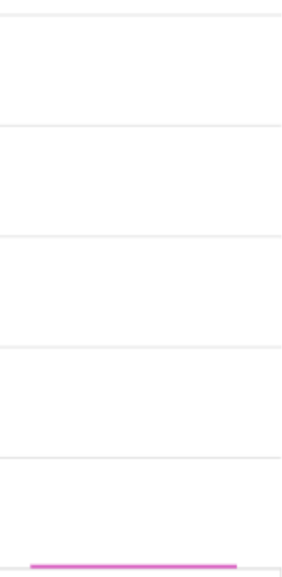
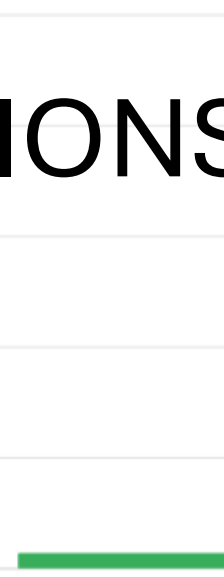
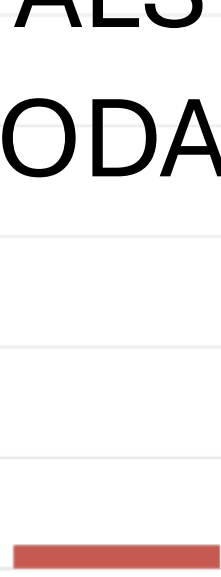
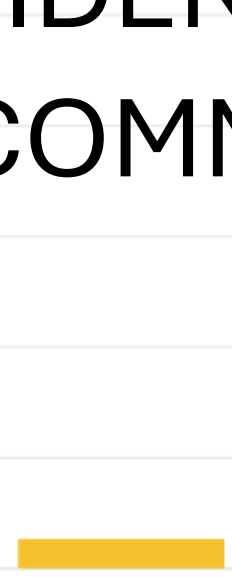
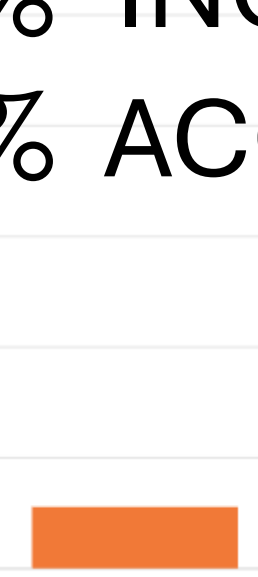
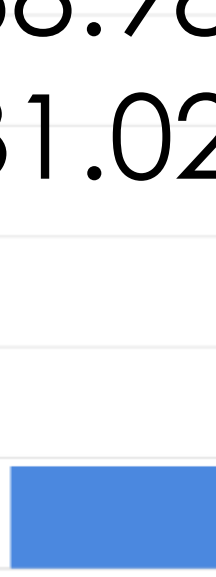
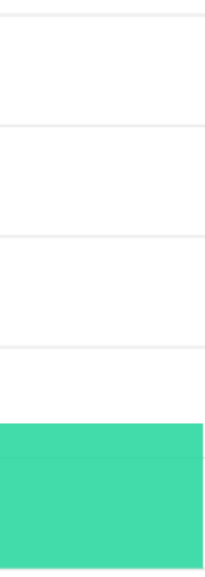
Personal Care and Services



Average Correlation

68.98% INCIDENTALS
31.02% ACCOMMODATIONS

100%
80%
60%
40%
20%
0%



Accommodations

Dining and Nightlife

Fast Food Restaurants

Leisure, Recreation and E...

Grocery and Dept Stores

Specialty Retail

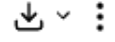
Service Stations

Personal Care and Service...

VISITOR SPENDING 2025

LIBERTY

Average Correlation



Accommodations



Fast Food Restaurants



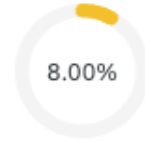
Service Stations



Dining and Nightlife



Grocery and Dept Stores

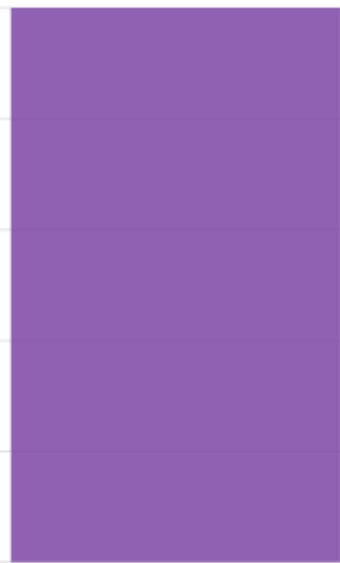


Average Correlation



66.00% INCIDENTALS
34.00% ACCOMMODATIONS

100%
80%
60%
40%
20%
0%



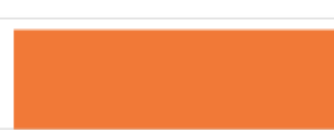
Accommodations



Fast Food Restaurants



Service Stations



Dining and Nightlife



Grocery and Dept Stores

VISITOR SPENDING 2025

ROSCOE

Average Correlation



Accommodations



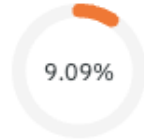
Dining and Nightlife



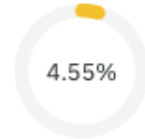
Service Stations



Grocery and Dept Stores



Specialty Retail



Average Correlation

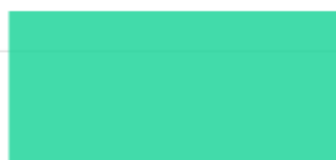


59.09% INCIDENTALS
40.91% ACCOMMODATIONS

100%
80%
60%
40%
20%
0%



Accommodations



Dining and Nightlife



Service Stations



Grocery and Dept Stores



Specialty Retail

	% of Trips	% of Revenue	T2R Variance
▸ <input checked="" type="checkbox"/> Barryville, NY			
▸ <input checked="" type="checkbox"/> Bethel, NY	33.19%	37.99%	4.80%
▸ <input checked="" type="checkbox"/> Bloomingburg, NY	12.99%	10.21%	-2.78%
▸ <input checked="" type="checkbox"/> Burlingham, NY	4.40%	7.55%	3.15%
▸ <input checked="" type="checkbox"/> Callicoon Center, NY	9.96%	5.34%	-4.62%
▸ <input checked="" type="checkbox"/> Callicoon, NY	2.87%	3.60%	0.73%
▸ <input checked="" type="checkbox"/> Claryville, NY	3.68%	3.17%	-0.51%
▸ <input checked="" type="checkbox"/> Cochecton, NY	5.17%	3.05%	-2.12%
▸ <input checked="" type="checkbox"/> Eldred, NY	5.81%	2.61%	-3.20%
▸ <input checked="" type="checkbox"/> Ferndale, NY	3.12%	2.39%	-0.73%
▸ <input checked="" type="checkbox"/> Forestburgh, NY	3.48%	2.25%	-1.23%
▸ <input checked="" type="checkbox"/> Fremont Center, NY	1.29%	2.10%	0.80%
▸ <input checked="" type="checkbox"/> Glen Spey, NY	3.51%	1.84%	-1.67%
▸ <input checked="" type="checkbox"/> Glen Wild, NY	2.21%	1.53%	-0.68%
▸ <input checked="" type="checkbox"/> Grahamsville, NY	2.36%	1.50%	-0.86%
▸ <input checked="" type="checkbox"/> Hankins, NY	2.89%	1.38%	-1.51%
▸ <input checked="" type="checkbox"/> Harris, NY	1.96%	1.35%	-0.61%
▸ <input checked="" type="checkbox"/> Highland Lake, NY			

Submittable 

Sullivan County Tourism Grant Program

Brought to you by Sullivan County & the Sullivan County Visitors Association

Sullivan County Tourism Grant Program 2026

Ends on Tue, Apr 14, 2026 11:59 PM

Technical Questions?

Check out the [Submitter Resource Center](#) or contact [Submittable Customer Support](#).

Applying on behalf of:

SULLIVAN COUNTY VISITORS ASSOCIATION

UEI: TAZNKWTXJBC9



Address: 100 SULLIVAN AVE, STE 2, FERNDALE, NY 12734, USA

[Change organization](#)

[Learn how to manage organization details](#)

Powered by SAM.gov © 2026 [SAM.gov](#)

Is the applicant in Sullivan County? (required)

Yes

No

Is the event or project taking place in Sullivan County? (required)

Yes

No

[Next](#)

Drafts may be visible to the administrators of this program.

Grant Program Guide

Everything you need to know about SCVA Tourism Grants, from eligibility to success metrics

How the SCVA Tourism Grant Program Works

The SCVA Tourism Grant Program represents a strategic reinvestment of lodging tax revenues collected throughout Sullivan County. Every dollar in our grant fund comes directly from visitors who stay overnight in our hotels, B&Bs, vacation rentals, and campgrounds - making this a true tourism-to-tourism investment cycle.

Our Investment Philosophy

We believe in measurable, sustainable tourism development. Rather than supporting one-time events or projects without lasting impact, we prioritize initiatives that build Sullivan County's reputation as a destination, create repeat visitation, and generate economic benefits for local businesses and communities.

Why We Require Reporting

Post-grant reporting isn't just paperwork - it's how we prove the value of tourism investment to our county partners, identify successful strategies to replicate, and continuously improve our funding approach. Your success stories become tools for securing future tourism funding.

As a general guideline, grant participation should not exceed approximately 20% of the total project cost.

Application Timeline

Understanding exactly what we fund in each category and how projects are evaluated

Roomnight-Focused Grants

The largest funding category because it directly aligns with our lodging tax revenue source. These grants must demonstrate clear overnight visitation impact.

Eligible Uses:

- Lodging-linked promotions or packages
- Event-driven campaigns with proven visitor draw
- Tech incentives for lodging data sharing
- Digital led ads with regional hospitality partners

Evaluation Criteria:

- Projected roomnight generation
- Strength of booking window and length-of-stay goals
- Inclusion of lodging partners
- Disposed methods for data capture and analysis

Reporting Requirements:

- Visitor zip-code data
- Hotel or lodging partner metrics
- Key Data Dashboard exports (or equivalent lodging-impact reporting)

Sullivan County Grant Program

Transform Sullivan County's tourism landscape with strategic grant funding

APPLY NOW LEARN MORE

Four Strategic Funding Categories

Roomnight-Focused Grants

Drive overnight visitation through strategic lodging partnerships and marketing campaigns.

- Lodging-linked promotions
- Event-driven visitor campaigns
- Digital ad co-ops

Arts & Culture Enhancement

Amplify Sullivan County's arts scene to attract cultural travelers and off-season visitors.

- Visitor-focused exhibitions
- Artist residencies
- Multi-day arts festivals

Village, Hamlet & Micro-Brand Grants

Help local communities develop unique, visitor-facing identities and storytelling.

- Brand development
- Interpretive signage
- Walking tours & maps
- Local history projects

Events & Festivals Support

Seed, scale, or sustain high-quality events that increase visitor interest and extend stays.

- Production support
- Event marketing
- Logistics upgrades
- Safety improvements



Sullivan County Tourism Grant Program

Brought to you by Sullivan County & the Sullivan County Visitors Association

Welcome!

Please apply for **Sullivan County Tourism Grant Program 2026** below.

- **Due Date:** April 14, 2026
- **Review Period:** April 14 – May 11, 2026
- **Awards Announced:** May 15, 2026
- **Funds Distributed:** June 2026
- **Reports Due:** Within 60 days post-project

Tips on using Submittable:

- You will need to create a free Submittable account or sign in with Google or Facebook credentials to submit to these forms.
- You can [save a draft](#) of your work if you would like to finish filling out the form at a later date. There is an autosave feature, but you can also manually save your draft by clicking the button at the bottom of the form.
- Submittable works best on Google Chrome, Firefox, and Safari. Internet Explorer is not supported. Please make sure you are using a supported browser.
- We will follow up with you about your submission by email. Please be sure to [safelist](#) notification emails from Submittable and check the email you used to sign up for your Submittable Account regularly.

Technical Questions?

Check out the [Submitter Resource Center](#) or contact [Submittable Customer Support](#).

Sullivan County Tourism Grant Program 2026

Ends on Tue, Apr 14, 2026 11:59 PM

[Guidelines](#)

[Submit](#)

SULLIVAN COUNTY VISITORS ASSOCIATION

UEI: TAZNKWTXJBC9 | Ferndale, NY

Organization details

Powered by [SAM.gov](#) ⓘ Last Profile Update: Monday, September 15, 2025

Organization Legal Name SULLIVAN COUNTY VISITORS ASSOCIATION	UEI Status Active	Cage Code 6NED7
Address 100 Sullivan Ave Ste 2 Ferndale, NY 12734 USA	Organization Type Non-Profit Organization, Business or Organization	Purpose of Registration Federal Assistance Awards
Tax or Governing Entity ID UEI: TAZNKWTXJBC9	State and Country of Incorporation NEW YORK UNITED STATES	Registration Expiration Date Jul 29, 2026 12:00 AM
		Excluded False

Custom organization details ⓘ Hide empty data fields

No details to display. You can [visit the Custom Fields page to add and manage custom fields](#) for all organizations, then return to the Organization Record dashboard to add custom details.

[Edit custom fields](#)

Submissions

1

- New --
- In progress 1
- Accepted --
- Completed --
- Declined --
- Withdrawn --

[View all submissions](#)

Submitters

1

Sarah Halpern
Last login 03/24/2026
[1 submission](#)

Notes

Add a note

Myself ⓘ

Add

Limit: 1000 characters

Forms [View Your Site](#)

Initial Forms
Eligibility Forms
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Internal Forms
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Review Forms [+ New Form](#)

Pre-Award Last saved on Mar 13, 2026 11:52 AM		
Initial Review Last saved on Mar 13, 2026 11:28 AM		
Committee Application Review Form Last saved on Mar 13, 2026 11:22 AM		
Declination Notes Last saved on Feb 27, 2026 11:50 AM		

Smarter Forms
Use branching to build dynamic forms
[Get Started](#) [Not Now](#)



← Back to List < 1 of 66 > Ramp Fest New Initial Review Info Assign Label More

EVENTS & FESTIVALS LEGACY GRANTS

Project: Sullivan County Tourism Grant Program 2026

Submitted March 24, 2026

Submitter Profile

Shawn Lang
shawn@thefarmhouseproject.com

Eligibility Form

SCVA Tourism Grant Program Eligibility
Submitted on March 24, 2026

Initial Form: SCVA Tourism Grant Program Application

Ramp Fest
Submitted on March 24, 2026

Activity Review Messages Awards

Type a note ...

Assigned Team Add

all notes assignments ratings labels

Tue, Mar 24, 2026 9:59 AM
Moved to **Initial Review** automatically

VIEWABLE BY SUBMITTER
Tue, Mar 24, 2026 9:59 AM
Automated submission response sent to **Shawn Lang**

Response:
(VIEWABLE BY SUBMITTER)
Dear Shawn Lang,
Your Sullivan County Tourism Grant submission, Ramp Fest, has been received!
To view your completed submission, visit [your Submittable account](#).
If you have any questions, please email grants@sullivancatskills.com
Thank you!
Sullivan Catskills Visitors Association

VIEWABLE BY SUBMITTER
Tue, Mar 24, 2026 9:59 AM
Submitted by **Shawn Lang**

Submittable Submissions Projects Forms Organizations Reports Funds More View Your Site

Dashboard

Projects Sullivan County Tourism Grant Program 2026 (4 submissions) Date Range: 02/22/2026 - 03/24/2026

Submissions
2

Submissions Over Time
Click and drag in the plot area to zoom in

Submissions By Label

Label	Percentage
Catalyst Grants	50%
Arts & Culture	50%
Legacy Grants	50%
Events & Festivals	50%

Submissions By Status

New: 100.0%

Submittable Submissions Projects Forms Organizations Reports Funds More View Your Site

Funds

All Funds **Transactions**

\$153,797.00 Available
\$300,000.00 Total

\$146,203.00 Awarded
-- Paid

SCVA Tourism Grant 2025
\$146,203.00 Total Fund

-- Available ● \$146,203.00 Awarded -- Paid
moved \$3,797 to SCVA Tourism Grant 2026

SCVA Tourism Grant 2026
\$153,797.00 Total Fund

● \$153,797.00 Available ● -- Awarded ● -- Paid



here

Travel Magazine Media Kit

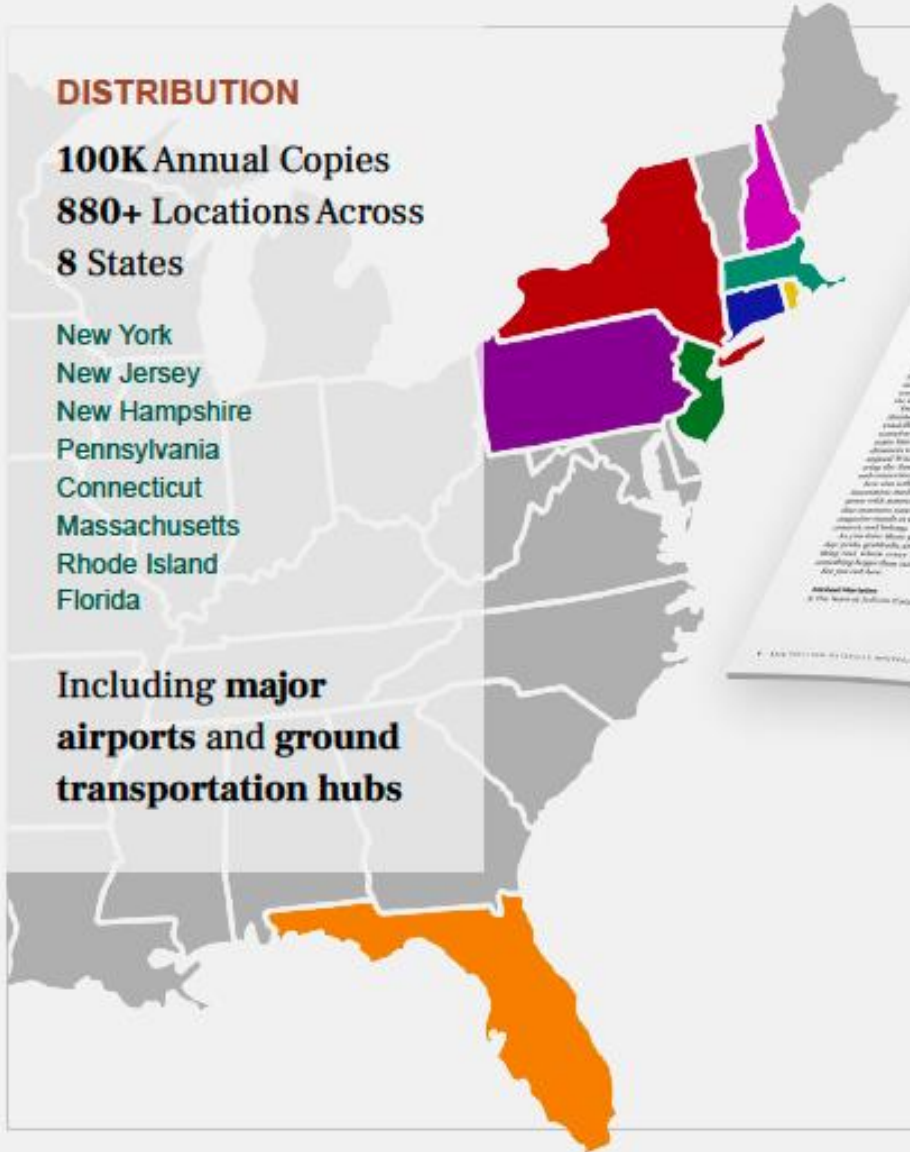
TO RESERVE AD SPACE CONTACT:
todd@ediblemanhattangroup.com or (845) 303-9466

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CLICK TO VIEW THE VOL. 1
DIGITAL EDITION



FREE BUSINESS LISTINGS

DESTINATION GUIDE

<https://sullivancatskills.com/travel-guide-submission/>

Travel Guide Listing Eligibility & Requirements

This form is **only open to businesses physically located in Sullivan County.**

The deadline to be considered for inclusion is 4/24/26.

To be included in the **Summer/Fall 2026 and the Winter/Spring 2026 Sullivan Catskills Travel Guide**, you must **complete and submit this form** by the stated deadline. Submission of this form is required for consideration.

Important: If your business was included in a previous Travel Guide, it **WILL NOT automatically appear** in the upcoming edition. **All businesses—new and returning—must submit this form** to be considered.

You will receive email updates from the Sullivan Catskills Visitors Association, including news, events, and travel stories. You can unsubscribe anytime. [Click here to see our \[Privacy Policy\]](#)

BUSINESS DIRECTORY

<https://sullivancatskills.com/business-submit/>

Submit a Business

Sullivan County businesses and nonprofits are invited to be included in our Business Directory. All entries are reviewed by the Sullivan Catskills Visitor Association before appearing on the site. Please allow up to 14 days for the approval process.



YOY WEBSITE Q1 ANALYSIS

AWARNESS & LOYALTY SURGING

TOTAL SESSIONS

 **17.9%**
74,080

TOTAL USERS

 **25.4%**
65,146

DIRECT

**Largest channel
by volume**
32,000

ORGANIC

 **110.8%**
13,222

We didn't just grow traffic – we expanded the market and strengthened the brand at the same time.

DECISION-STAGE DOMINANCE

MOBILE ORGANIC SESSIONS

↑ 142.2%
9,000

DESKTOP ORGANIC SESSIONS

↑ 76.7%
4,600

US Organic Sessions

↑ 80.3%
15,724

BOUNCE RATE

↑ 13.4%

We're not just getting found – we're getting chosen, in real time, on devices that drive decisions.

HOMEPAGE



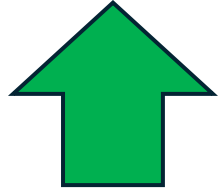
Stay

Play

Taste

Dream

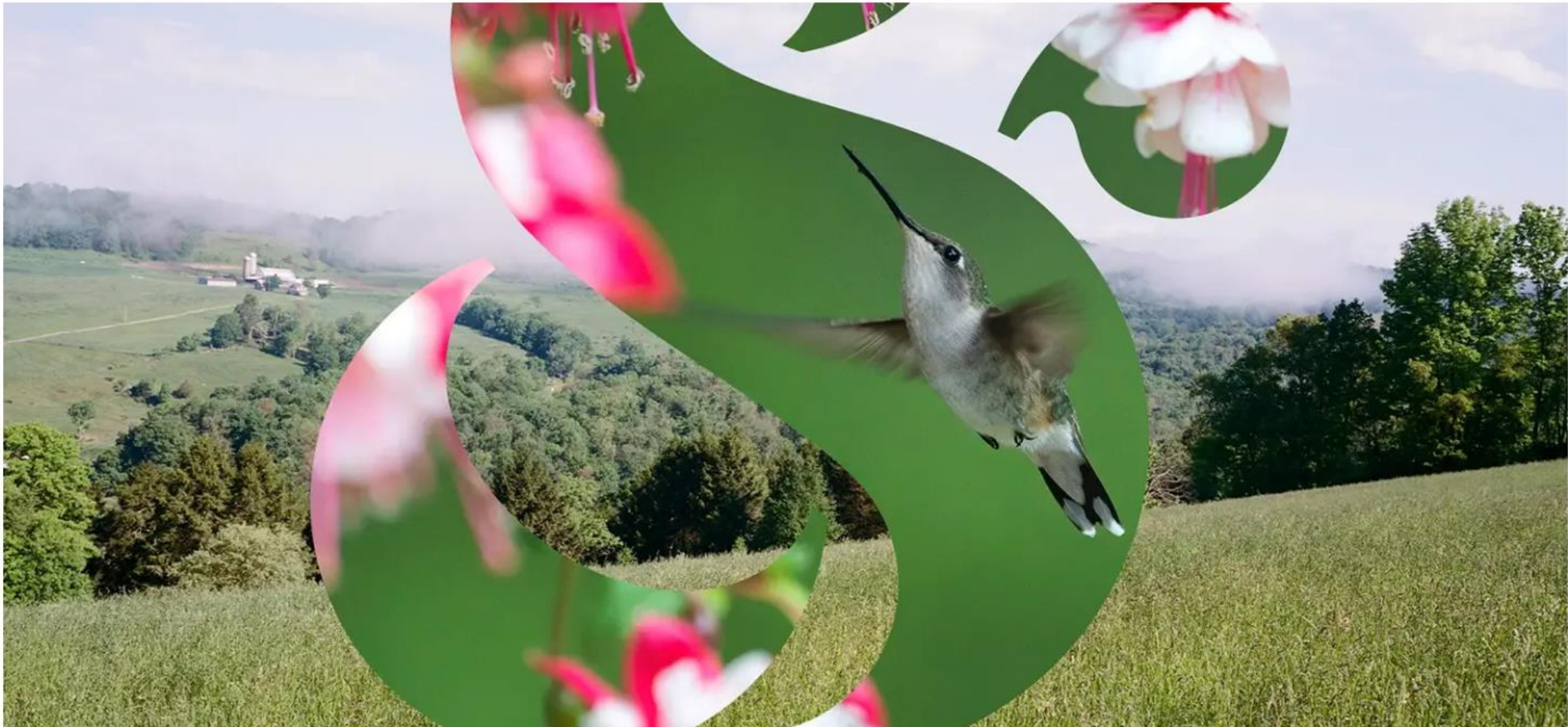
Plan



232.5%

Every road leads to a story, every smile feels unscripted & every moment reminds you why you came.

[Start Your Story](#)



CONTENT EXPANSION

INDEXED PAGES

↑ 45%

LANDING PAGES

↑ 60%

EVENT CONTENT

↑ 80.3%

MULTIMEDIA INTEGRATION

↑ 40%

We didn't just add content – we multiplied how people find us.

CONTENT EXPANSION

PUBLISHED POSTS

↑ 70%

ARTICLE LENGTH

↑ 65%

CATEGORY TOPICS

↑ 50%

INTERNAL BLOG LINKING

↑ 60%

We stopped publishing posts and started capturing intent.

CONTENT EXPANSION

Themed Guides & Itineraries

Weekend itineraries, seasonal adventure guides, family-friendly trip ideas, romantic getaway planning, and outdoor recreation breakdowns now create a stronger path from inspiration to booking. Internal links connect attractions, lodging, and booking pages throughout, while keyword-rich headings strengthen organic visibility.

Dream AI – Personalized Trip Planning

A major innovation, the new Dream AI tool brings personalized trip planning to the site through custom recommendations, activity-based filtering, dynamic itinerary generation, integrated local business links, and real-time planning support — shifting the site from a passive content experience to an interactive, personalized planning platform.

Redesigned Stay Section

The Stay section now delivers richer, more structured lodging content with clearer categories for boutique hotels, resorts and spas, vacation rentals, bed and breakfasts, and campgrounds and glamping — helping visitors quickly find accommodations that match their travel style and budget.

We didn't just inspire trips – we made them easier to take.

REPORTING

Before:

- Limited content
- Fragmented planning
- Missed search demand
- Passive website

Today:

- Full search visibility
- Connected planning ecosystem
- Demand captured across all stages
- Active Conversion platform

We didn't just improve performance – we changed how demand is created and captured.

THE SHORT STORY

Content Expansion



More ways to be found

Blog + SEO



Capture intent at scale

Organic + Direct Growth



Demand is real and growing

Homepage + Pages



Traffic lands where it matters

Trip Planning Tools



Visitors turn into travelers

We didn't just build a better website – we built a system that creates, captures, and converts demand.

Thank you.

”Travel is fatal to prejudice, bigotry, and narrow-mindedness, and many of our people need it sorely on these accounts. Broad, wholesome, charitable views of men and things cannot be acquired by vegetating in one little corner of the earth all one's lifetime.”

– Mark Twain

