



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, December 5, 2024

10:00 AM

Government Center

Call To Order and Pledge of Allegiance

Roll Call

Comments:

Reports:

1. Division of Community Resources [ID-6970](#)
Monthly Report
December 2024

Attachments: [2024 Economic Dev December Report](#)

2. Visitors Association [ID-6984](#)

Attachments: [EDC NOVEMBER Report .docx](#)

3. IDA [ID-6985](#)

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

4. **Partnership for Economic Development**

5. **Chamber of Commerce**

Discussion:

Public Comment

Resolutions:

Adjourn



Sullivan County

Legislative Memorandum

100 North Street
Monticello, NY 12701

File #: ID-6970

Agenda Date: 12/5/2024

Agenda #: 1.

Division of Community Resources Monthly Report

Workforce Development

December 2024

Workforce Development

- The full allocation for the Workforce Innovation and opportunities Act (WIOA) Program Year 2024 (PY'24) programs have been received. New York State had a reduction in funding. The federal formula that is used to determine local allocations resulted in an -8.53% (-\$52,862) decrease in overall funding for Sullivan County.
- There is a congressional effort to complete the reauthorization of WIOA before the end of year. If successful the reauthorization would be in effect through 2030.
- The Center for Workforce Development (CWD) is currently under annual WIOA fiscal and program audits.
- Training for Security Guard will be starting December 2 and will run through December 12. Classes are Monday through Friday, 9am – 5pm. In addition to the Security Guard certifications, students will also learn interviewing, job search and job retention skills.
- The CWD has been invited to be part of the Drug Court.
- A Request for Proposal (RFP) was issued for an outreach plan focused on branding the local workforce system, development of business services plan, targeted pieces for programs, staff development and training. Bold Gold Media was awarded the contract. The first meeting is scheduled for November 20 at the Career Center.
- The NYS Systems Change and Inclusive Opportunities Network (NYSCION) update:
 - ✓ As of October, there are 178 participants who have received services, 128 are enrolled, 6 are active in the Ticket to Work program and 34 individuals with disabilities have gained employment.
- Center Services:
 - In House Recruitments:
November – 2 events for 4 businesses. There were 33 jobseekers who attended.

There are 2 events scheduled for December:
11am – 2pm at the Career Center

December 10:
Catskill Veterinary Services, PLLC
The Care Center at Sunset Lake

December 17:
Willcare
Rolling V Bus Corp.

Also present will be recruiters from:
NY Army National Guard
US Air Force
US Army
US Navy
US Marines
Delaware Valley Job Corps.

- The CWD provided services to 13 new business customers and listed 117 jobs in October.
- There were 649 participants that came to the Career Center for services in October. The year-to-date number is 5,697.

Temporary Assistance caseload profile October 2024:

Total Caseload - 387

TANF/SNM – caseload 160

Medical issues – 6%

Disabled – 27%

Pregnant/Newborn – 1%

Needed in Home – 4%

No Child Care – 15%

Criminal Justice involved – 26%

Cases closed – 22

Safety Net – caseload – 227

Medical issues – 7%

Disabled – 32%

Needed in Home – 0.5%

Criminal Justice involved – 52%

Cases closed – 46

Labor Market Data for October 2024 compared to October 2023

- ✓ Sullivan County saw an increase in total nonfarm jobs of 3.6% (1,100) and an increase of 4.0% (1,000) in total private sector jobs.
- ✓ Sullivan County had the second highest small county private sector growth rate for October 2024 at 4.0%. Hamilton County was first at 33.3% and Cortland County was third at 3.7%.

Please note: The net month (September 2024 – October 2024) showed a decrease in nonfarm jobs of -1.8% (-600) and a decrease of -2.6% (-700) in private sector jobs.

- ✓ For Sullivan County the job gains were:
 - Leisure & Hospitality at 10.5% (400)
 - Private Educational and Health Services at 3.7% (300)
 - Other Services at 9.1% (100)
 - Manufacturing at 4.8% (100)
 - Professional and Business Services at 4.5% (100)
 - Government at 1.7% (100)

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

- Information
 - Financial Activities
 - Mining, Logging and Construction
 - Trade, Transportation and utilities
- ✓ NYS showed an increase of 1.2% (120,500) in total nonfarm jobs and 1.3% (104,300) in private sector jobs.

NYS saw the largest jobs gains were found in:

- Private Educational and Health Services at 5.4% (122,200)
- Government at 1.1% (16,200)
- Leisure & Hospitality at 1.4% (12,900)
- Professional and Business Services at 0.7% (10,100)

NYS saw job losses in:

- Trade, Transportation and Utilities at -0.8% (-11,800)
- Information at -4.0% (-11,100)
- Mining, Logging and Construction at -2.5% (-10,200)
- Financial Activities at -0.6% (-4,500)
- Manufacturing at -0.7% (-3,100)
- Other Services at -0.1% (-200)

- ✓ Within the region, Sullivan County's private employment sector posted the strongest gains year-over-year, up 4 percent. The second fastest growth was recorded in the Orange-Rockland-Westchester labor market area (+1.2%) followed by the Kingston MSA (+0.9%), followed by the Dutchess-Putnam Metropolitan Division (+0.4%).
- ✓ The Hudson Valley region showed an increase of 1.0% (9,800) in total nonfarm jobs and an increase of 1.1% (9,400) in private sector jobs.

The largest job gains were found in:

- Private Educational and Health Services at 4.2% (9,400)
- Other Services at 5.6% (2,400)
- Leisure & Hospitality at 1.0% (900)
- Government at 0.3% (400)
- Financial Activities at 0.4% (200)

The Region's job losses were in:

- Mining, Logging and Construction at -2.0% (-1,200)
- Professional and Business Services at -0.7% (-800)
- Trade, Transportation and Utilities at -0.6% (-1,000)
- Information at -3.5% (-500)

The Region's industry that saw no job growth:

- Manufacturing

- ✓ Sullivan County's unemployment rate was 2.9% for October 2024 down from 3.5% in October 2023.

October 2024 had 38,900 people in the labor force (37,700 employed & 1,100 unemployed). The number of employed individuals increased by 1.1% (400) and the number of unemployed decreased by -15.4% (-200) leaving the labor force with a net gain of 0.8% (300) compared to October 2023.

The total labor force decreased by -1.8% (-700) September 2024 to October 2024. The number of employed workers decreased by -2.1% (-800) and the number of unemployed workers remained level.

- ✓ The Hudson Valley's unemployment rate for October 2024 was 3.2%, a decrease from 3.6% in October 2023.
- ✓ NYS's unemployment rate was 4.1% in October 2024 compared to 4.4% in October 2023.

- ✓ The October 2024 unemployment rates across the 62 NYS counties ranged from a low of 2.5% for Yates County to a high of 6.9% for Bronx County. Sullivan County with a 2.9% rate ranked 8th in the State along with Livingston, Nassau, Rockland, Tompkins, Washington, and Wyoming Counties.

- ✓ Hudson Valley unemployment rankings for August 2024:
 - # 8 Sullivan County at 2.9%
 - # 8 Rockland County at 2.9%
 - #15 Putnam County at 3.0%
 - #24 Dutchess County at 3.1%
 - #24 Ulster County at 3.1%
 - #38 Orange County at 3.3%
 - #38 Westchester County at 3.3%



Sullivan County

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Update for November

2024 Economic Development Committee

SCVA ANNUAL CELEBRATION DEC. 5TH

The change of seasons is upon us, as the nights get longer and the cool air envelopes us. Restaurant Week ran from the 30th of October through November 12th and was very successful for those restaurants that participated. With Peace, Love, and Pumpkins concluding, Peace, Love, and Lights will start November 29th. Enjoy several community tree lighting events in December along with Dickens on the Delaware. All of these events and the great exposure to a traveling public is making our shoulder season grow.

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 October

- **2nd edition Sullivan Catskills (romance map) will be available at our Annual Holiday meeting**
- **Brand USA concluded the content shoot for international promotion**
- **Geocaching on the Dove Trail is underway and formal kick-off in January**
- **Beyond the Big Apple program through Miles Partnership for advertising**
- **Coordinate Media writers and influencers for the month of November and December**
- **2025 Travel Guide is in the final edits to go to printer for January marketplaces**
- **Six new business openings**

Meetings

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

Social Media & E-News

- Continue to utilize videos produced by our members to create short vignettes and Tik Tok placements to use on our social channels. Tik Tok and Instagram reels are seeing a lot of likes and comments.

- In House Social media is seeing fantastic gains

Print and Digital Ads and Advertorials Completed

- SC Democrat Catskills Confidential: Nov & Dec
- Fall Digital Ads for Google, Social Media, MidHudsonNews.com
- Hoy en Sullivan Print ads – Nov & Dec
- SC Democrat Fall Catskills Delaware Magazine Print ad
- Group Tour Magazine Nov Print Ad
- Group Tour Magazine Nov Advertorial
- Mid-Atlantic Events Mag
- Chronogram Winter Ad
- Visit Vortex Winter Ad
- Catskill Mountain Magazine Print Ads and Editorial
- Digital ads for DiscoverUpstateNY.com
- New York Family Dec Print and Digital Creative
- Jeff Journal Print Ad – Go App Download
- Today Media

In Progress:

- 2025 Travel Guide
- 2024 Annual Report & Collateral Materials
- Catskill Mountain Magazine Print Ads and Editorial
- Edible NJ Holiday Print Ad
- Brew Trail Map/Logo
- Update Dove Trail Map
- Winter 2024 TV Ad
- Chronogram Print ads Nov-Jan 2025 Print ads
- NYSTIA/ROVA print and Digital Ads Dec-Jan
- Catskill Mountain Magazine – Nov-Dec Print and Advertorial
- Brand USA Global Inspiration Campaign
- Fairfield After Dark Winter Campaign

Notable Analytics, MTD 10/1 – 10/22

- Google Ads Analytics: October MTD metrics vs LY
 - Impressions: 376,980 **+101% LY**
 - Clicks: **+219% LY** at 4,194 clicks to the website
 - CTR: 1.11% **+58% LY**
- Website Acquisition:
 - Total users to the site have increased this month **27% YoY**
 - We're also seeing an increase in new users YoY by **29% to the site (14,000 new users)**

Paid Social: October MTD metrics 10/1 – 10/22

- We've served 162,700 impressions
- serving a little over 87,230 individuals (reach)
- Link clicks: 4,018 **+90% compared to LY**
- Increase in post reactions by **58%** and an increase in comments on paid ads by **900%** - engagement increasing across social platforms on both paid and organic efforts.

TOTAL FOR 2024 TO DATE

FACEBOOK HIT 1,647,727 IMPRESSIONS UP FROM 705,386 IN 2023

INSTAGRAM REACHED 701,740 IMPRESSIONS UP FROM 522,612 IN 2023

GO APP



SCVA | Viewing SCVA - Sullivan County Visitors Association | Data ★

Oct 01, 2024 - Nov 30, 2024
Compare data to prior period?

7 Days 30 Days This Month Last Month

OTT Companion Display

Media In Campaign Use

1 to 2 of 2 Previous 1 Next

Creative File Name View Creative Preview

SCVA Fall V1-New TV output for Fishermears.mp4	
SCVA Summer 2024 C1-New TV output for Fishermears...	

Impressions

615,537

Completed View Rate

98.44%

2024 Conversion Lift Attribution Total

January 1 - November 14

Total Website Conversions:
11,641

Conversion Lift Attribution - Monthly

November 1 - November 14

Total Website Conversions:
208

Catskill Cuisine - Conversion Lift Attribution 2024

April 1 - May 12

Cuisine Page Conversions:
1,265

Top Zip Code Distribution				
Zip Code	City	Region		Impressions
07087	union city	New Jersey, United States		4,365
07305	jersey city	New Jersey, United States		4,177
11385	queens	New York, United States		4,024
17601	lancastr	Pennsylvania, United States		3,641
18104	allentown	Pennsylvania, United States		3,590
07304	jersey city	New Jersey, United States		3,518
11434	jamaica	New York, United States		3,454
18017	bethlehem	Pennsylvania, United States		3,389
11236	brooklyn	New York, United States		3,363
07302	jersey city	New Jersey, United States		3,232
19464	pottstown	Pennsylvania, United States		3,231

Awestruck x SCVA Annual Digital Report
January 1, 2024 – November 13, 2024

OTT Streaming Advertising:

- Successfully executed year-round campaigns on OTT platforms for the fifth consecutive year, showcasing seasonal activities and culinary experiences. These efforts achieved over 3.5+ million impressions, a 67% increase year-over-year (YoY), and drove 11,450 website conversions.
- Companion Display Ads delivered 2.6+ million impressions, marking a 50% increase from 2023, with 2,335 conversions to the website an 18% increase.
- Our OTT campaigns significantly boosted direct traffic, resulting in a 224% rise in sessions and a 170% increase in engaged sessions. Organic Search increased by 117% in sessions and 95% in engaged sessions.

Google Ads Campaign:

- Achieved over 5.3+ million impressions, reflecting a 90% growth compared to 2023, and generated 68,253 clicks to the website, a 180% YoY increase.
- Launched a Search App Campaign in September to promote the Sullivan Catskills Go! App, which generated 7,884 impressions, 228 clicks, and led to 125 iOS downloads and 33 Android downloads.

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



- Website traffic increased by 116% in total users, with new users growing by 114%, resulting in 158,707 new users.

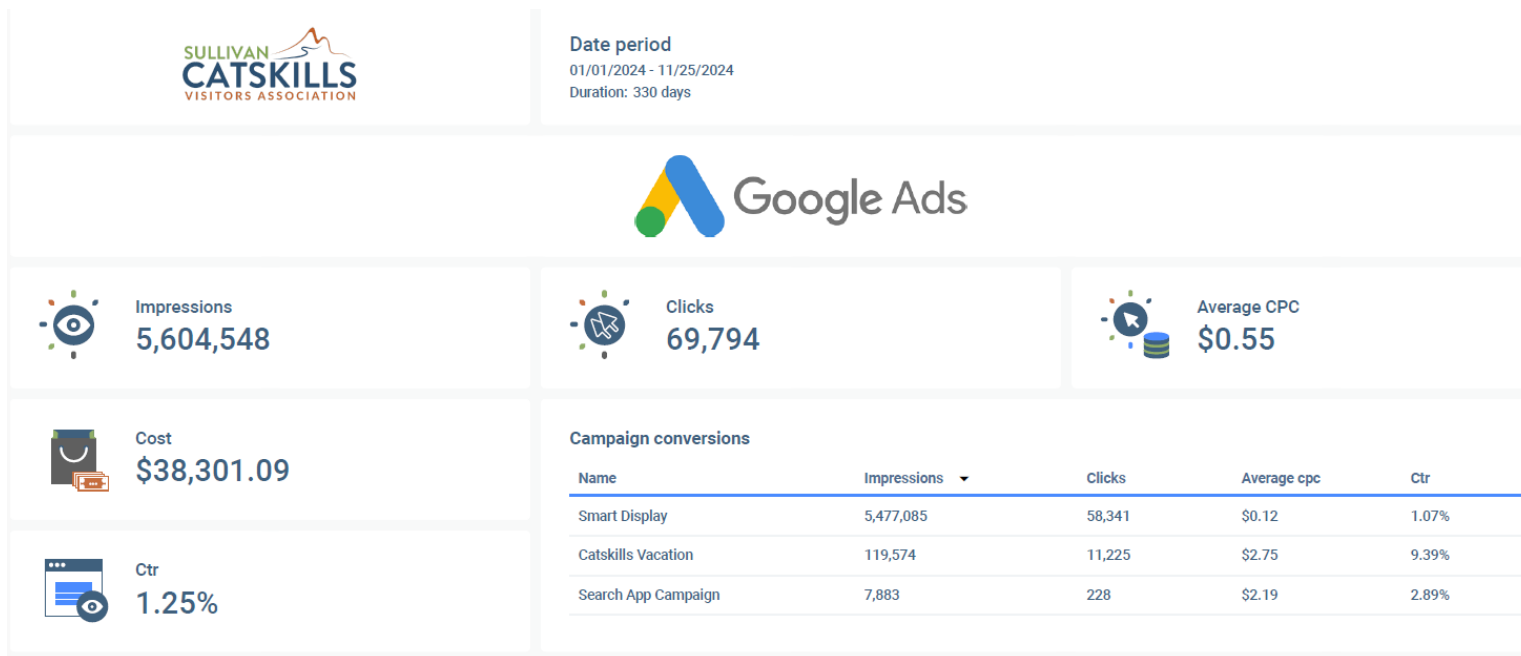
Paid Social Ads (Meta):

- Delivered more than 3.4+ million impressions on Meta, an 85% YoY increase.
- Achieved a 1.21% click-through rate (CTR), surpassing the industry average of 0.90%.
- Generated 42,251 website clicks, marking a 11% increase YoY.
- The Catskills Cuisine campaign reached 266,597 impressions, with 3,350 link clicks and a strong 3.44% CTR.
- A Download App campaign across social channels garnered 30,504 impressions and 625 link clicks.

Organic Social:

- The SCVA Facebook page achieved over 6.8+ million organic impressions, a 56% YoY increase, alongside 3.2+ million impressions from paid ads a 90% increase compared to 2023.
- Facebook fanbase grew by 1,767, while Instagram saw an increase of 3,845 followers.

These accomplishments demonstrate the Sullivan Catskills Visitors Association’s effective use of digital advertising, social media, and video content to boost impressions, website conversions, and engagement with both local businesses and the target audience.



Website Performance

Session default channel grouping	Sessions	New users	Total users
Direct	64,607	53,273	53,299
Organic Search	52,713	38,931	39,730
Organic Social	36,581	33,939	34,098
Referral	31,511	26,415	27,119
Paid Search	5,361	4,466	4,500
Display	5,066	2,937	3,059
Organic Video	2,527	1,668	1,736
Email	1,599	1,318	1,372

Summary

198,944	163,533	164,643
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Campaign Performance - Search

Keyword text	Impressions	Clicks	Ctr	Average cpc
lodging catskills ny	45,249	4,237	9.36%	\$3.12
catskill resorts	19,447	2,275	11.70%	\$2.83
catskills rentals	14,475	2,046	14.13%	\$2.10
catskills cabins	8,014	1,013	12.64%	\$2.14
catskills getaway	6,888	697	10.12%	\$2.71
new york mountain resorts	2,467	232	9.40%	\$7.29

01/01/2024 - 11/25/2024



<p>Total spent \$23,258.27</p>	<p>Link clicks 43,702</p>	<p>Impressions 3,566,589</p>
<p>Reach 1,242,054</p>	<p>Post Reactions 8,539</p>	<p>Post Comments 247</p>
<p>Frequency 2.87</p>	<p>CPC (cost per link click) \$0.53</p>	<p>CTR (link click-through rate) 1.23%</p>

Top Placement

Publisher Platform	Total spent	Impressions	Reach	CTR (link click-throu...	CTR (all)	Post Com...	Website Purchases
Facebook	\$19,887.49	3,281,494	1,075,952	1.20%	2.62%	240	45
Instagram	\$1,776.20	230,238	165,078	1.16%	1.58%	7	2
Audience network	\$1,592.82	53,652	20,731	3.11%	3.06%	0	0
Messenger	\$1.76	1,205	1,205	1.08%	1.16%	0	0
Unknown	\$0.00	0	0	0.00%	0.00%	0	0

Top Performing Ads



Ad Name: Winter Ad V1 Updated
Campaign Name: Traffic Campaign

Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$3,965.18	761,240	1.56%	11,839



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

Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$2,729.79	361,179	0.79%	2,841



Ad Name: Summer Ad V1
Campaign Name: Traffic Campaign

Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$2,667.56	316,492	0.85%	2,693



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

Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$1,211.47	278,934	0.64%	1,793



Ad Name: Wedding Venue Ad
Campaign Name: Traffic Campaign

Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$1,923.53	220,770	1.98%	4,363



Ad Name: Summer Ad V2
Campaign Name: Traffic Campaign

Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$2,028.70	214,634	0.63%	1,360

01/01/2024 - 11/25/2024



<p>Account impressions 1,084,635</p>	<p>Static In-Feed Post Impressions 393,162</p>	<p>Stories Impressions 312,756</p>
<p>Followers 28,603</p>	<p>New followers 4,074</p>	<p>Engagement rate 129.17%</p>
<p>Engagement 36,946</p>	<p>Website clicks 2,427</p>	<p>Reach 821,704</p>

Top Performing Posts



Message: UPDATE: 🚫 There is now a Burn Ban in effect throughout the entire state of New York until November 30. Please DO NOT burn any...

Impressions	Reach	Likes
16,619	14,959	649



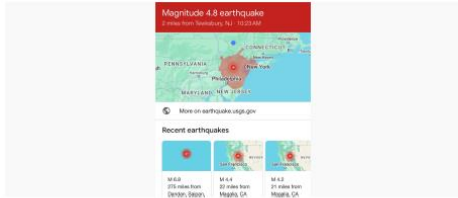
Message: 🎃 It's the spookiest time of the year! 🍷 Check out what is going on and make plans to enjoy the beautiful weather and all of the...

Impressions	Reach	Likes
15,566	13,847	869



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
15,543	13,670	1,553



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

Impressions	Reach	Likes
9,801	9,161	343



Message: 🎉 The Sullivan Catskills business community keeps growing! We celebrated 3 ribbon cuttings in Jeffersonville yesterday - welcoming...

Impressions	Reach	Likes
9,775	7,569	576



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

Impressions	Reach	Likes
9,296	7,418	633

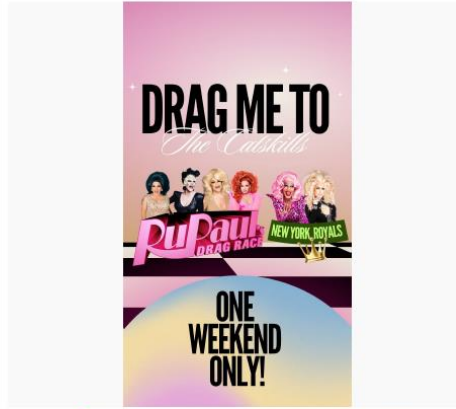
01/01/2024 - 11/25/2024

Top Performing Reels



Message: Yaaa! Drag Brunch at The Red Rose Motel was everything! Thanks to Roscoe Pride for putting on such a great event in The Catskills...

Plays	Likes	Saved	Shares	Comments
15,146	615	33	229	57



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

Plays	Likes	Saved	Shares	Comments
13,024	440	12	103	8



Message: Contest has ended, thanks for entering! Win a VIP weekend for 2 at @catskill_cuisine on May 11 at @bethelwoodscenter including a hotel...

Plays	Likes	Saved	Shares	Comments
11,908	517	39	57	645

01/01/2024 - 11/25/2024

facebook

Impressions
7,031,067

Started following
1,807

New page likes
760

Post engagements
370,884

Page posts impressions
5,998,010

Page views
53,219

All posts engagement rate (reactions + comme
6.18%

Started following
1,807

Followers
56,100

Total page likes
53,851

Paid impressions
3,311,036

01/01/2024 - 11/25/2024

Top Performing Posts



Message: 🍷🍴 Catskill Cuisine 2024 was a smash hit! We loved celebrating the local food scene at Resorts World Catskills & Bethel...

Impressions	Clicks	Engagement
21,662	31,822	32,084



Message: We had a great turnout for our Spring Marketplace at the Liberty Mall yesterday! Over 50 vendors participated in this event. We even had a...

Impressions	Clicks	Engagement
18,499	26,010	26,315



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

Impressions	Clicks	Engagement
24,247	24,502	25,077



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
114,825	18,443	21,904



Message: Big travel news! Stewart International Airport is now offering nonstop Breeze Airways flights to sunny Orlando & historic Charleston ✈️

Impressions	Clicks	Engagement
333,992	13,577	17,480



Message: 🎉 The Sullivan Catskills business community keeps growing! We celebrated 3 ribbon cuttings in Jeffersonville yesterday - welcoming...

Impressions	Clicks	Engagement
14,057	15,795	16,331



Sullivan County

Legislative Memorandum

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Agenda Date: 12/5/2024

Agenda #: 3.

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

November 29, 2024

The IDA Board held its regular monthly meeting on November 18 to conduct routine business.

The TSCILDC Board also met on November 18 for the same purpose.

During November IDA staff issued 2025 Payment in Lieu of Taxation (PILOT) bills to two projects. These bills are due December 15. We will issue all remaining 2025 PILOT bills in early January, with due dates in February. We will disburse all PILOT monies to the affected taxing jurisdictions within thirty days of receipt.

The next meeting of the IDA Board is scheduled for Monday, December 9 at 11:00 AM in the Legislative Committee Room at the Sullivan County Government Center.

##