



# Sullivan County

## Economic Development Committee

### Meeting Agenda - Final

100 North Street  
Monticello, NY 12701

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

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Thursday, April 3, 2025

9:30 AM

Government Center

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#### Call To Order and Pledge of Allegiance

#### Roll Call

#### Comments:

#### Reports:

1. Division of Community Resources [ID-7337](#)  
Workforce Development  
Monthly Report  
April 2025

**Attachments:** [2025 Economic Dev April Report](#)  
[April 10 25 In-House Hiring Event](#)

2. Visitor's Association [ID-7347](#)

**Attachments:** [EDC April Report .docx](#)

3. IDA [ID-7352](#)

**Attachments:** [IDA Activity Report March 2025.docx](#)

4. Chamber of Commerce
5. Partnership for Economic Development

#### Discussion:

#### Public Comment

#### Resolutions:

1. To authorize a contract modification with the Sullivan County Visitor's Association for marketing of the Legends of the LPGA Weekend. [ID-7343](#)

**Adjourn**



Sullivan County  
Legislative Memorandum

100 North Street  
Monticello, NY 12701

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**File #:** ID-7337

**Agenda Date:** 4/3/2025

**Agenda #:** 1.

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# **Division of Community Resources Monthly Report**

## **Workforce Development**

### **April 2025**

#### **Workforce Development**

- PepsiCo plant closing update:  
Rapid Response services were provided by the NYS Department of Labor staff on March 21<sup>st</sup>.  
The Center for Workforce Development (CWD) Director has worked closely with PepsiCo's HR Manager to determine employee needs. A closed job fair for the impacted workers is to be held on March 28 at the plant. As of this date (3/26) there are 36 businesses registered.
- Catholic Charities will be closing their outpatient treatment services resulting in the dislocation of 18 employees within 90 days. The CWD Director has been working closely with impacted employees and a meeting is scheduled for May 9. Open position within the community, including the County, have been forwarded to all effected employees.
- The Electrical training program began March 25 and will run through June 2. Classes will be Tuesdays and Thursdays at SUNY Sullivan. The instructor is being provide by BOCES. There were 70 applications and all 15 slots were filled.
- The CWD will be hosting the April 4 SC Chamber of Commerce breakfast at the Monticello Motor Club. They will present on available service, education and training opportunities and business services.
- The Workforce Innovation and opportunity Act (WIOA) funding for Program Year 2025 (July 1, 2025 – June 30, 2026) was released. Funding for Sullivan County is -2.3% in Adult funding; -0.5% in Youth funding and -19.5% in Dislocated Worker for a total reduction of \$52,345.
- The Summer Youth Employment Program (SYEP) applications are now available. The program provides six weeks of paid work experience to low income youth aged 14 through 20. The applications can be found on the County website under the Center for Workforce Development youth services. Applications can also be picked up at the CWD office, 50 North Street, Monticello. The program is set to run

form July 7 through August 15. There will be 50 spots available.

- The NYS Systems Change and Inclusive Opportunities Network (NYSCION) update:
  - ✓ As of February, there are 207 participants who have received services, 144 are enrolled, 6 are active in the Ticket to Work program and 36 individuals with disabilities have gained employment.
  - ✓ The Disability Resource Coordinator (DRC) sits on three SC Taskforce Pillars: SALT, Single Point of Access (SPOA), Treatment Court, National Navigator Exchange, and the NYS Coalition to Prevent Addiction and Support Recovery in Employment.
  - ✓ Monthly round table meetings continue to expand. Participants have started to track individual job placements by organizations as to have more accurate data on how many individuals with disabilities have gained employment.
  
- Center Services:
  - In House Recruitments for April 2025 (so far):  
Time: 11:00am – 2:00pm  
Location: SC Career Center  
 50 North St, Monticello  
  
 4/10:  
 Sullivan County BOCES  
 Thompson Sanitation Corp.  
 Access: Supports for Living
  - The CWD provided services to 7 new business customers and listed 159 jobs in January.
  - There were 480 participants that came to the Career Center for services in January.

Temporary Assistance caseload profile 2025

February 2025	TANF/SNM	Safety Net
Total Caseload - 312	Cases - 166	Caseload - 146
Medical Issues	4%	1%
Disabled	19%	0
Pregnant/Newborn	4%	0
Needed in Home	5%	0
No Child Care	14%	0
Criminal Justice Involved	20%	39%
Cases Closed	5	19

## **Labor Market Data for January 2025**

- ✓ Sullivan County's total nonfarm and private sector jobs remained flat for January 2025.

*Please note:* The net month (December 2024 – January 2025) showed a decrease in nonfarm jobs of -2.6% (-800) and a decrease of -2.8% (-900) in private sector jobs.

- ✓ For Sullivan County the job gains were:
  - Private Educational and Health Services at 3.6% (300)
  - Trade, Transportation and Utilities at 2.3% (100)

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

- Financial Activities
- Manufacturing
- Professional and Business Services
- Government
- Information

For Sullivan County the sectors that showed job losses were:

- Leisure & Hospitality at -5.4% (-200)
- Other Services at -9.1% (-100)
- Mining, Logging and Construction at -8.3% (-100)

- ✓ NYS showed an increase of 1.9% (182,600) in total nonfarm jobs and 1.9% (155,400) in private sector jobs.

NYS saw the largest jobs gains were found in:

- Private Educational and Health Services at 4.6% (104,500)
- Leisure & Hospitality at 3.3% (28,200)
- Government at 1.9% (27,200)
- Professional and Business Services at 1.3% (18,400)
- Financial Activities at 1.4% (10,200)
- Other Services at 1.0% (3,900)
- Information at 0.4% (1,000)

NYS saw job losses in:

- Mining, Logging and Construction at -1.7% (-6,500)
- Trade, Transportation and Utilities at -0.3% (-3,900)
- Manufacturing at -0.1% (-2,900)

- ✓ Within the region, Putnam County's private employment sector posted the strongest gains year-over-year, up 4.4 percent. The second fastest growth was recorded in the Kingston MSA (+3.8%), followed by Rockland County (+3.1%), Westchester

County (+1.7%) and then the Kiryas Joel – Poughkeepsie – Newburgh MSA (+1.1%).

- ✓ The Hudson Valley region showed an increase of 1.8% (16,800) in total nonfarm jobs and an increase of 1.9% (15,200) in private sector jobs.

The largest job gains were found in:

- Private Educational and Health Services at 2.6% (5,700)
- Leisure & Hospitality at 4.1% (3,500)
- Professional and Business Services at 2.3% (2,600)
- Trade, Transportation and Utilities at 1.4% (2,500)
- Government at 1.0% (1,600)
- Financial Activities at 2.8% (1,300)
- Other Services at 2.7% (1,200)
- Manufacturing at 0.5% (200)

The Region's job losses were in:

- Mining, Logging and Construction at -1.8% (-1,000)
- Information at -6.2% (-800)

- ✓ Sullivan County's unemployment rate was 4.1% for January 2025 down from 4.2% in January 2024.

January 2025 had 36,400 people in the labor force (34,900 employed & 1,500 unemployed). The number of employed individuals decreased by -1.7% (-600) and the number of unemployed remained flat at 1,500. Overall this results in a -1.6% (-600) in the total labor force compared to January 2024.

The total labor force increased by 0.8% (300) December 2024 to January 2025. The number of employed workers remained flat and the number of unemployed increased by 25% (300).

- ✓ The Hudson Valley's unemployment rate for January 2025 was 3.6%, the same as the rate in January 2024.
- ✓ NYS's unemployment rate was 4.6% in January 2025, an increase from 4.4% in January 2024.
- ✓ The January 2025 unemployment rates across the 62 NYS counties ranged from a low of 3.3% for Rockland County to a high of 7.1% for Bronx County. Sullivan County with a 4.1% rate ranked 17th in the State along with Orange and Schenectady counties.
- ✓ Hudson Valley unemployment rankings for January 2025:  
# 1 Rockland County at 3.3%

# 2 Putnam County at 3.4%  
# 5 Westchester County at 3.5%  
# 7 Dutchess County at 3.6%  
#11 Ulster County at 4.0%  
#17 Orange County at 4.1%  
#17 Sullivan County at 4.1%



# SULLIVAN COUNTY CENTER FOR WORKFORCE DEVELOPMENT

## In-House Hiring Event

THURSDAY, APRIL 10TH  
11AM - 2PM

At the Sullivan County Career Center  
50 North St, Monticello NY



### **FEATURING**

#### **Sullivan B.O.C.E.S.**

Sullivan County, NY

Teacher Aide,  
Substitute Teacher Aide,  
Substitute Teacher,  
Substitute Cleaner,  
Substitute Food Service Worker

#### **Minimum Requirements:**

18+, High School Diploma,  
Background Check

**\*Bring a resume and dress  
to impress!**

**On-the-spot interviews will  
be offered!**

#### **Thompson Sanitation Corp.**

Rock Hill, NY

Helpers,  
CDL Drivers,  
Non-CDL Drivers

#### **Minimum Requirements:**

18+, Drug Testing

#### **Access: Supports for Living**

Several Locations in  
Sullivan County

Employment Specialist,  
Peer Specialist,  
Supported Housing Specialist,  
Enhanced Community Habilitation Worker

#### **Minimum Requirements:**

18+, Background Check, Driver's License



845-794-3340 | [sccwd@sullivanny.us](mailto:sccwd@sullivanny.us) [www.sullivanworks.org](http://www.sullivanworks.org)

50 North St, Monticello NY 12701



# Sullivan County

## Legislative Memorandum

100 North Street  
Monticello, NY 12701

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**File #:** ID-7347

**Agenda Date:** 4/3/2025

**Agenda #:** 2.

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## Update for April 2025

### Economic Development Committee

The **2025 Sullivan Catskills Travel Guide** is already being asked for in astonishing numbers. Available in print and digitally it is being distributed through individual request, major bulk distribution centers and at travel and trade shows. It's debut was at the Adventure and Travel Show held at the Javits but will be traveling to several more outdoor shows and golf shows in and around the tri-state area.

February had over 80 events that SCVA assisted promoting. King of the Ice and Rotary Ice Carnival where we had ice. SCVA also hosted the NYSTHA Catskill Legislative Reception coinciding with the Heart-A- Thon.

March continued to be busy with more member events. SCVA is planning for the 2025 season with more commercials, print and digital media, social ads and PR stories.

### HERE ARE THE SULLIVAN CATSKILLS LATEST FAST FACTS

*According to the recently released data, 2023 traveler spending in the Sullivan Catskills reached another record high of \$969 million an 8.6 % increase over 2022's traveler spending. Tourism-generated state tax of \$53 million and local taxes of \$50 million, saving the average household in the county an additional \$3,481 to maintain the same level of government revenue.*

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

#### SCVA Activities for 2025

- **Sullivan Catskills Dove Trail Geo Tour** has already had Geocachers complete the trail.
- **Spring Restaurant Week** is coming
- **Beyond the Big Apple** program through Miles Partnership for advertising
- Continue hosting Media writers and influencers
- Working with Johnson Consulting about feasibility of a Conference Center
- Working with A21 on Catskill Cuisine
- Planning for Catskill Barbeque 2025

#### Meetings

- Regional Catskill Association Tourism Promotion Agency Meeting
- Sullivan O&W Rail Trail Alliance Meeting
- SCVA Marketing 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. Instagram reels are seeing a lot of likes and comments.

- In House Social media continues to see fantastic gains

## January – March New Member Report

<b>Business name</b>	<b>Type of business</b>	<b>Location</b>
Beaverwood Farm	See & Do: Agriculture	Swan Lake
Covert Creek Outfitting	See & Do: Activities, Nature & Hiking	White Lake
Knit One Needlepoint Too	Shopping: Local product & specialty market	Monticello
NBT Investment Services	Tourism Supporter	Newburgh
Rise Again Retreats	See & Do: Wellness	Hurleyville
The Gedney House	Stay with us: Vacation rental	Kenoza Lake
What's Poppin' Kettle Korn	Shopping: Local product & specialty market	Grahamsville
Community Foundation of Orange and Sullivan	Tourism Supporter	Montgomery & Bridgeville

# Print and Digital Ads and Advertorials Completed and Released:

- Adventure Outdoors
- Byways Magazine Feb Ad
- Catskills Confidential March ad
- Catskill Mountain Magazine April Ad
- Chronogram April Ad
- Chronogram Q1 Digital Ads
- Philly Magazine March ad and editorial
- Roadrunner Magazine Spring Print Ad
- Fairfield After Dark Spring Ads/Collateral
- Rova Great Outdoors Print Ad
- Catskill Delaware Magazine Spring Ad
- Mountains Media Spring Ad
- Edible NJ Print Ad and Listing
- Edible Manhattan Group Spring Ad
- Group Tour Digital Ads
- USA Today Summer Travel Guide Ads
- Fairfield After Dark Spring Ad
- USA Today Escape NE/MW Ads
- TAP Group Travel
- SC Democrat Restaurant Week Ad
- [Meetings & Events Editorial](#)
- Golf Flyer Update

## In Progress:

- Brand USA Global Inspiration Campaign
- Fairfield After Dark Spring 2025 Campaign
- Catskill Mountain Magazine Print Ads – March – May
- Catskill Confidential and Hoy en Sullivan Monthly ads
- Philly Magazine – March Print ad
- New Banners for 2025
- Roadrunner Magazine Spring Print ad
- Chronogram Monthly Print & Digital Sponsorship ads
- Mass Republican Digital Ads
- Mass Republican Spring/Summer Print assets
- Today Media Digital Ads
- Antiques Trail Map Update (digital only version)



Run Date	Publication	Article Title	Journalist	Coverage		Impression s	Ad Value
				Medium	Ownership		
<b>Jan 2025</b>							
January 11, 2025	Robb Report	<a href="#">The 50 Most Hotly Anticipated Luxury Hotels Openings for 2025</a>	Christopher Cameron & Mark Ellwood	Online	Core Creative	3,334,879	30,848
January 22, 2025	WRRV-FM (Poughkeepsie, NY)	<a href="#">New Sullivan County, NY Eatery Opens In Fun, Retro Bus</a>	Editors	Online	TBD	300,399	
January 26, 2025	WPDH-FM (Poughkeepsie, NY)	<a href="#">New Sullivan County, NY Eatery Opens In Fun, Retro Bus</a>	Editors	Online	TBD	432,715	4,003
<b>February 2025</b>							
February 2, 2025	Hudson Valley Post	<a href="#">New Sullivan County, NY Eatery Opens In Fun, Retro Bus</a>	Editors	Online	TBD	406,043	
February 5, 2025	Forbes	<a href="#">Northeast Ski Areas Buck The Trend By Offering Reasonable Rates</a>	Roger Sands	Online	Core Creative	169,000,000	1,563,250
February 11, 2025	Sullivan County Democrat	<a href="#">Geocaching Adventure Comes to the Sullivan Catskills Dove Trail</a>	Editors	Online	TBD	7,682	
February 17, 2025	Newsday	<a href="#">Road trip: February break getaways for families in NYS and beyond</a>	Scott Vogel	Online	Core Creative	1,333,307	
February 27, 2025	Hudson Valley Magazine	<a href="#">Seminary Hill Celebrates Four Years in the Sullivan Catskills</a>	Kayla Sexton	Online	TBD	45,025	416
<b>March 2025</b>							
March 5, 2025	River Reporter	<a href="#">Roberta Byron-Lockwood: job well done</a>	Jonatan Charles Fox	Online	TBD	18,469	
March 12, 2025	Bloomberg	<a href="#">The Eight Top Upstate New York Hotels to Escape to This Summer</a>	Kat Odell	Online	Core Creative	19,100,000	175,675

## BLOG POSTS: JAN 20TH-MARCH 24TH



- Spring Burn Ban in Effect: Protect Our Catskills Communities
- Spring in the Catskills: Your Perfect Spring Break Destination
- Town & Country, A Historic Establishment in Liberty
- Save the Date: Sullivan Catskills' Annual Brochure Swap – May 5th
- Save the Date: Celebrate the 200th Anniversary of the D&H Canal in Wurtsboro!
- Trout Season Opening Day & Spring Events in the Sullivan Catskills
- Legends of the LPGA Charity Event Comes to the Sullivan Catskills
- Get Ready to Savor the Sweetness of NYS Maple Weekend!
- Get Your Green On: St. Patrick's Day Events in the Sullivan Catskills
- Embark on a Geocaching Adventure Along the Sullivan Catskills Dove Trail
- [Celebrating Women-Owned & Women-Led Businesses in the Sullivan Catskills](#)
  - [2,505 views](#)
- [Savor the Flavors of the Sullivan Catskills During Hudson Valley Restaurant Week](#)
  - [2,566 views](#)
- The 47th Annual 98.3 WSUL Heart-A-Thon: A Community United for Heart Health
- NYSHTA Legislative Networking Breakfast at Resorts World Catskills
- [Winter's Not Over Yet: Keep the Fun Going in the Sullivan Catskills](#)
  - [1,837 views](#)
- SCVA Presents Check to SALT from Silent Auction Proceeds
- Winter Adventures at Villa Roma: Skiing for Everyone!
- Enjoy Year-Round Golf In The Sullivan Catskills
- Celebrating Black History Month in the Sullivan Catskills
- Celebrate Lunar New Year in the Sullivan Catskills
- Discover the Sullivan Catskills with the 2025 Travel Guide
- Spend Your Valentine's Day in the Sullivan Catskills
- Touchdown in the Sullivan Catskills: Where to Celebrate the Super Bowl on February 9th
- Dr. King's Final Interview: A Historic Moment in The Sullivan Catskills
- 47th Annual WSUL Heart-A-Thon Returns to Support Cardiovascular Health
- The Sullivan Catskills Join Relief Efforts for Los Angeles Wildfire Support
- From Presidential Boots to Bagels: The Legacy of Roscoe's Little Store

## PRESS RELEASES

- NYSHTA Legislative Breakfast
- Geocaching Adventure Come to the Sullivan Catskills
- Tickets for Legends of the LPGA Golf Celebrity Charity Event

## MEDIA ADVISORY

- Save the Date: 200th Anniversary of the D&H Canal
- Save the Date: SCVA Brochure Swap

## ARTICLES PUBLISHED IN THE DEMOCRAT

- Business Edge February 2025
- Catskill Confidential February 2025
- Tourism at Work March 2025

## WEEKLY NEWSLETTERS

- Fridays: Member to Member
  - Highlighting all member events occurring for the next month, community information and member press releases
  - Now highlighting members who have joined in the past month in a new section on the newsletter

## RADIO TALK

- Wednesdays
  - Weekly spot discussing upcoming events on Thunder 102 & 104.5
- Fridays
  - Weekly spot discussing upcoming events on Ciliberto and Friends



Date period  
02/01/2025 - 02/28/2025  
Duration: 28 days



Impressions  
**702,083**

Clicks  
**4,737**

Average CPC  
**\$0.74**

Cost  
**\$3,492.89**

Ctr  
**0.67%**

### Campaign conversions

Name	Impressions	Clicks	Average cpc	Ctr
Smart Display	693,521	4,304	\$0.14	0.62%
Catskills Vacation	8,562	433	\$6.71	5.06%



<b>Total spent</b> <b>\$2,010.66</b>	<b>Link clicks</b> <b>8,357</b>	<b>Impressions</b> <b>422,108</b>
<b>Reach</b> <b>199,019</b>	<b>Post Reactions</b> <b>414</b>	<b>Post Comments</b> <b>7</b>
<b>Frequency</b> <b>2.12</b>	<b>CPC (cost per link click)</b> <b>\$0.24</b>	<b>CTR (link click-through rate)</b> <b>1.98%</b>

**Top Placement**

Publisher Platform	Total spent	Impressions	Reach	CTR (link click-throu...	CTR (all)	Post Com...	Website Purchases
Facebook	\$1,871.65	403,358	186,936	1.91%	3.32%	7	2
Audience network	\$1.91	247	64	1.21%	1.21%	0	0
Instagram	\$137.10	18,503	13,394	3.45%	4.60%	0	0
Unknown	\$0.00	0	0	0.00%	0.00%	0	0



Top Performing Ads



Ad Name: Wellness 2025 Ad  
Campaign Name: Traffic Campaign

Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$1,328.03	278,173	1.93%	5,382



Ad Name: Skiing 2025 Ad  
Campaign Name: Traffic Campaign

Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$551.02	100,351	2.28%	2,286



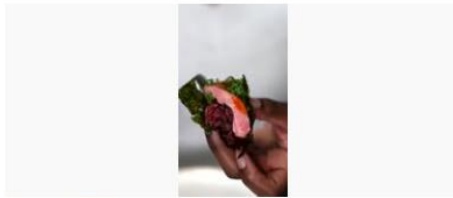
Ad Name: Heart-A-Thon Boost  
Campaign Name: Heart-A-Thon Boost

Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$50.00	27,442	0.05%	15



Ad Name: Restaurant Week Ad  
Campaign Name: Traffic Campaign

Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$67.28	10,529	5.75%	605



Ad Name: SCVA Winter 24 Ad B  
Campaign Name: Traffic Campaign

Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$14.33	5,613	1.23%	69

02/01/2025 - 02/28/2025

<p>Account impressions <b>75,513</b></p>	<p>Static In-Feed Post Impressions <b>27,095</b></p>	<p>Stories Impressions <b>23,069</b></p>
<p>Followers <b>29,192</b></p>	<p>New followers <b>279</b></p>	<p>Engagement rate <b>3.89%</b></p>
<p>Engagement <b>1,135</b></p>	<p>Website clicks <b>0</b></p>	<p>Reach <b>60,995</b></p>

Top Performing Posts



Message: 🌨️ Have a great weekend and find something fun to do in The Sullivan Catskills 📍 🏔️ Winter Fest at @roscoemountainclub Tomorrow ...

Impressions	Reach	Likes
8,096	6,799	261



Message: 🌟 Looking for a fun winter activity? Bring your crew to @themonstergolfclub for an afternoon at the Top Golf Swing Suites at Th...

Impressions	Reach	Likes
3,765	3,063	80



Message: 🌨️ It's always the perfect time to learn to ski in The Catskills! Plan an affordable ski trip to @villaromaresort and learn the best winter...

Impressions	Reach	Likes
3,437	2,859	115



Message: It's officially the weekend! Take a look at what is going on around The Sullivan Catskills 📍 🏔️ Explore Beer Mountain at...

Impressions	Reach	Likes
3,430	2,704	124



Message: Celebrate Black History Month in the Sullivan Catskills! 🎨 📽️ Experience films and poetry at @hurleyvillearts 🏡 Get inspired by the art...

Impressions	Reach	Likes
2,747	2,347	151



Message: ❤️ Love is in the air in The Sullivan Catskills this Valentines Weekend! Find something fun to do with the people who matter most 📍 ...

Impressions	Reach	Likes
2,342	1,964	95

# facebook

Impressions  
**554,243**

Started following  
**72**

New page likes  
**40**

Post engagements  
**18,647**

Page posts impressions  
**504,367**

Page views  
**2,387**

All posts engagement rate (reactions + comme  
**3.70%**

Started following  
**72**

Total page likes  
**53,755**

Paid impressions  
**401,948**

Followers  
**56,115**

02/01/2025

Top Performing Posts



Message: ❤️ Here's what's happening around The Sullivan Catskills this Valentines Weekend! Click through and find something fun to do with the...

Impressions	Clicks	Engagement
5,537	5,636	5,679



Message: It's officially the weekend! Take a look at what is going on around The Sullivan Catskills 🌟

Impressions	Clicks	Engagement
2,155	1,763	1,794



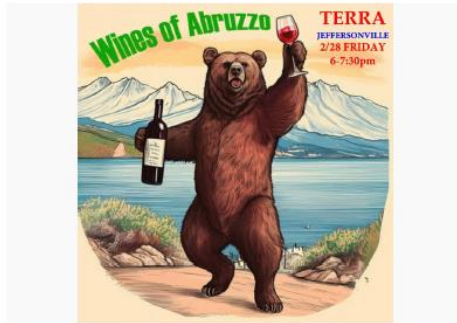
Message: 🌨️ It's always the perfect time to learn to ski! Plan an affordable ski trip to @villaromaresort and learn the best winter sport. All inclusive...

Impressions	Clicks	Engagement
10,269	1,441	1,537



Message: 🍷 Looking for a fun winter activity? Bring your crew to The Monster golf club for an afternoon at the Top Golf Swing Suites at The...

Impressions	Clicks	Engagement
8,994	1,132	1,182



Message: Have a great weekend! Click through & take a look at what is going on throughout the Sullivan Catskills 🌲 Plan a fun adventure with...

Impressions	Clicks	Engagement
3,044	1,006	1,025



Message: 🎭 Celebrate Black History Month in the Sullivan Catskills! Experience films and poetry at Hurleyville Arts, explore art at Zane Grey...

Impressions	Clicks	Engagement
4,532	530	594

02/01/2025 - 02/28/2025

# PAID SOCIAL



In February, with an ad cost of \$2,010.66, we served 14% more impressions compared with the previous year, which generated 37% more link clicks compared to the same period, and a 1.98% link CTR.

## Top Ads

The Wellness 2025 Ad generated 278,173 impressions and 5,382 link clicks.

The Skiing Ad generated 100,351 impressions and 2,286 link clicks.

## SUMMARY

**422,108**  
Impressions

**8,357**  
Link Clicks

**\$2,010.66**  
Total Cost

**1.98%**  
CTR



# Google Ads

Despite an 18% increase in impressions in February compared to the previous year, our ads saw a 29% decline in clicks while maintaining a similar cost. This shift is largely attributed to a decrease in click-through rate, which dropped from 1.13% to 0.67%, aligning with February 2025 levels. We are continuously optimizing keyword selection and campaign structure, with a key focus on lowering average CPC to enhance overall performance.

The Catskills Vacation campaign generated 433 link clicks with a 5.06% click-through rate.

The display campaign delivered 693,521 impressions and 4,304 clicks.

## SUMMARY

**702,083**  
Impressions

**4,737**  
Link Clicks

**\$3,492.89**  
Total Cost

**0.67%**  
CTR



# OTT - CTV & DSP



**CTV Impressions:** 338,349

**CTV Completion Rate:** 98.30%

Web Conversions: 758

**TOP Zip Codes:**

- 17601 Lancaster, PA
- 18301 East Stroudsburg, PA
- 18104 Allentown, PA
- 19464 Pottstown, PA

**Display Impressions:** 253,752

Clicks: 299





# Sullivan County

## Legislative Memorandum

100 North Street  
Monticello, NY 12701

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**File #:** ID-7352

**Agenda Date:** 4/3/2025

**Agenda #:** 3.

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**ACTIVITY REPORT -MARCH 2025**  
**COUNTY OF SULLIVAN INDUSTRIAL DEVELOPMENT AGENCY (IDA), SULLIVAN**  
**COUNTY FUNDING CORPORATION (SCFC), THE SULLIVAN COUNTY**  
**INFRASTRUCTURE LOCAL DEVELOPMENT CORPORATION (TSCILDC)**

March 27, 2025

The March 10 regular meeting of the IDA Board was cancelled.

We are finalizing the 2024 Public Authorities Reporting Information System (PARIS) Reports and the 2024 audited financial statements for IDA, SCFC, and TSCILDC. The IDA, SCFC, and TSCILDC Boards will hold special meetings on Monday, March 31 to review the PARIS Reports and audited financial statements, and to conduct any other business.

IDA has received an application for benefits from NY Fallsburg II, LLC for the development of an approximately 5 MW solar photovoltaic electricity generating facility along Cypert Road in the Town of Fallsburg. A public hearing will be held on Friday, April 4 to hear comments on the proposed project. It is anticipated that the Board will consider a resolution approving the NY Fallsburg II, LLC Project at its next regular monthly meeting, scheduled for Monday, April 7.

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Sullivan County  
Legislative Memorandum

100 North Street  
Monticello, NY 12701

**File #:** ID-7343

**Agenda Date:** 4/3/2025

**Agenda #:** 1.

**Narrative of Resolution:**

Authorize a contract modification with SCVA to provide marketing for The Legends of the LPGA Charity Event Weekend.

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

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

**Are funds already budgeted?** Yes

**Specify Compliance with Procurement Procedures:**

**RESOLUTION INTRODUCED BY THE ECONOMIC DEVELOPMENT COMMITTEE AUTHORIZING A CONTRACT MODIFICATION WITH THE SULLIVAN CATSKILLS VISITORS ASSOCIATION FOR PURPOSES OF MARKETING FOR THE LEGENDS OF THE LPGA EVENT**

**WHEREAS,** The Legends of the LPGA Charity Event is a three-day celebration of golf, community, and philanthropy, featuring LPGA legends and celebrities, and hosted at the prestigious The Monster at Resorts World Catskills; and

**WHEREAS,** the event aims to bridge futures and change lives for youth aging out of foster care through the mission of Grateful Hearts, a 501(c)(3) non-profit organization while also impacting the community it takes place in; and

**WHEREAS,** the Legislature desires to increase the amount of visitors to Sullivan County by increasing the amount, availability and accessibility of tourism-related events such as the The Legends of the LPGA; and

**WHEREAS,** this event is anticipated to bring in additional tax revenue and have a total economic impact of a little over \$7.5 million dollars; and

**WHEREAS,** the Legislature has determined the Sullivan Catskills Visitors Association is able to assist with the marketing of The Legends of the LPGA Charity event as part of its tourism marketing and promotion efforts;

**NOW, THEREFORE, BE IT RESOLVED,** that the County Manager is hereby authorized to execute a contract modification with the Sullivan Catskills Visitors Association for the purpose of providing marketing efforts for The Legends of the LPGA Charity event in Sullivan County; and

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

**BE IT FURTHER RESOLVED,** said agreement to be in such form as the County Attorney shall approve.