



# Sullivan County

## Economic Development Committee

### Meeting Agenda - Final

100 North Street  
Monticello, NY 12701

Chair Terry Blosser-Bernardo  
Vice Chair Luis Alvarez  
Committee Member Brian McPhillips  
Committee Member Catherine Scott  
Committee Member Joe Perrello

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Thursday, March 5, 2026

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-8179](#)  
Workforce Development  
March 2026 Report

**Attachments:** [2026 Economic Dev March Report](#)

2. Sullivan Catskills Visitors Association [ID-8188](#)

**Attachments:** [Economic Development PACKET 03.05.26 pdf](#)

3. IDA [ID-8192](#)

**Attachments:** [IDA Activity Report February 2026](#)

4. **Partnership for Economic Development**

5. **Chamber of Commerce**

**Discussion:**

**Public Comment**

**Resolutions:**

**Adjourn**



# Sullivan County

## Legislative Memorandum

100 North Street  
Monticello, NY 12701

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**File #:** ID-8179

**Agenda Date:** 3/5/2026

**Agenda #:** 1.

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# **Division of Community Resources Monthly Report**

## **Workforce Development**

**March 2026**

### **Workforce Development**

- Federal workforce policy has moved from confusion and uncertainty to a continuation of the core functions. The spending bill was signed on February 3, 2026. This locks in a full year of funding providing a stable operating environment.

Also receiving continued support is the Title II Adult Education and Family Literacy Act (AEFLA) and the Job Corps program.

The system can now focus on areas such as Workforce Pell that will expand access to funding to high-quality, short term training and a number of federal waivers that can support innovation.

The expansion of Pell grants to short term programs will take place on July 1, 2026. This change allows students to access the federal financial aid for high-quality programs that are shorter than the traditional academic semester but lead to recognized credentials in demand sectors.

While reauthorization of the Workforce Innovation and Opportunity Act remains elusive with authorization stalling in the house and a full rewrite is unlikely in 2026. However, federal guidance letters allow for states to apply for waivers that provide greater flexibility. New York has applied for all waivers.

- The Center for Workforce Development (CWD) is supporting SUNY Sullivan in their efforts to hire an instructor for the Construction trades class.
- The upcoming Certified Nursing Assistant (CNA) class is scheduled for April 6, 2026. Recruitment is underway.
- The NYS Systems Change and Inclusive Opportunities Network (NYSCION) update:
  - ✓ As of January 31, 2026, there are 329 participants who have received services, 256 are currently enrolled

and 69 individuals with disabilities have gained employment.

- ✓ The round table and sustainability group quarterly meetings have begun and redefined goals and objectives for 2026.
- ✓ The program has been given approval for full financial sponsorship for the 2026 Workforce Summit. The tentative date is s October 7, 2026.
- ✓ The Disability Resource Coordinator (DRC) sits on three Sullivan County Task Force pillars, SALT, Single Point of Access (SPOA), Sullivan County Treatment Court, National Navigator Exchange, and the NYS Coalition to prevent addiction and support recovery in employment. In addition, The DRC sits on the Sullivan County Mental Hygiene Specialty group and the Wellness Committee.
- ✓ The DRC is developing disability etiquette training for Resorts World Casino staff.

#### Temporary Assistance Caseload Profile 2026

January 2026 Total Caseload - 325	TANF/SNM* Cases - 197	Safety Net Caseload - 128
Medical Issues	6%	2%
Disabled	12%	0
Pregnant/Newborn	1%	0
Needed in Home	5%	0
No Child Care	17%	0
Criminal Justice Involved	13%	59%
Cases Closed	9	14

\*TANF – Temporary Assistance for Needy Families  
SNM – Safety Net Maintenance of Effort

- **Career Center Services:**

- Business Services

- **In- House Hiring Events**  
Sullivan County Career Center  
50 North ST., Monticello  
11:00AM – 2:00PM

First event for 2026 is scheduled for March 17<sup>th</sup>. Recruitment of businesses is underway.

- The CWD provided services to 4 new business customers and listed 156 jobs in January.
- The month of January saw 25,500 views for the CWD Facebook page, and added 30 new followers for a total of 1,285 followers. Social media engagement is steady, with a good mix of new and returning users.

### **Job Seekers**

- There were 634 participants that came to the Career Center for services in January.

## **Labor Market Data for December 2025**

- ✓ Sullivan County's total nonfarm jobs increased 3.2% (1,000) and private sector jobs increased 3.6% (900) for December 2025.

*Please note:* The net month (November – December 2025) showed a decrease in nonfarm jobs of -0.3% (-100) and a decrease of -0.4% (-100) in private sector jobs.

- ✓ For Sullivan County the job gains were:
  - Private Educational and Health Services at 5.7% (500)
  - Leisure & Hospitality at 5.7% (200)
  - Other Services at 9.1% (100)
  - Professional and Business Services at 4.5% (100)
  - Trade, Transportation and Utilities at 2.2% (100)
  - Government at 1.6% (100)

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

- Information
- Financial Activities
- Manufacturing
- Mining, Logging and Construction

NYS showed an increase of 0.8% (77,600) in total nonfarm jobs and 0.8% (67,900) in private sector jobs.

NYS saw the largest jobs gains were found in:

- Private Educational and Health Services at 5.1% (122,500)
- Government at 0.6% (9,700)
- Information at 0% (100)

NYS saw job losses in:

- Mining, Logging and Construction at -4.2% (-16,500)
  - Financial Activities at -1.8% (-13,400)
  - Leisure & Hospitality at -1.2% (-10,800)
  - Manufacturing at -1.8% (-7,600)
  - Other Services at -1.0% (-3,900)
  - Trade, Transportation and Utilities at -0.2% (-3,400)
  - Professional and Business Services at -0.1% (-1,100)
- ✓ Within the region, Sullivan County's private employment sector grew the fastest, up 3.6 percent. The second fastest growth was recorded in Rockland County (+1.5 percent), followed by Westchester County at (+0.1 percent). The Kiryas Joel-Poughkeepsie-Newburgh MSA\* and Kingston MSA\*, both declined by 0.4 percent, respectively. Putnam County remained unchanged over the period.

\*MSA stands for Metropolitan Statistical Area. A Metropolitan Statistical Area is defined as a region that includes a central city and surrounding communities that are linked by social and economic factors. This classification is used by the Bureau of Labor Statistics (BLAS) to analyze labor market conditions within specific geographic areas.

- ✓ The Hudson Valley region showed an increase of 0.1% (1,200) in total nonfarm jobs and an increase of 0.2% (1,900) in private sector jobs.

The largest job gains were found in:

- Private Educational and Health Services at 2.8% (6,600)
- Financial Activities at 1.0% (500)
- Manufacturing at 0.7% (300)

The Region's job losses were in:

- Mining, Logging and Construction at -3.9% (-2,300)
  - Professional and Business Services at 1.6% (1,900)
  - Trade, Transportation and Utilities at -1.0% (-1,800)
  - Other Services at -2.6% (-1,200)
  - Leisure & Hospitality at -1.1% (-1,000)
  - Government at -0.4% (-700)
  - Information at -3.9% (-500)
- ✓ Sullivan County's unemployment rate was 3.6% for December 2025, an increase from 3.3% in December 2024.

December 2025 had 38,300 people in the labor force (36,600 employed & 1,400 unemployed). The number of employed

individuals increased by 4.9% (1,700) and the number of unemployed individuals increased 16.7% (200). Overall, there was an increase of 5.3% (1,900) in the labor force compared to December 2024.

The total labor force decreased by -0.3% (-100) November to December 2025. The number of employed workers decreased by -0.3% (-100) and the number of unemployed individuals remained flat.

- ✓ The Hudson Valley's unemployment rate was 3.2% for December 2025, an increase from 3.0% in December 2024.
- ✓ NYS's unemployment rate was 4.4% in December 2025, an increase from 4.2% in December 2024.
- ✓ The US unemployment rate was 4.1% in December 2025, an increase from 3.8% in December 2024.
- ✓ The December 2025 unemployment rates across the 62 NYS counties ranged from a low of 2.8% for Putnam County to a high of 7.4% for Bronx County. Sullivan County with a 3.6% rate ranked 16th in the State along with Cayuga, Orange, Washington and Wayne counties.
- ✓ Hudson Valley unemployment rankings for December 2025:
  - # 1 Putnam County at 2.8%
  - # 3 Rockland County at 3.0%
  - # 4 Westchester County at 3.1%
  - # 6 Dutchess County at 3.2%
  - #11 Ulster County at 3.5%
  - #16 Sullivan County at 3.6%
  - #16 Orange County at 3.6%



# Sullivan County

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**File #:** ID-8188

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**Agenda #:** 2.

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Economic Development Committee  
5 March 2026

# WHERE DO SCVA'S FUNDS COME FROM?

PRIVATE PARTIES | ENTERTAINMENT VENUES | FESTIVALS | CONCERTS  
GAS STATION TAXES | BUILDING PERMITS | BARS / BREWERY TAXES  
SHOPS & RETAIL TAXES | ATTRACTIONS FEES | COUNTY GENERAL FUND  
GROCERY STORE TAXES | LOCAL REGISTRATION FEES | PROPERTY TAXES  
CASINO RECEIPTS | HEALTH DEPARTMENT FEES | WATER PARK RECEIPTS  
BUSINESS LICENCE FEES | WINERIES/DISTILLERIES TAXES | COUNTY FAIRS  
RESTAURANT TAXES | SCHOOL TAXES | WEDDINGS & BANQUET VENUES

# WHERE DO SCVA'S FUNDS COME FROM?

**5% OVERNIGHT ACCOMMODATIONS TAX**

**100% VISITOR GENERATED**

**100% LODGER COLLECTED**

**100% FREE *to* LOCAL TAXPAYERS**

WHERE DO SCVA'S FUNDS COME FROM?

**SCVA OPERATES ENTIRELY ON  
VISITOR TAX DOLLARS & STATE  
LAW REQUIRES THOSE DOLLARS  
BE DEDICATED ENTIRELY TO  
TOURISM PROMOTION.**

# Tourism Promotion is Economic Infrastructure

Why Fully Deploying the Lodging Tax Benefits the Entire County



# The Core Issue

We are protecting lodging tax dollars instead of deploying them.

Underfunding promotion reduces demand.

**Lower Demand = Lower Occupancy = Lower Total Tax Revenue**



Events and Capacity  
Are NOT the Problem

OCCUPANCY IS THE PROBLEM



AWARENESS IS THE ANSWER





ANNUAL OCCUPANCY = 25%



# ANNUAL OCCUPANCY = 25%



**If occupancy increases to 30%**

**(+5 points / +20% demand):**

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**+ \$800,000 lodging tax**

**+ \$1,885,714 county sales tax**

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**Total new county revenue:**

**\$2.69 million**



**If occupancy increases to 35%**

**(+10 points / +40% demand):**

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**+ \$1,600,000 lodging tax**

**+ \$3,771,429 county sales tax**

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**Total new county revenue:**

**\$5.37 million**



**If occupancy increases to 40%**

**(+15 points / +60% demand):**

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**+ \$2,400,000 lodging tax**

**+ \$5,657,143 county sales tax**

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**Total new county revenue:**

**\$8.06 million**



# INFRASTRUCTURE

**Roads** are **physical** infrastructure.

**Awareness** is **demand** infrastructure.



# WHAT IS AWARENESS?

- Paid digital media (*search, social, programmatic*)
- Brand campaigns (video, OTT, CTV)
- Public relations placement
- Influencer amplification
- Content production
- Retargeting infrastructure
- Data + performance tracking



# AWARENESS

We Are Not Competing With Ourselves

We compete with Hudson, Kingston, Asheville, Burlington, the Poconos, Finger Lakes, and literally thousands of others.



# AWARENESS

**Kingston, NY**  
(Ulster County)

**The Poconos, PA**

**Lake Placid**  
**/ Adirondacks, NY**

**Hudson, NY**  
(Columbia County)

**Sullivan**  
**Catskills**  
NEW YORK

**Asheville, NC**

**The Berkshires, MA**



**Rhinebeck, NY**

**Burlington, VT**

**Lambertville, NJ**  
**/ New Hope, PA**

# AWARENESS

Wilkes Barre-Scranton-Hazleton, PA Philadelphia, PA

**St. Louis, MO** Indianapolis, IN

Orlando-Daytona Beach-Melbourne, FL **Orlando-Daytona Beach-FL**

Wilkes Barre-Scranton-Hazleton, PA Washington, DC (Hagerstown, MD)  
Baltimore, MD

**Hartford & New Haven, CT**

**Boston (Manchester), MA-NH** New York, NY

Greensboro-High Pt-Winston Salem, NC Charlotte, NC

Providence-New Bedford, RI-MA Atlanta, GA **Milwaukee, WI**

Charlotte, NC Raleigh-Durham (Fayetteville), NC Wilmington, NC

West Palm Beach-Ft. Pierce, FL Providence-New Bedford, RI-MA

Albany-Schenectady-Troy, NY Baltimore, MD

# AWARENESS

- Travelers don't compare marketing budgets. They respond to exposure frequency.
- Marketing science clearly shows:
  - It takes multiple impressions to create recall.
  - Destinations that “go dark” lose mental availability.
  - Regaining lost awareness costs **MORE** than maintaining it.

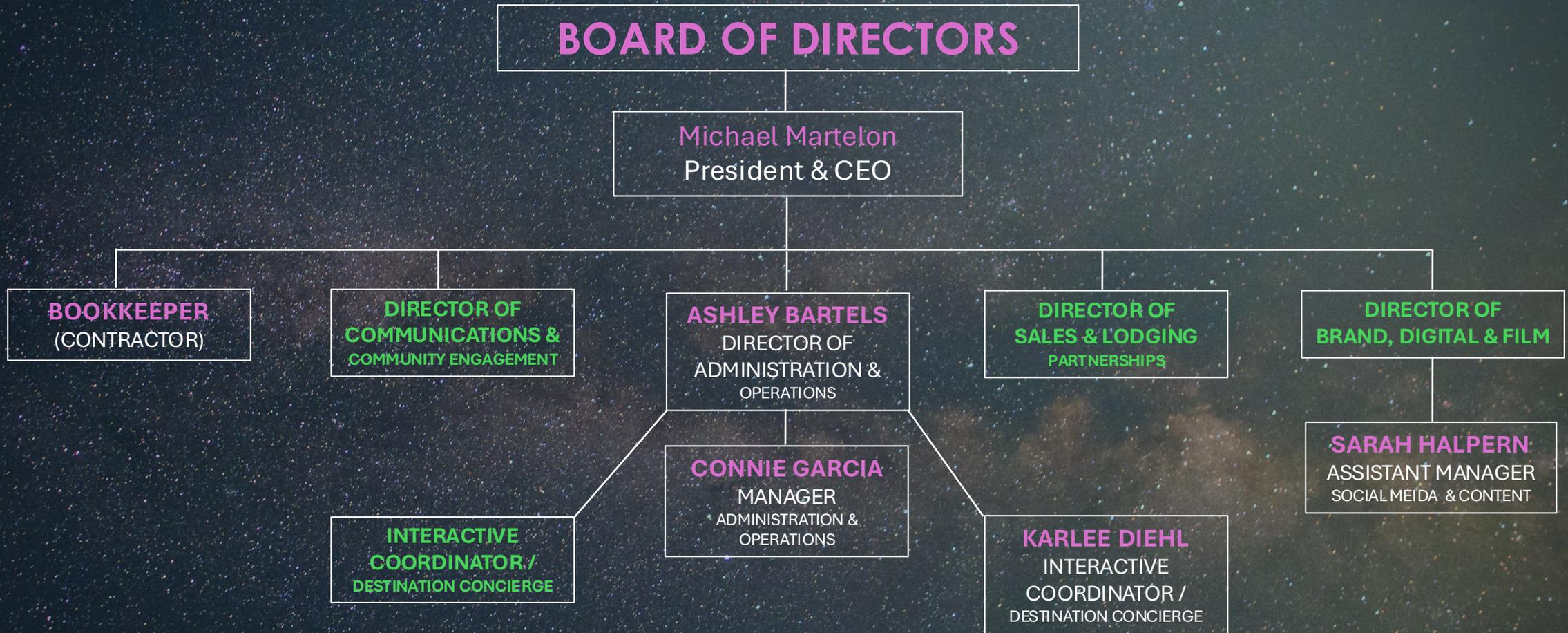


# The Modern Reality IT'S A DIGITAL WORLD

- Organic reach is throttled.
- Algorithms prioritize paid exposure.
- Competitors are using AI-targeted media.
- Retargeting follows potential visitors across devices.
- If you are not visible in that ecosystem, you are functionally invisible.



# ORGANIZATIONAL STRUCTURE



# The Bottom Line

Tourism promotion is NOT discretionary spending. It is economic infrastructure.

Deploying the lodging tax fully is an investment in county-wide growth.



# The Bottom Line

Tourism promotion is NOT discretionary spending. It is economic infrastructure.

Deploying the lodging tax fully is an investment in county-wide growth.



# 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





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**ACTIVITY REPORT –FEBRUARY 2026**  
**COUNTY OF SULLIVAN INDUSTRIAL DEVELOPMENT AGENCY (IDA), SULLIVAN**  
**COUNTY FUNDING CORPORATION (SCFC), THE SULLIVAN COUNTY**  
**INFRASTRUCTURE LOCAL DEVELOPMENT CORPORATION (TSCILDC),**  
**SULLIVAN COUNTY RESORT FACILITIES LOCAL DEVELOPMENT**  
**CORPORATION (SCRFLDC)**

February 27, 2026

The IDA Board met on February 9. At the meeting the Board adopted a resolution authorizing **The Bethel Performing Arts Center, LLC** to enter into a lease agreement with Cellco Partnership d/b/a Verizon Wireless, relating to the installation of a repeater.

The Board met again at a special meeting on February 25, at which time the following resolutions were adopted:

- Resolution authorizing the execution and delivery of a mortgage to secure a loan from Jeff Bank to **RGG Realty LLC, Columbia Ice and Cold Storage Corp.**, and Ice Cube Inc. This relates to the ice distribution facility on Plaza Drive in the Village of Monticello.
- Resolution authorizing an amendment of the **Adelaar Developer LLC** Payment in Lieu of Taxation (PILOT) Agreement, to accept a guaranty from EPR Properties as financial security for the 2027 PILOT payment. This relates to the Kartrite Waterpark in the Town of Thompson.

IDA has completed distribution of all PILOT payments. For 2026 we collected approximately \$3,034,000 from 50 projects and distributed these funds to the County, eleven towns, three villages, and seven school districts.

We expect to close on two IDA projects in the coming days: **JAM TWO, LLC and International Contractors Corp.**, an expansion of an existing roofing contractor shop and metal roof panel fabrication plant in the Town of Bethel; and **Catskill Veterinary Services, PLLC and Catskill Vet. Properties LLC**, a new veterinary hospital in the Town of Thompson.

During February our auditors completed their field work for the 2025 audited financial statements of IDA, SCFC, TSCILDC, and SCRFLDC, and we are working with them to furnish additional information as needed to complete the audits. We are also working on the 2025 Public Authorities Reporting Information System (PARIS) Reports for all four agencies. The audited financial statements and PARIS Reports will be filed with the New York State Authorities Budget Office and circulated to local and state officials by March 31, in accordance with the General Municipal Law and Public Authorities Law.

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