



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, March 6, 2025

9:30 AM

Government Center

Call To Order and Pledge of Allegiance

Roll Call

Comments:

Reports:

1. Division of Community Resources [ID-7244](#)
Workforce Development Monthly Report
March 2025

Attachments: [2025 Economic Dev March Report](#)

2. IDA [ID-7239](#)

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

3. Visitor's Association [ID-7240](#)

Attachments: [EDC MarchReport .docx](#)

4. Chamber of Commerce
5. Partnership for Economic Development

Discussion:

1. Tourism Sector Enhancement Grant Program

Public Comment

Resolutions:

1. To adopt the Tourism Sector Enhancement Grant Program and Guidelines. [ID-7216](#)

Attachments: [Final Tourism Sector Enhancement Grant Program Complete Packet.pdf](#)

2. Resolution introduced by the Economic Development Committee to authorize a Contract Agreement between the County of Sullivan and Bold Gold Media Group to provide services for the Summer Youth Employment Program (SYEP)

[ID-7201](#)

Adjourn



Sullivan County

Legislative Memorandum

100 North Street
Monticello, NY 12701

File #: ID-7244

Agenda Date: 3/6/2025

Agenda #: 1.

Division of Community Resources Monthly Report

Workforce Development

March 2025

Workforce Development

- The Frito-Lay, Inc. plant in Liberty is closing beginning in May 2025. The required Worker Adjustment and Retraining Notification Act or WARN was filed. There are 287 employees that will be impacted.
- Catholic Charities will be closing their outpatient treatment services resulting in the dislocation of 18 employees within 90 days. The CWD will be working to assist these workers in finding new employment. A WARN was not required.
- The Center for Workforce Development (CWD) is currently recruiting for the Electrical program that will run from March 25 through June 2. Classes will be Tuesdays and Thursdays at SUNY Sullivan. The instructor is being provided by BOCES. Recruitment continues.
- The Summer Youth Employment Program (SYEP) is gearing up with applications being made available March 1st. 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.
- Working with the County's Human Resources department, we are developing job descriptions and protocols for the different CWD programs that have work experience components.
- The NYS Systems Change and Inclusive Opportunities Network (NYSCION) update:
 - ✓ As of January, there are 203 participants who have received services, 150 are enrolled, 4 are active in the Ticket to Work program and 30 individuals with disabilities have gained employment.
 - ✓ Monthly round table meetings continue to expand. Participants have started to track individual job placements by organizations as to have more accurate

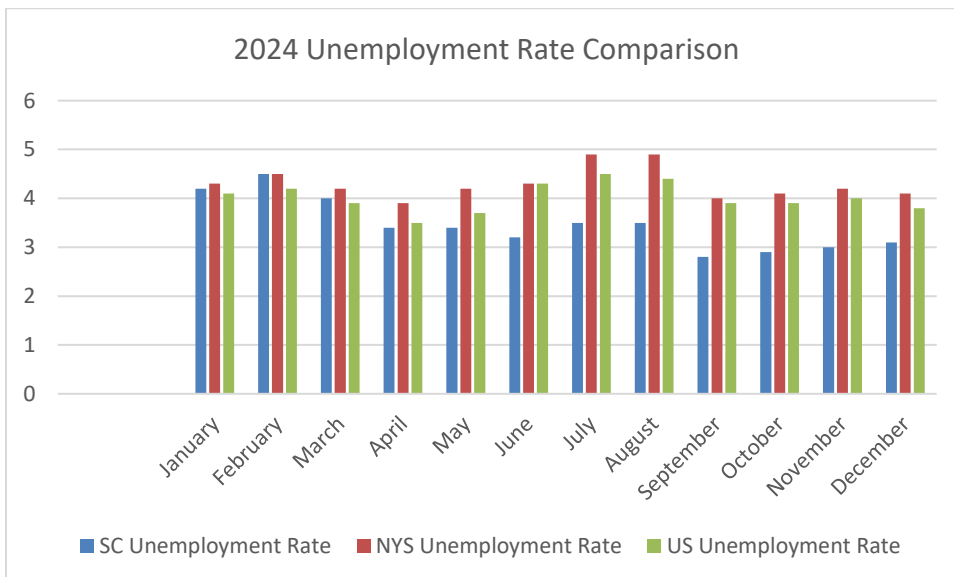
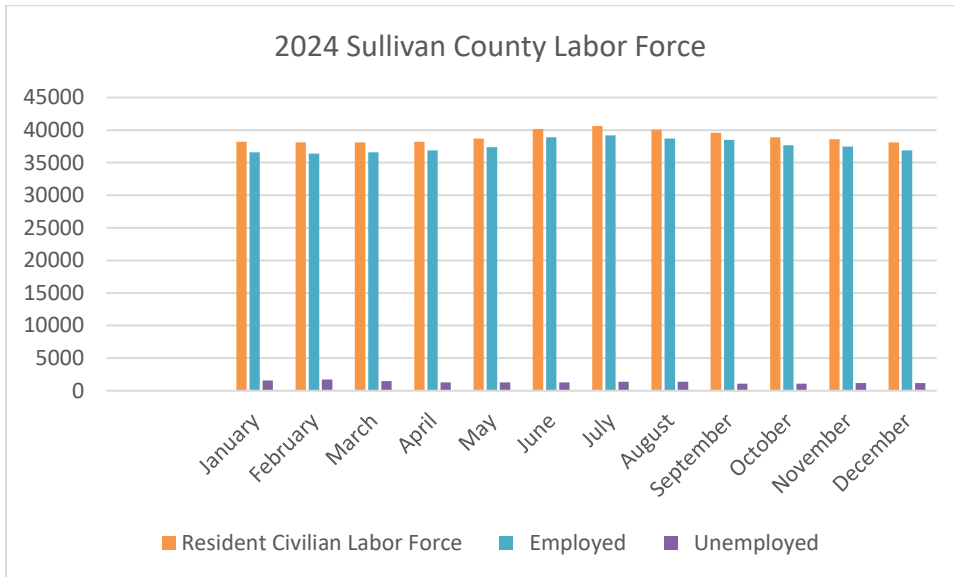
data on how many individuals with disabilities have gained employment.

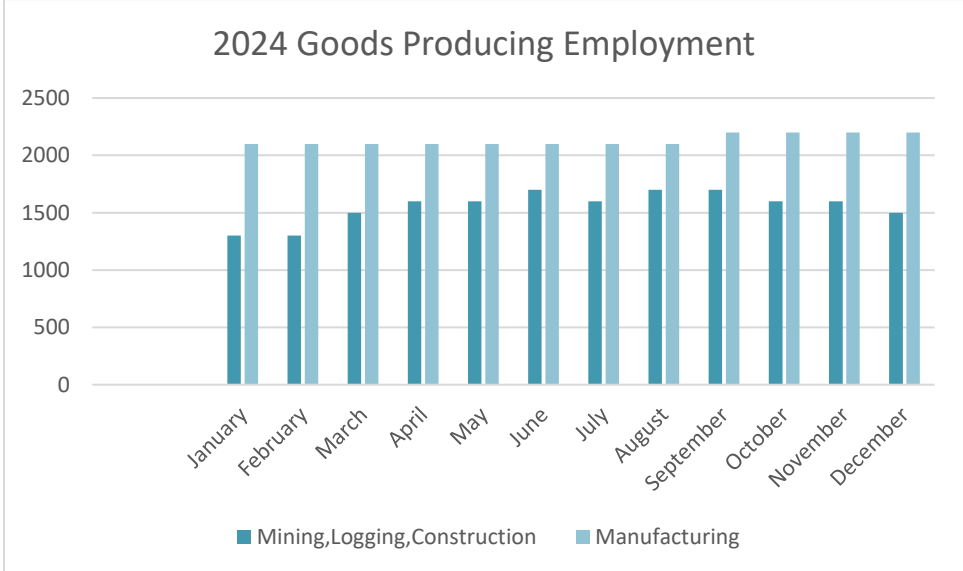
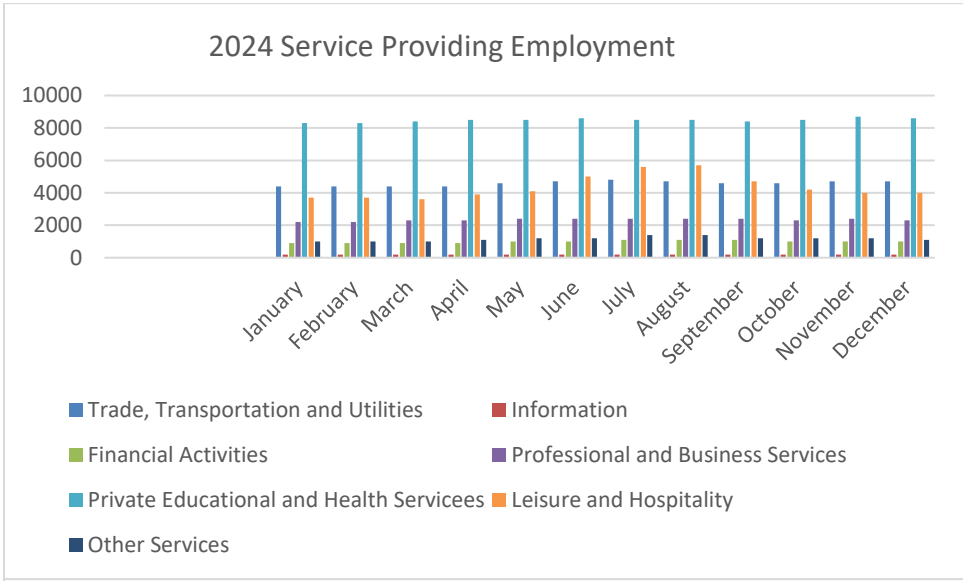
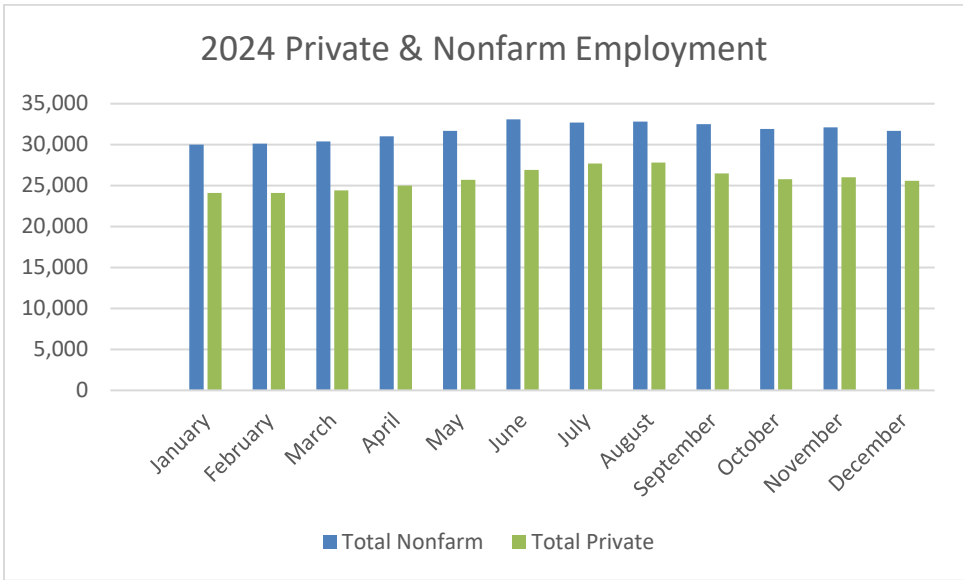
- Center Services:
 - In House Recruitments for March 2025
 - Time: 11:00am – 2:00pm
 - Location: Career Center
 - 3/11: Always Compassionate Home Care
Catskills Concierge Inc.
 - 3/18: NYS Police
NYS Dept. of Corrections
Community Supervision
NY Army National Guard
US Military Branches
Delaware Valley Job Corps
 - 3/25: Adapt of the Hudson Valley
The Smoke Joint
 - The monthly recruitment efforts of the Delaware Valley Job Corps and the military branches will be quarterly for 2025.
 - The CWD provided services to 8 new business customers and listed 136 jobs in January.
 - There were 543 participants that came to the Career Center for services in January.

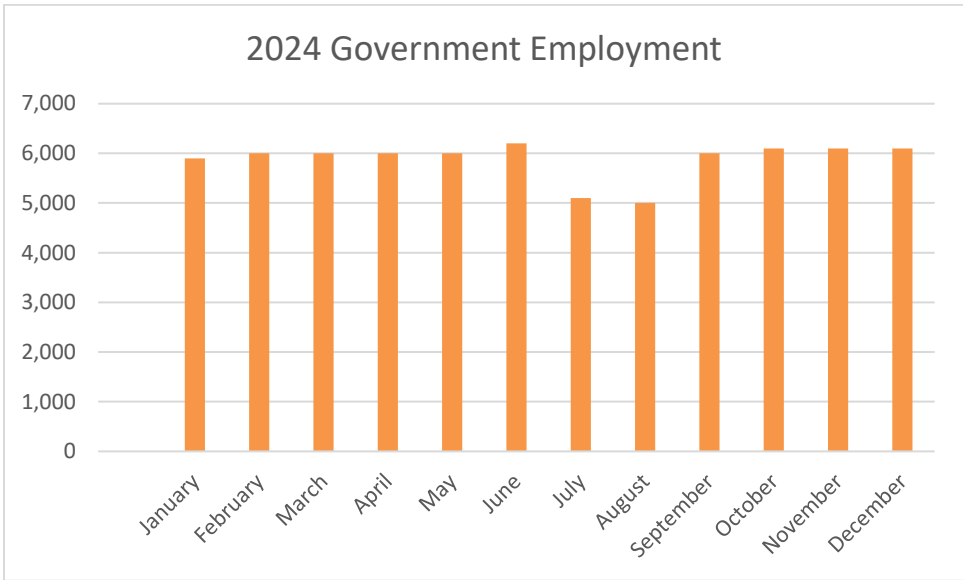
Temporary Assistance caseload profile January 2025:

January 2025	TANF/SNM Cases - 157	Safety Net Caseload - 131
Medical Issues	6%	1%
Disabled	19%	0
Pregnant/Newborn	5%	0
Needed in Home	5%	0
No Child Care	12%	0
Criminal Justice Involved	19%	58%
Cases Closed	15	15

Labor Market Data for 2024







Includes public schools, federal, state and local government employment.



Sullivan County

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File #: ID-7239

Agenda Date: 3/6/2025

Agenda #: 2.

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

February 27, 2025

The IDA Board held its regular monthly meeting on February 10, 2025. At that meeting the Board approved a minor revision to the IDA Governance Committee Policy and conducted its annual review of IDA’s Procurement Policy, Investment Policy, Disposition of Real Property Guidelines, Mission Statement, and Performance Measurements.

The SCFC and TSCILDC Boards also met on February 10 to review their policies, performance measurements, and mission statements.

IDA staff is working to complete the collection and distribution of 2025 Payments in Lieu of Taxes. To date we have distributed approximately \$3,317,000 to the taxing jurisdictions and we anticipate making one more distribution in the coming weeks.

We are finalizing the 2024 Public Authorities Reporting Information System (PARIS) Reports and the 2024 certified financial audits for IDA, SCFC, and TSCILDC. The IDA, SCFC, and TSCILDC Boards will meet on Monday, March 10, 2025 to review the PARIS Reports and financial audits, and conduct any other business.

##



Sullivan County

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Agenda Date: 3/6/2025

Agenda #: 3.

Update for March 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.

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

- **Romance map is done and is very popular again**
- **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
- 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. Instagram reels are

seeing a lot of likes and comments.

- In House Social media continues to see fantastic gains

INFORMATION INCLUDED IS LAST MONTH'S REPORT.

November - January New Member Report

Business Name	Type of Business	Location
ALL Family Farm	Catskill-icious (Farmers Markets & Local Products)	Middletown
Back to Bakers	Catskill-icious (Dining)	Barryville
Casa Di Longobardi	Shopping (local products and specialty market)	Parksville
CleanX Car Wash	Tourism Supporter (Financial Institutions & Professional Services)	Rock hill
Coil + Drift	Art & Culture (Art Galleries & Exhibits)	Jeffersonville
Cuppie Cake Desserts	Catskill-icious (Café & Bakeries)	Jeffersonville
Delaware Valley Farm and Garden Center	Shopping (local products and specialty market)	Callicoon
Double D Sourdough	Catskill-icious (Café & Bakeries)	Jeffersonville
Gary's Cabins	Stay With Us (Vacation Rentals)	White Lake
Homestead Improvement	Tourism Supporter	White Lake
JR Capital Solutions	Tourism Supporter (Financial Institutions & Professional Services)	Monticello
Mamakating photo	Shopping (local products and specialty market)	Wurtsboro
Narrowsburg Veterinary	Tourism Supporters (Medical Facilities & Providers)	Narrowsburg
Rise again retreats	Stay with us (Resorts & Retreats)	Hurleyville
The Herbal Scoop	Shopping (local products and specialty market)	Narrowsburg
The Old Foundation	Catskill-icious (Dining)	Kenoza Lake
The Other Magazine	Tourism Supporter	Hastings – on – Hudson
The Outlier Inn	Stay With Us (Cottages, Cabins & Bungalows)	Mountindale
Toast	Catskill-icious (Dining)	Jeffersonville

Two Farms Brewing	Catskill-icious (Breweries, Distilleries & Wineries)	Bloomington
Visit Wurtsboro	Tourism Supporter (Member Organizations & Associations)	Wurtsboro

Print and Digital Ads and Advertorials Completed

- Chronogram Newsletter Sponsorship Digital ad
- NY Family February Editorial
- DiscoverUpstate.com listing
- Passport Magazine
- CONY 2025 ad
- Mountains Media Winter 24-25 Print ad
- Byways Magazine Print ad
- Geo Caching Digital Ads
- AARP February Print ad
- NY Family print and digital ads

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In Progress:

- Brand USA Global Inspiration Campaign
- Fairfield After Dark Sprint 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)

2024 FB ACCOUNT INSIGHTS

NOTES

- FACEBOOK AUDIENCE IS VERY ENGAGED AND RESPONSIVE TO NEW CONTENT
- THE ACCOUNT WENT VIRAL MULTIPLE TIMES IN 2024
- ORGANIC WAS ON PACE WITH PAID ALL YEAR



CONTENT INTERACTIONS

2023

Post engagements 231,744

clicks, reactions, saves, comments, shares and replies
Engagement Rate 421%

2024

Post engagements 408,300 **+76%**

clicks, reactions, saves, comments, shares and replies
Engagement Rate 700% **+66%**

REACH

2023

Accounts Reached 761,053

37,720 Followers

729,194 Non Followers

467,218 Paid

288,062 Organic

Impressions 4,625,241

1,897,491 Paid

2,727,750 Organic

Profile Visits 36,469

2024

Accounts Reached 1,879,155 **+137%**

37,559 Followers

1,844,319 Non Followers **+153%**

1,122,378 Paid **+140%**

867,435 Organic **+201%**

Impressions 7,601,679 **+64%**

3,485,472 Paid **+84%**

4,116,207 Organic **+51%**

Profile Visits 56,774 **+56%**

GROWTH

2023

Total followers 54,937

Follows 1,148

Growth Rate 1%

2024

Total followers 56,158 **+2.22%**

Follows 1,892 **64%**

Growth Rate 2.2% **+120%**

A good Growth Rate is 1%

2024 IG ACCOUNT INSIGHTS

NOTES

- IG AUDIENCE IS ENGAGING MORE WITH NEW CONTENT
- OUR REACH HAS INCREASED AS WELL AS OUR STORY IMPRESSIONS
- GROWTH RATE HAS INCREASED SIGNIFICANTLY



ENGAGEMENT

2023

Content Interactions 20,051

Engagement rate (Interactions+clicks/followers)
81.74%

2024

Content Interactions 41,746 **+108%**

Engagement rate (Interactions+clicks/followers)
144.85% **+77%**

REACH

2023

Accounts Reached 587,335

Paid 22,280

Organic 565,055

Impressions 1,326,522

Paid 39,473

Organic 1,287,049

Story Impressions 374,186

2024

Accounts Reached 916,286 **+56%**

Paid 166,093 **+646%**

Organic 750,093 **+33%**

Impressions 1,208,651

Paid 238,582 **+504%**

Organic 970,069

Story Impressions 345,117

GROWTH

2023

Total Followers 24,529

New Followers 2,395

Follower Growth Rate 9.8%

2024

Total followers 28,820 **+17%**

New Followers 4,291 **+80%**

Follower Growth Rate 14.9% **+52%**

A good growth rate is between 2.5% & 5%

2024 WEBSITE SESSION INSIGHTS

NOTES

- SOCIAL STRATEGY PRIORITIZING SOCIAL LINKS IS WORKING
- THE INCREASE IN BLOGS HAS ALSO CONTRIBUTED TO SEO



ORGANIC SOCIAL

2023

Sessions 17,809
New Users 14,428

2024

Sessions 43,184 **+142%**
New Users 39,978 **+177.1%**

PAID SOCIAL



META PAID SOCIAL

- In December, with an ad cost of \$2,023.60, we served 189,519 impressions (up 75% YoY), 3,591 link clicks, and a 1.89% link CTR.
- In this period, ads Fall focused ads were replaced by Winter focused ads, according to the seasonality and learnings up to this month.

• Top Ads

- The Winter Ad generated 95,110 impressions and 1,866 link clicks.
- The Wedding Venue Ad, generated 90,259 impressions and 1659 link clicks.

Google Ads



- Over 4,288 clicks (+16% YoY) were recorded from our Google campaigns in December. The average cost per click was \$0.82 from the 769,315 impressions. The Catskills Vacation campaign generated 334 link clicks from a 4.85% Click-through rate.
- The display campaign served 762,434 impressions (+188% YoY) and 3,954 clicks (+67% YoY) at an average CPC of \$0.17.
- During this period, the search term "lodging catskills ny" accounted for 4,787 impressions, representing 69% of our total search impressions (6,881). The second-highest search term, "catskills resorts," generated 487 impressions.

OTT - CTV & DSP



CTV Impressions: 343,951
CTV Completion Rate: 98.74%
 Web Conversions: 544

- TOP Zip Codes:**
- **18301 East Stroudsburg, PA**
 - **19464 Pottstown, PA**
 - **17601 Lancaster, PA**
 - **18104 Allentown, PA**

Display Impressions: 259,163
 Clicks: 277



Date period
12/01/2024 - 12/31/2024
Duration: 31 days

Impressions
769,315

Clicks
4,288

Average CPC
\$0.82

Cost
\$3,498.18

Campaign conversions

Name	Impressions	Clicks	Average cpc	Ctr
Smart Display	762,434	3,954	\$0.17	0.52%
Catskills Vacation	6,881	334	\$8.50	4.85%

Ctr
0.56%

Total spent
\$2,023.60

Link clicks
3,591

Impressions
189,519

Reach
107,820

Post Reactions
216

Post Comments
8

Frequency
1.76

CPC (cost per link click)
\$0.56

CTR (link click-through rate)
1.89%

Top Placement

Publisher Platform	Total spent	Impressions	Reach	CTR (link click-throu...	CTR (all)	Post Com...	Website Purchases
Facebook	\$1,774.41	179,182	102,291	1.78%	3.03%	8	2
Audience network	\$71.89	3,113	991	3.18%	3.15%	0	0
Instagram	\$177.30	7,224	4,985	4.11%	5.22%	0	0
Unknown	\$0.00	0	0	0.00%	0.00%	0	0

Top Performing Ads



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

Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$988.19	95,110	1.96%	1,866



Ad Name: Wedding Venue Ad
Campaign Name: Traffic Campaign

Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$991.32	90,259	1.84%	1,659



Ad Name: Fall Offer 2 Ad
Campaign Name: Traffic Campaign

Amount spent	Impressions	CTR (link click-through rate)
\$37.59	3,388	1.68%



Ad Name: Fall Offer 1 Ad
Campaign Name: Traffic Campaign

Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$6.50	762	1.18%	9

<p>Account impressions 102,398</p>	<p>Static In-Feed Post Impressions 56,815</p>	<p>Stories Impressions 26,841</p>
<p>Followers 28,820</p>	<p>New followers 192</p>	<p>Engagement rate 13.50%</p>
<p>Engagement 3,892</p>	<p>Website clicks 206</p>	<p>Reach 78,433</p>

Top Performing Posts



Message: 🍴 Livingston Manor's newest restaurant is open! Welcome @thresholdcatskills 🍴 Serving Korean cuisine crafted with Sullivan...

Impressions	Reach	Likes
8,140	6,424	753



Message: 🍴 Welcome to Parkville, @doubleupcatskills! We love this new restaurant located in a Double Decker Bus! Stop by and enjoy a cup of...

Impressions	Reach	Likes
6,379	5,463	371



Message: ✨ Merry Christmas & Happy Hanukkah from the snowy Sullivan Catskills! We hope you are having the best time celebrating with family...

Impressions	Reach	Likes
5,164	4,127	292



Message: 🍴 Looking for NYE plans? Check out everything we have going on in The Sullivan Catskills 📌 Full list in our Link In Bio! 🍴 NYE Dinner &...

Impressions	Reach	Likes
5,064	3,954	203



Message: Ready for another great weekend in The Sullivan Catskills? Here's what's happening! 📌 Attend A Christmas Carol dinner show at...

Impressions	Reach	Likes
4,876	4,061	184



Message: 🍴 Tons of winter fun this weekend & New Years Eve in The Sullivan Catskills! 📌 Enjoy the last few days of 2024 with us! 🍴 Hit the...

Impressions	Reach	Likes
4,828	3,867	145

12/01/2024 - 12/31/2024



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

Top Performing Reels



Message: 🎿 Winter has officially started because @skiholidaymountain is open!! Get ready for a fun season of Skiing & Snowboarding in The Sullivan Catskills. 📌 Click the link in our bio to learn more about Holiday Mountain!

Plays	Likes	Saved	Shares	Comments
1,903	115	3	15	2



Message: 🍷 Here is a Holiday Wine Guide from The Sullivan Catskills! Check out these expert picks from Meg McNeil at @drinkingupstream in Livingston Manor: 🍷 Hors d'oeuvres: Les Gras Moutons - Muscadet Sevre et...

Plays	Likes	Saved	Shares	Comments
1,635	61	8	16	1

facebook

Impressions 511,321	Started following 74	New page likes 33
Post engagements 35,434	Page posts impressions 424,984	Page views 3,216
All posts engagement rate (reactions + comme 8.34%	Started following 74	Followers 56,172
Total page likes 53,787	Paid impressions 199,058	

Top Performing Posts



Message: 🎉 Welcome to Parksville, Double Up Catskills! We love this new restaurant located in a Double Decker Bus at 268 Old Rt 17! Stop by and...

Impressions	Clicks	Engagement
16,269	8,819	9,019



Message: 🎉 Congratulations to Healthy Kids on the grand opening of their second location in Monticello! This new space isn't just bringing...

Impressions	Clicks	Engagement
10,689	7,928	8,013



Message: 🍷 We are excited to welcome Threshold Korean Catskills Kitchen to Livingston Manor! Stop by and enjoy a delicious cocktail, snac...

Impressions	Clicks	Engagement
18,448	6,825	7,387



Message: Another great weekend is here! Enjoy all of the holiday activities going on including our annual Sullivan Catskills Holiday Market tomorrow...

Impressions	Clicks	Engagement
3,388	3,365	3,402



Message: ❄️ Tons of winter fun this weekend & next week in The Sullivan Catskills! Click through to see what is happening. 🍷 We are so excited t...

Impressions	Clicks	Engagement
4,699	3,331	3,363



Message: 🌟 Last night, community members braved the cold for the annual menorah lighting in Parksville! Thank you to the Town of Liberty &...

Impressions	Clicks	Engagement
8,849	2,221	2,420

Core Creative 2024 Results

We continued our partnership with our public relations firm— Core Creative— in 2024. This year, Corey Bennett and her team haven't missed a beat keeping our Sullivan Catskills brand in the spotlight.

They secured 80+ placements in regional and national media outlets whose primary focus is on consumer and lifestyle news.

The results are impressive:

- **Over 18.2B+ impressions**
- **\$168M+ in Estimated Ad Value Equivalency**
- **This represents an over 300% increase YOY!**



Year in Review

2024 had them hitting the ground running, meeting new members, bringing more key media in to experience the destination firsthand, digging deeper to find the untold stories and seasonal hooks, and leveraging a range of news, openings, and trends. Coverage included top targets including the following, amongst others:

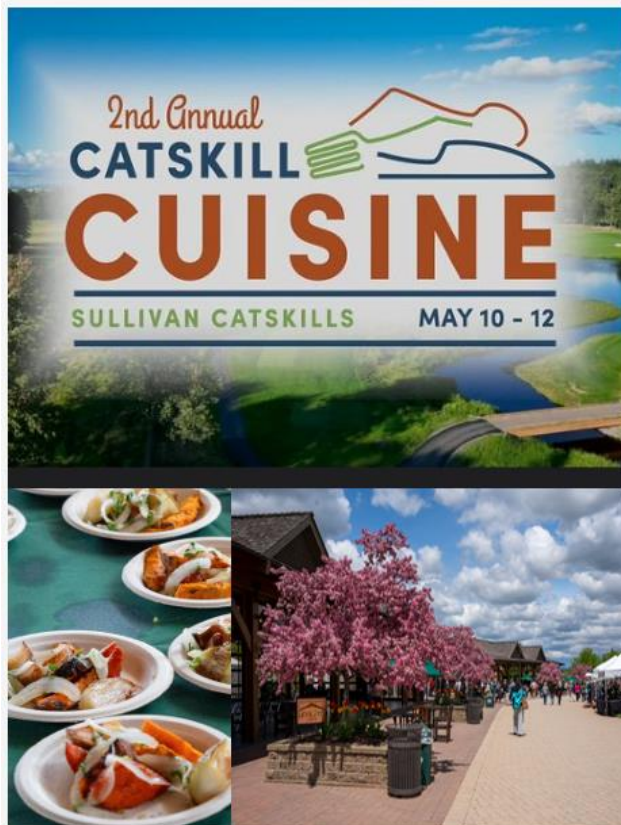
- | | |
|-----------------------|--------------------------|
| • Travel + Leisure | • Robb Report |
| • ELLE | • MSN |
| • Business Insider | • Yahoo! |
| • Men's Journal | • Brit & Co. |
| • Conde Nast Traveler | • New York Lifestyles |
| • Country Living | • Mommy Poppins |
| • New York Post | • Bal Harbour |
| • Fox News | • Travel Curator |
| • PureWow | • Hudson Valley Magazine |
| • Eater NY | • Newsday |
| • Passport Magazine | • Thrillist |
| • Forbes | • Matador Network |
| • Times Union | • InsideHook |



Year in Review

The team pitched and facilitated **15 media visits in 2024**, capturing several target media to experience the destination first-hand. Media outlets included:

- Family Travel Forum
- Condé Nast Traveler
- USA Today Go Escape
- Food & Wine
- Business Insider
- Robb Report
- Travel + Leisure
- Travel Weekly
- New York Lifestyles
- Forbes
- Dossier
- Westchester Family
- Hudson Valley magazine
- New York Post
- Fox News online
- PIX11 News



Catskill Cuisine

The team also worked with us to launch our 2nd annual Catskill Cuisine event, building on the momentum created from our inaugural event in 2023 to continue to tell even more niche stories within the destination.

Top target regional and national journalists were secured to participate in the event, as well as experience itineraries that let them indulge in all the Sullivan Catskills has to offer.

The results:

- **30+ stories on the event and culinary-centric angles**
- **Over 1.5B impressions and \$14M in Estimated Ad Value Equivalency**
- **133% increase over 2023!**

Year in Review

Finally, the team also launched new storytelling initiatives, most recently hosting a **Virtual Tasting and Cocktail Demo** to showcase more about the beverage & culinary scene in the Sullivan Catskills.

The event kicked off with an introduction to the destination by President, Roberta Byron-Lockwood, and engaged top target media contributing to a range of publications including the following, amongst others:

- Travel + Leisure
- CNN
- USA Today
- Lonely Planet
- Travel Channel
- HGTV
- Business Insider
- Forbes
- MSN
- The Points Guy
- Yahoo! Life
- TripAdvisor
- TravelAwaits
- Wine & Spirits Magazine
- Forbes
- Northshore Magazine
- MSN



2024 Coverage Highlights

TRAVEL+ LEISURE

12 Up-and-coming Destinations Around the World for LGBTQ+ Travelers

From small, coastal towns to mid-size cities and major metropolitan, these are the rising hotspots for LGBTQ+ travelers.

Narrowsburg, New York



Sometimes even the best of villages can have an active queer community, something that's exemplified in the quiet town that sits along the Delaware River in the Sullivan Catskills. Open markets, hotels, and outdoor recreation await New York City and those in Pennsylvania for the local beauty and access to nature at Tusten Mountain. There's also plenty to keep them busy, including seasonal wine tastings, live and silent auctions, and the annual shops on Main Street, which range from antique and home decor stores to art galleries and specialty food stores. But many queer people find themselves in Narrowsburg simply for the peace and quiet — in fact, most of the area's residents feel at all times safe and seen in this town.

Seek out and support some of the queer-owned and -operated businesses, which include [Catskill Brewing](#), a craft brewery and distillery; [The Stone Cottage](#), a historic inn, and [The Inn at Tusten Mountain](#), a historic hotel. For outdoor recreation, visit [Catskill State Park](#), which offers a variety of trails and scenic views. For shopping, visit [The Tusten Mountain](#), a restaurant serving Appalachian-style cuisine with a focus on local ingredients. For more information, visit [Catskill State Park](#) and [The Tusten Mountain](#). The community, including Narrowsburg, Catskills, Longfellow, and other nearby towns, is a vibrant and welcoming community. The community, including Narrowsburg, Catskills, Longfellow, and other nearby towns, is a vibrant and welcoming community. The community, including Narrowsburg, Catskills, Longfellow, and other nearby towns, is a vibrant and welcoming community.

As one of the best small towns in the Catskills, visitors to Narrowsburg are in for a special experience. The town's scenic views, historic buildings, and outdoor recreation are all within reach. The town's scenic views, historic buildings, and outdoor recreation are all within reach. The town's scenic views, historic buildings, and outdoor recreation are all within reach.

15 Best Places to Travel in June 2024

These are the best places to visit in June in the United States and around the world.

Catskill Mountains, New York



Located in southeastern New York about 100 miles from Manhattan, the Catskills have long been a destination for snow sports during the winter and an escape from the city's stifling heat during the summer. The summer season gets underway in June, but visitors in the early part of the month can beat the crowds to enjoy the flowers, green trees, and fresh air of late spring. Miles of hiking and mountain biking trails reward trekkers with spectacular views, waterfalls, and wildlife. Fly fishing, kayaking, and rock climbing attract adventure travelers, and luxurious hotels are there for visitors seeking relaxation among natural beauty.

Where to Stay: Choose your own Catskills adventure, with accommodation options ranging from glamping in a vintage camper at [Bibb's Retreat](#) in the Sullivan Catskills, relaxing at [The Chateau Lodge](#), a luxury all-inclusive resort, exploring the wilderness at [Schooner's Lodge](#), or taking in the view from a soaking tub at the plush boutique [Liberty Cowboy](#).

ELLE

24 Wellness Experiences to Book in 2024

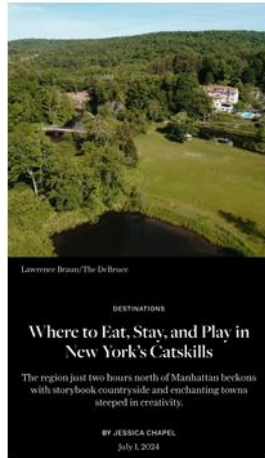
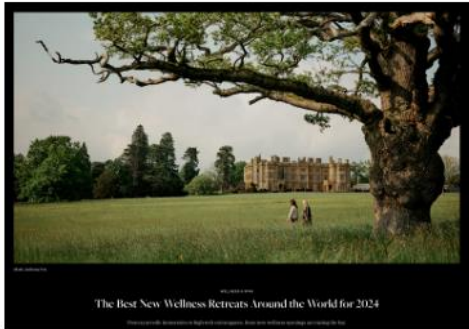
From yoga retreats to high-tech spas and everything in between.

Simmer in the Catskills' Hot New Spa



Buzzy upscale resort [Inness](#) will add a spa this spring, featuring an outdoor covered sauna deck with radiant heated floors, hot and cold plunges, and an emphasis on organic products.

2024 Coverage Highlights



The Bradstan Boutique Hotel at The Eldred Preserve



2024 Coverage Highlights

BRIT+CO

5 Wellness Retreats to Escape To In 2024

Hemlock Neversink, Neversink, NY



PureWow
yahoo!/life

20 Awesome Places to Go Glamping Near New York City

FROM THE CATSKILLS TO VERMONT

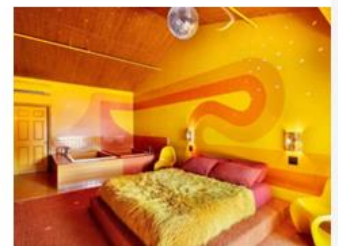


The 34 Coziest Winter Weekend Getaways from NYC in 2025

BYO-HOT TODDY



thrillist



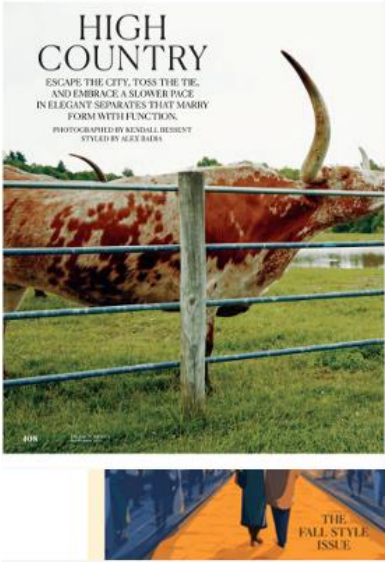
TRAVEL • HOTELS

The Most Unique Hotel in Every State

Sleep in an oversized potato, trailer parks, or a modern art museum.

2024 Coverage Highlights

Robb Report



8 Spooky Hotel Soirees to Celebrate Halloween in Ghoulish Style

They're to die for.

Burn Brae Mansion (Catskills, NY)



You'll find yourself in a haunted house boasting arguably the greatest (and fiercest) ghost of all time just 90 minutes outside Manhattan. The Bartolozzi's Ghostly Ball Murder Mystery Dinner will be held at the Burn Brae Mansion, built in 1907. When current owners Mike and Pat Frasse bought the mansion in 1995 to run a cycling training center, they discovered it was haunted. To capitalize on their spectral success, they reopened the property as a bed-and-breakfast. They ran tours of the house and its Attic of Curiosities—including a secret room that was uncovered just a few years ago—filled with stories of the hauntings. There are reports of footstep, dolls, and toys moving on their own, dancing doors, and visions of a woman in white. The mansion is available for private investigations and will even pair you with a paranormal researcher.

Dates: October 25 and 26
Rooms from \$220

DOSSIER weekly
TRAVEL, CONVERSATIONS & OTHER NICE THINGS ISSUE 4 JULY 11, 2024

The Air Up Here
Roma's Hotel Eden offers delectable peace a breath above the Eternal City's exhilarating chaos.

Country Strong
Our editor-at-large heads to the Catskill Mountains for a rejuvenating injection of rural life—quirky boutiques, fine dining, and all.

Ripple Effect
Photographer Frank

DISPATCH
Country Strong
T. Cole Rachel

Even the most dedicated New Yorkers occasionally need to escape the city, so when I had the chance to flee to experience the second annual Catskill Cuisine event, hosted by Sullivan Catskills, I jumped at the chance. Aside from the festival itself, which offered the opportunity to rub elbows with food stars (I audibly screamed when I saw Anne Burrell sitting at the end of my table) and eat food prepared by the likes of chef Marcus Samuelsson, it also presented the opportunity to casually tool around the Catskill Mountains.

2024 Coverage Highlights

NEW YORK POST

TRAVEL

The Catskills are calling — here's where to stay, eat and play

By Perri Omort Blumberg
Published July 3, 2024, 1:29 p.m. ET

6 Comments



Get into an upstate frame of mind.

LIFESTYLE

Get the holiday spirit at these tri-state celebrations

By Perri Omort Blumberg
Published Dec. 16, 2024, 10:26 a.m. ET

Comments



Outside-the-box ways to celebrate the season.

TRAVEL

From Florida to Washington, brand n hotels across the nation to check out 2024

By Perri Omort Blumberg, Fox News
Published Jan. 14, 2024, 2:28 p.m. ET

Comments



2024 Coverage Highlights



Travel experiences to give as last-minute Christmas gifts

Top excursion and travel experiences to buy now for anyone on your Christmas list

By Paul Ormont Blumberg Fox News

From Florida to Washington, brand new hotels in America to check out in 2024

Plan to travel in 2024? Check out these new hotel offerings from sea to shining sea

BUSINESS TRAVELER

Travel news, reviews and intel for high-flyers

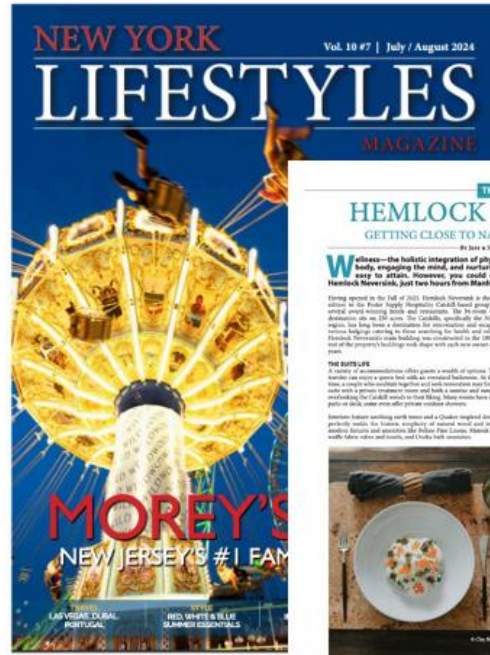
A New Era of All-Inclusive Resorts

Luxury amenities and elevated experiences are bringing the all-inclusive resort to a new level

By Todd Plummer
March 6, 2024 TRAVEL



2024 Coverage Highlights



COOL CATSKILLS
Teachings from backcountry to the mountains of New York

THE CATSKILLS
An all-inclusive resort for adults looking for a relaxing getaway. The resort is located in the heart of the Catskills and offers a variety of amenities including a spa, pool, and dining options.

THE RESORT
A new resort in the Catskills offering a variety of amenities including a spa, pool, and dining options.

HEMLOCK NEVERSINK
GETTING CLOSE TO NATURE IN THE CATSKILLS

Wellness—the holistic integration of physical, mental, and spiritual well-being, fueling the body, engaging the mind, and nourishing the spirit. It sounds terrific, but it's not always easy to attain. However, you could consider visiting the restoration-focused retreat Hemlock Neversink, just two hours from Manhattan in Neversink, NY.

ON THE MENU
Hemlock Neversink offers a variety of dining options including a farm-to-table restaurant and a bar.



2024 Coverage Highlights

Forbes

Forbes ★★
TRAVEL GUIDE



A food festival in the Catskills

The second annual food festival, **Catskill Cuisine**, is back on May 10 through 12, with a portion of the events held at the same site where the 1969 Woodstock Festival took place. Participants include celebrity chefs like Andrew Zimmern, Marcus Samuelsson, and Melba Wilson, according to a spokesperson. Tickets are **available** for purchase online.

Chef Marcus Samuelsson Dishes On Food Festivals And Family Travel

DeMarco Williams Contributor
Forbes Travel Guide Contributor Group [Follow](#)

May 8, 2024, 09:56am EDT



Samuelsson and Montreal's Marcus Restaurant + ...
FOUR SEASONS HOTEL MONTREAL/MATT DUTILE

Andrew Zimmern's Favorite Food City Will Surprise You

Jennifer Kester Contributor
Forbes Travel Guide Contributor Group [Follow](#)

May 7, 2024, 10:06am EDT

Updated May 7, 2024, 01:29pm EDT



Andrew Zimmern stays sharp in the kitchen. CATSKILL CUISINE

As the host of popular TV shows ranging from *Bizarre Foods* to Magnolia Network's *Family Dinner*, Andrew Zimmern has traveled and eaten his way across the globe.

2024 Coverage Highlights

Men's Journal

TRAVEL
The 34 Best Mountain Towns of 2024 in America—and Beyond

Nothing tops a stellar mountain town for adventure seekers. Our lofty favorites feature the best hiking, biking, climbing, skiing, paddling, and local microbrew found at any altitude.

By Ben Ormont Blumberg, Laura Stodanus and Robert Earle Howells -
Updated: Jun 3, 2024 3:56 PM EDT

Best Quick Urban Escape: Roscoe and Callicoon, NY



Roscoe and Callicoon are a pair of rustic Sullivan County gems deep in the Catskills that are an easy escape to the great outdoors. Ben Ormont



TRAVEL
Top autumn destinations in the U.S. for 2024

Leaf your troubles behind and head out on these enchanting escapes.



TRAVEL CURATOR
WORTH TRAVELING FOR



HOTELS + RESORTS + VILLAS

THIS UPSTATE NEW YORK WELLNESS RETREAT EVOKES A SENSE OF CALM



Sullivan County
Legislative Memorandum

100 North Street
Monticello, NY 12701

File #: ID-7216

Agenda Date: 3/6/2025

Agenda #: 1.

Narrative of Resolution:

To adopt the Tourism Sector Enhancement Grant Program and Guidelines.

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

Amount to be authorized by Resolution: 0

Are funds already budgeted? Choose an item.

Specify Compliance with Procurement Procedures:

NA

RESOLUTION INTRODUCED BY THE EXECUTIVE COMMITTEE TO ADOPT THE TOURISM SECTOR ENHANCEMENT GRANT PROGRAM AND GUIDELINES

WHEREAS, the Sullivan County Legislature is committed to supporting Sullivan County non-profit organizations that provide successful, largescale tourism programming events; and

WHEREAS, the County Manager’s Office and the Division of Planning, Community Development & Environmental Management have developed the attached Tourism Sector Enhancement Grant Program and Guidelines for non-profit to be eligible for funding; and

WHEREAS, grants awarded under this program will be funded by a portion of the Hotel Room Occupancy Tax collected in Sullivan County, NY designated by the County Legislature in its annual budget.

NOW THEREFORE BE IT RESOLVED, that the Sullivan County Legislature hereby adopts the attached Tourism Sector Enhancement Grant Program and Guidelines.

TOURISM IMPACT

GRANTS

Program Guidelines

Draft date: 1/3/2025

Purpose & Overview

Through the Sullivan County Tourism Sector Enhancement Grant Program, the Sullivan County Legislature is committed to supporting Sullivan County non-profit organizations that provide successful, large-scale tourism programming events. Applicants must demonstrate project readiness, capacity to host large-scale tourism programming, thorough planning and budget preparation, and alignment with County goals that substantially enhance local tourism. Grants awarded under this program will be funded by a portion of the Hotel Room Occupancy Tax collected in Sullivan County, NY designated by the County Legislature in its annual budget.

Funded projects must demonstrate the potential for economic benefits through additional room nights and visitor spending in Sullivan County.

Eligibility

This funding opportunity is offered to Sullivan County non-profit organizations for tourism promotion only. No funding will be awarded for capital improvements, other than specific capital improvements described in Eligible Projects "equipment and capital expenses," or to improve privately-owned property, or to benefit a specific business. The minimum award for this grant program is \$25,000.



The Sullivan County Tourism Sector Enhancement Grant is a reimbursement grant open to Sullivan County-based non-profit entities to offset costs associated with sponsoring large-scale tourism event programming. Proposed event programming must be held within Sullivan County and target diverse participation of visitors from outside of Sullivan County. Proposals should demonstrate anticipated positive corollary impacts on local Sullivan County tourism industries, including the food, hospitality, and recreation sectors. Organizations must clearly demonstrate that revenue generated from the programming event supports the stability and expansion of the event itself. Allocating program revenue to offset day-to-day organizational operating costs is prohibited, and general organizational operating expenses are not eligible for reimbursement.



Annual Trout Parade in Livingston Manor

Eligible Projects

Projects should create a new facility or experience, or expand and increase the impact of existing attractions. The funded activity must be a new and discreet project, or an enhancement of an existing event with a schedule and demonstrated outcome. The program is flexible in terms of the types of proposals that will be considered. These may include:

- ***New or expanded special events, festivals and community celebrations*** that convey the unique culture and history of Sullivan County, promote a sense of place and community pride, create new traditions, and build Sullivan County's brand as a travel destination. Events may take place on a single day or span multiple days. For multi-day events, the dates of the event are not required to run consecutively. Eligible programming expenses might include costs associated with hiring entertainment, purchasing of food/beverage supplies, and other supply costs.
- ***Marketing and advertising campaigns and promotional activities*** to expand and increase impact by attracting visitors from outside Sullivan County. These may include social media, website work, the creation of visitor-oriented apps, production and/or distribution of collateral material, etc.
- ***Equipment and capital expenses*** associated with a special event, festival or celebration for which funding is requested may be eligible for reimbursement. Examples of such expenses include construction of temporary structures, such as stages, or rental of equipment for event activities.

The minimum award for this grant program is \$25,000.

Tourism Sector Enhancement Grants are not meant to provide general operating expenses, overhead costs, routine facility maintenance, ongoing financial assistance, or support for the continuation or renewal of established programs and activities.

Applicants must show how their proposed project will add to the ability of Sullivan County to attract new and repeat visitation, extend stays, and increase spending on local goods and services. Projects should create a new facility or experience, or increase the impact of existing attractions. **The funded activity must be a new and discreet project, or an enhancement of an existing event with a schedule and demonstrated outcome.**



Time & the Valleys Museum

Match Requirements

Applicants must demonstrate that a minimum of 20% of the total project costs will be provided by sources other than the Tourism Impact Grant program (TIGP). Acceptable sources of matching funds include local, state and federal funding, donations of materials, and pro bono services provided by a licensed or accredited professional.

Project administration by the grantee and non-professional volunteer labor may be factored into the overall project cost but will not be counted as part of the minimum 20% match.

Projects providing a larger share of costs will be rated more highly than applications meeting the minimum required match of 20%.

All prospective applicants must participate in an informational session about the TIGP. This session will include a segment dedicated to training on administration of grant funding. The session will be held in-person and will provide an opportunity for prospective applicants to ask questions about the TIGP.



Stone Arch Bridge Park

Application Process & Requirements

Program applications will be accepted on a rolling basis by the Sullivan County Division of Planning, Community Development & Environmental Management. Staff will review applications and refer those deemed complete and eligible to the Tourism Impact Grant Committee. Applicants will be notified whether their application has been accepted as complete within 2 weeks of receipt. Members of the Committee include the County Manager or his designee, the Commissioner of Planning, and representatives from the Sullivan County Department of Grants Administration, Sullivan County Division of Management & Budget, and the Sullivan County Visitors Association.

The Committee will meet in March of each year to review all applications received by the preceding February 28th. After that, the Committee will meet every other month to review new and/or resubmitted applications until all available grant funds for the program year program have been awarded. The Grant Committee will make funding recommendations to the Sullivan County Legislature. Once the Legislature has approved an award, staff will notify the applicant and provide a grant contract.

Applicants under consideration for funding may be asked to provide additional information or documentation, or to modify their project. Applicants denied funding may reapply for consideration in later rounds of review or subsequent program years. Grantees who are awarded less than they requested will be asked to submit an updated project budget and, if necessary, a modified scope of work, demonstrating how the applicant intends to address any funding shortfalls.

Application Materials

Please complete the Sullivan County Tourism Impact Grant Application and submit with all supporting documents in PDF format to the Sullivan County Planning Division at planning@sullivanny.gov. If application files are too large to be attached in a single email, they may be sent in a numbered series (i.e.: 1, 2, 3...)

A copy of the application form is attached to this notice of funding opportunity.

Application Materials

Grant awardees are required to enter into a contract with Sullivan County.

Funding will be provided directly to grant awardees on a reimbursement basis, subject to receipt of a signed contract, a valid payment voucher, and required documentation of expenses and project deliverables.

Any changes to the approved use of funds will be subject to approval by Sullivan County and must be documented in a modification to the contract prior to reimbursement.

Grant recipients are required to acknowledge the support of the Sullivan County Tourism Impact Grant in all project promotional materials.



Email Submission

All application documents should be submitted in PDF form by emailing planning@sullivanny.us.

If application files are too large to be attached in a single email, they may be sent in a numbered series (i.e.: 1, 2, 3...)

Selection Criteria

Project Benefits

The degree to which the project is likely to:

- lead to additional, local Sullivan County based hotel/B&B room nights and increased visitor spending
- support tourism growth mid-week, in the winter, and on soft weekends
- be resilient to, and help Sullivan County's tourism economy withstand impacts from, changing weather patterns, economic downturns, public health emergencies, and other potential threats
- improve visitor experiences and impressions, create positive memories, and generate positive social media, word of mouth, etc.
- provide significant quality of life benefits for residents as well as visitors
- deliver benefits that last beyond the project time frame
- result in a positive return on public investment

Proposal Quality

The degree to which the application:

- is complete and coherent
- demonstrates the project has been well thought-out, is feasible, and is ready for implementation
- includes a sufficiently detailed budget identifying all projected costs, funding sources, and uses of grant funds, and that includes back-up documentation on the sources of cost estimates
- identifies an effective means of measuring success and tracking project impact over time



Lake Superior State Park

Administrative Capacity

The degree to which the applicant has:

- demonstrated an understanding of the specific steps needed to deliver a successful project
- relevant skills and experience to execute the proposed project
- a history of success in carrying out similar projects
- an appropriate level of financial security to carry out the project
- developed partnerships, with relevant County entities, including the Sullivan County Visitors Association, to ensure a successful outcome

Leverage and Support

The degree to which the applicant has:

- demonstrated strong support of the applicant organization through its commitment of matching funds and other forms of leverage
- provided for non-County project funding beyond the required 20% match
- submitted evidence of project support in letters, media coverage, etc.

Additional Criteria for Specific Project Types

- Applications to create **Special Events and Celebrations** should address the project's potential to:
 - _ attract visitors from outside Sullivan County
 - _ extend impact by offering multiple days of programming
 - _ support local talent, performers, products, and services
 - _ demonstrate a compelling vision and innovative addition to existing event/festival offerings
 - _ build community identity and pride
- Applications to support **Marketing and Promotion** project should identify the visitor groups targeted and how the project will engage those audiences



Minisink Trail

Questions?

Contact:
planning@sullivanny.us

2025 Sullivan County Tourism Sector Enhancement Grant Application

GENERAL INFORMATION:

Application Preparer:

Name and Title of Person Preparing this Application: _____

Preparer Phone Number: _____

Preparer Email Address: _____

Organizational Information

Legal Name of Non-Profit Organization/Agency:

CEO/Director: _____ Non-

profit designation: 501(c)3 501(c)6

Physical Address: _____

Mailing Address (if different from Physical Address): _____

Website Address: _____

Phone Number: _____ Email Address: _____

Year Established (Incorporation Date): _____ EIN

Number (or Tax ID): _____

Do you have Articles of Incorporation on File? Yes No Do you have By-Laws on File? Yes No

Please attach copies of the following:

- ✓ Brief History of your Organization (Narrative)
- ✓ Mission/Values Statement
- ✓ Description of Service Area/Target Population and Current Services/Program Provided

Governance Information

Please attach copies of the following:

- ✓ Description or Diagram of Organizational Structure/Chart
- ✓ List of Board of Directors (affiliations and contact info)
- ✓ Copy of Strategic Plan/Business Plan, if applicable
- ✓ Executive Director/CEO Bio

Tax Documentation

Is your organization tax exempt? Yes No

- ✓ If yes, please include a copy of your tax exemption letter.

Do you have an IRS Form 990 on file? Yes No

Can you provide a W-9, upon request? Yes No

Financial Information

Are the following financial documents prepared and available upon request?

- Annual Operating Budget __Yes __No
- Year-End Financial Statements __Yes __No
- Audit, if applicable __Yes __No
- Sources of Funding __Yes __No
- Annual Report __Yes __No

PROJECT PROPOSAL:

Proposal Information

Tourism Program/Event Title: _____

Please select: ___ One Day Event ___ Multiple Day Event

Proposed Date(s) of Event: _____

Proposed Event Location: _____

Proposed Event Time: _____

Proposed Event is: ___ New Event (*held 0-1 times previously*) ___ Established Event (*held 2 or more times previously*)

Projected Number of Participating Visitors: _____

Does the event directly generate revenue? __Yes__No

How much funding is your organization seeking? _____

Can you provide proof of Liability Insurance for Special Events, if required? __Yes ___No

Proposal Narrative

Provide a detailed description of the proposed programming event. Include the following information and attach additional documentation as needed.

- ✓ Detailed Program/Project Description (Include date/time(s), description of event activities, involvement of collaborating partner agencies, engagement of vendors/entertainers, etc.)
- ✓ Year Event was Established and History (How many years have you hosted event/programming?)
- ✓ Target Population (Include samples of advertising and information about reach, if applicable.)
- ✓ Event Staffing Structure/Organizational Chart
- ✓ Measurable Outcomes (number of visitors, description of demographic, data from previous events, if applicable, and positive outcomes)
- ✓ Success Story Narratives/Newspaper Articles/Media, if applicable
- ✓ Description of the challenges your organization faces related to the event/programming
- ✓ Description of current needs of your organization to promote, stabilize, or expand the programming event
- ✓ Description of how grant funding would be utilized
- ✓ Explanation of how the proposed project benefit Sullivan County’s tourism sector
- ✓ Description of positive corollary impacts on associated tourism industries (ex. food/hospitality/recreation)
- ✓ Explanation of event sustainability plans, if applicable
- ✓ If charging admissions to an event, please provide the anticipated admission fee

Proposed Project Budget and Budget Narrative

Please attach a preliminary **Project Budget** and **Budget Narrative** for your Proposed Event/Program. Within your Budget Narrative, provide a brief budget summary; describe how the event directly generates revenue, if applicable; and include copies of any cost estimates received, if applicable. If your organization has hosted this event previously, please include a copy of revenue and expense reports from the most recently held event. If your event is revenue generating, please describe how revenues are applied.

Capacity:

Collaborating Partners

Do you currently partner with any other organizations/agencies for this project? __Yes __No

If yes, please list them here:

If partners will be involved in the proposed project, please attach letters of support or MOAs from these partners for the project.

Grant Administration Requirements

This grant is a reimbursement grant. Award recipients will be required to attend a brief Grant Administration Training and submit a final report upon completion of the event/program which includes a detailed description, participation data, and other pertinent information as requested.

Authorizations:

Is the governing board of your organization aware of an interest in pursuing grant funding? __Yes __No __NA

Is your local municipality (township/village) aware of the proposed event/program? __ Yes __ No

(NOTE: Awardees are expected to comply with all local municipal guidelines/requirements related to holding special events within the local jurisdiction.)

Signature of Preparer: _____

Signature of Organization CEO/Director: _____

Please complete this assessment and submit with all supporting documents in PDF format to the Sullivan County Planning Division at: planning@sullivanny.gov.

If application files are too large to be attached in a single email, they may be sent in a numbered series (i.e. 1 of 3, 2 of 3....) or via a file transfer application such as Dropbox or WeTransfer.

Sullivan County Tourism Sector Enhancement Grant Application Checklist

Organizational Information:

- Brief History of your Organization/Agency (Narrative)
- Organization Mission/Values Statement
- Description of Your Organization's Service Area/Target Population and Current Services/Program Provided
- Description or Diagram of Your Organization's Organizational Structure/Chart
- List of Board of Directors (affiliations and contact info)
- Copy of Strategic Plan/Business Plan, if applicable
- Executive Director/CEO Bio
- 501(c)3 or 501(c)6 determination letter

Proposal Information:

- Proposal Narrative
- Event Staffing Structure/Organizational Chart
- Event Newspaper Articles, Media Samples, if applicable
- Project Budget
- Budget Narrative
- Copies of cost estimates, if applicable
- Revenue/Expense Report from most recent event, if applicable
- Description of how revenues from event are applied
- Collaborating Partners Letters of Support/MOUs if applicable



Sullivan County

Legislative Memorandum

100 North Street
Monticello, NY 12701

File #: ID-7201

Agenda Date: 3/6/2025

Agenda #: 2.

Narrative of Resolution:

Resolution introduced by the Economic Development Committee to authorize a Contract Agreement between the County of Sullivan and Bold Gold Media Group to provide services for the Summer Youth Employment Program (SYEP)

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

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

Are funds already budgeted? Yes

Specify Compliance with Procurement Procedures: RFP #24-20 & Resolution 294-24

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

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

WHEREAS, under RFP #R-24-20 CWD has the right to extend this agreement for an additional four (4) years, on a yearly basis, in an amount not to exceed \$33,000; and

NOW, THEREFORE, BE IT RESOLVED, that the County Manager is hereby authorized to enter into a contract with Bold Gold media Group for the six-week SYEP schedule, from July 7, 2025 through August 15, 2025, in an amount not to exceed \$33,000, and such contract shall be in the form approved by the County Attorney. This contract is extendable for an additional three (3) years, on a yearly basis, for dates and funding to be determined, and is contingent each year on CWD receiving all funding.