



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

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

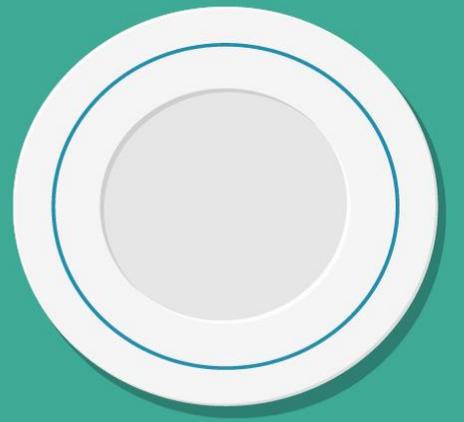


AWARENESS IS THE ANSWER





ANNUAL OCCUPANCY = 25%



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**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.

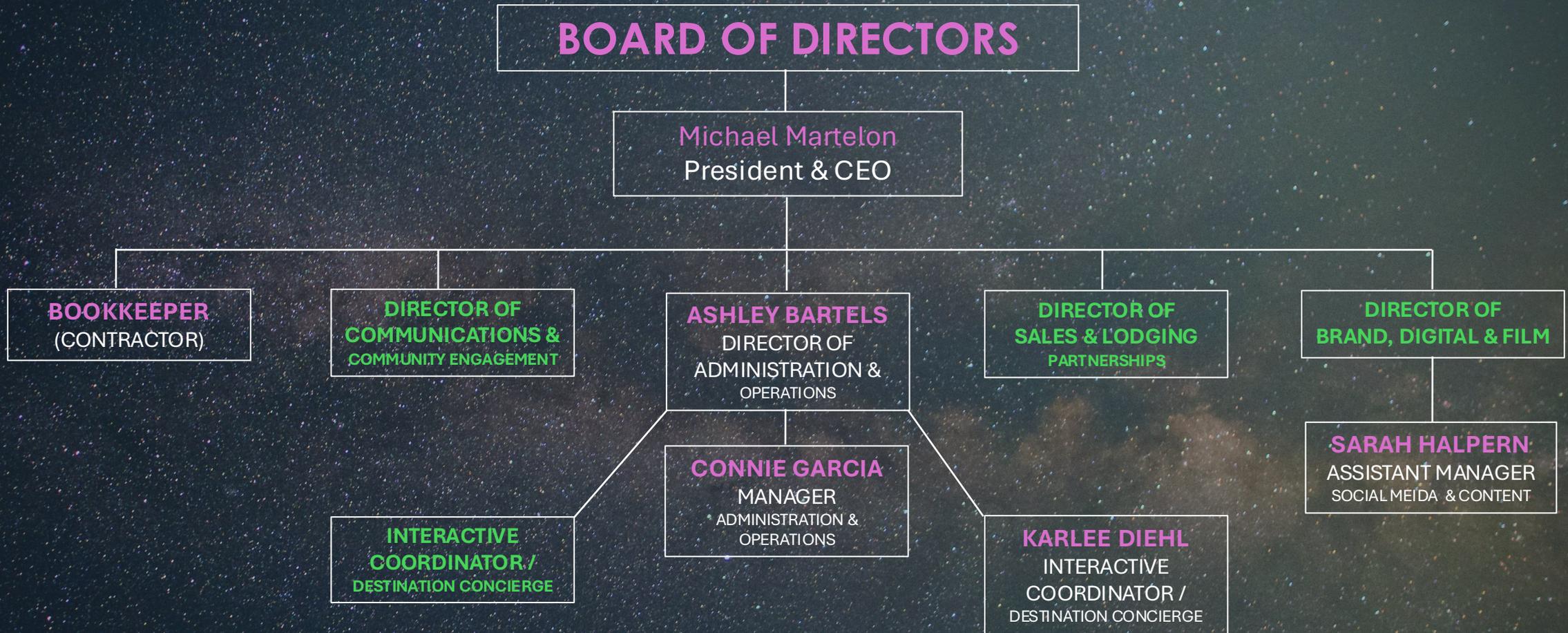


# The Modern Reality IT'S A DIGITAL WORLD

- 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.



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# 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

