



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, April 4, 2024

10:00 AM

Government Center

Call To Order and Pledge of Allegiance

Roll Call

Comments:

Reports:

1. Division of Community Resources [ID-6315](#)

Attachments: [2024 Economic Dev Report](#)
[April 2024 Hiring Events](#)

2. IDA [ID-6320](#)

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

3. Visitor's Association [ID-6332](#)

Attachments: [EDCAprilReport \(003\) 1_23.docx](#)

4. Partnership for Economic Development [ID-6330](#)

Attachments: [Partnership Report April 2024](#)

5. Chamber of Commerce

Discussion:

Public Comment

Resolutions:

Adjourn



Sullivan County

Legislative Memorandum

100 North Street
Monticello, NY 12701

File #: ID-6315

Agenda Date: 4/4/2024

Agenda #: 1.

Division of Community Resources Monthly Report

Workforce Development

April 2024

Workforce Development

- ✓ On March 23rd Congress passed the final six Fiscal Year (FY) 2024 appropriations bills that included Labor, Health and human Services and Education. The bill funds three-quarters of the government until October 2024. The FY24 spending levels for the Workforce Innovation and Opportunities Act (WIOA) connected programs are mainly equal to current PY23 funding levels.
- ✓ The Center for Workforce Development (CWD) has a NYS Systems Change and Inclusive Opportunities Network (NYSCION) grant through NYS Department of Labor (NYSDOL). This grant provides funding for a Disability Resource Coordinator (DRC) who works to support and expand partnerships, collaborations, service coordination and delivery across workforce, education and disability service systems. The DRC works with businesses and with individuals who are in receipt of SSI or SSDI and want to work.

The CWD is hosting is “Empowering Towards Independence” workforce summit was held March 12, 2024 at the Kartrite. There were 100 people in attendance representing businesses, providers and consumers. Surveys received after the event were very positive and people felt that they increased their knowledge.

- ✓ The contract with HC Staffing and Training to provide Certified Nurse Assistant and Home Health Aide training has been signed. A facility use agreement between the County and SC BOCES is under development. Working to iron out some issues with company who does the universal background checks for the healthcare industry.
- ✓ An agreement has been signed with SC BOCES for Automotive training. The class is scheduled to begin April 9th at the SC BOCES campus in Liberty. The class will meet Tuesdays and Thursdays from 5:30pm – 9:00pm. There are 15 slots and currently 36 applicants.

- ✓ The CWD sent an email blast to County departments and vendors offering a presentation/review of services of the CWD and other departments under the Division of Community Resources. This is being conducted for outreach purposes to bring awareness of what services are available with new and changing staff. To date 14 presentations have been completed and several more are scheduled. This outreach efforts have led to relationship building and increased collaborative opportunities.
- ✓ NYSDOL applied for \$10 million in Round 3 of the Federal National Dislocated Worker Emergency grant to address the Opioid crisis. The CWD signed on to participate if NYS is awarded. This will provide funding for training and employment for individuals directly or indirectly impacted by the Opioid crisis.
- ✓ The in-house hiring events are underway for 2024. There were three (3) events in March that brought seven (7) businesses to the Career Center.
 - April 4th from 11:00am – 2:00 pm will have ARC of the Greater Hudson Valley and Monticello Motor Club
 - April 11th from 11:00am – 2:00pm will have Anytime Home Care and Eitan Hourli, DVM.
- ✓ Career Center data updates:
 - Social media:
 - 951 followers; February 2024 had a reach of 13,150 people with 605 Facebook page views.
 - Center Services:
 - The CWD provided services to 16 business customers and listed 123 jobs in the month of February.
 - The CWD assisted 569 participants that came into the Career Center for the month of February 2024.
 - Welfare to Work caseload profile February 2024:
Total Caseload - 296
 - TANF – caseload 120
 - Medical issues – 7%
 - Disabled – 14%
 - Pregnant/Newborn – 3%
 - Needed in Home – 6%
 - No Child Care – 15%
 - Criminal Justice involved – 22%
 - Cases closed – 22

Safety Net – caseload – 176
Medical issues – 7%
Disabled – 31%
Needed in Home – 2%
Criminal Justice involved – 46%
Cases closed – 21

Labor Market Data for February 2024 compared to February 2023

- ✓ Sullivan County saw an increase in total nonfarm jobs of 4.2% (1,200) and an increase of 5.2% (1,200) in total private sector jobs.

Please note: The net month (January 2024 – February 2024) showed an increase of 0.3% (100) nonfarm jobs and no job gains in private sector jobs.

- ✓ For Sullivan County the job gains were:
 - Private Educational and Health Services at 9.2% (700)
 - Financial Activities at 12.5% (100)
 - Manufacturing at 5.0% (100)
 - Professional and Business Services at 4.8% (100)
 - Leisure & Hospitality at 2.8% (100)
 - Trade, Transportation & Utilities at 2.3% (100)

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

- Information
- Mining, Logging & Construction
- Other Services
- Government

- ✓ NYS showed an increase of 1.3% (124,100) in total nonfarm jobs and 1.1% (91,200) in private sector jobs.

The largest jobs gains were found in:

- Private Educational and Health Services at 3.9% (86,900)
- Leisure & Hospitality at 4.5% (38,300)
- Government at 2.3% (32,900)
- Financial Activities at 0.8% (6,200)
- Other Services at 1.0% (3,700)
- Professional and Business Services at 0.1% (700)

NYS saw job losses in:

- Information at -6.0% (-17,700)
- Mining, Logging and Construction at -3.6% (-13,600)

- Trade, Transportation and Utilities at -0.7% (-9,600)
 - Manufacturing at -0.9% (-3,700)
- ✓ Within the region, Sullivan County's private employment sector grew the fastest year-over-year, up 5.2 percent. The second fastest growth was recorded in the Kingston MSA (+2.7%) followed by the Dutchess-Putnam Metropolitan Division (+2.5%), followed by and Orange-Rockland-Westchester labor market area (+0.5%).
- ✓ The Hudson Valley region showed an increase of 1.1% (10,500) in total nonfarm jobs and an increase of 1.0% (8,200) in private sector jobs.

The largest job gains were found in:

- Private Educational and Health Services at 3.6% (7,800)
- Leisure & Hospitality at 6.1% (5,100)
- Government at 1.5% (2,300)
- Financial Activities at 2.9% (1,300)

The Region's job losses were in:

- Mining, Logging and Construction at -3.7% (-2,100)
- Trade, Transportation and Utilities at -1.0% (-1,700)
- Manufacturing at -1.7% (-700)
- Other Services at -1.4% (-600)
- Professional and Business Services at -0.4% (-500)
- Information at -2.8% (-400)

- ✓ Sullivan County's unemployment rate was 4.5% for February 2024 up from 3.8% in February 2023.

February 2024 had 38,100 people in the labor force (36,400 employed & 1,700 unemployed). The number of employed individuals increased 1.7% (600) and the number of unemployed increased by 21.4% (300) leaving the labor force with a net gain of 2.4% (900).

The total labor force decreased -0.3% (-100) from January 2024 to February 2024. There number of employed workers decreased by -0.5% (-200) and the number of unemployed workers increased by 6.3% (100).

- ✓ The Hudson Valley's unemployment rate for February 2024 was 4.0%, an increase from 3.4% in February 2023.
- ✓ NYS's unemployment rate was 4.5% in February 2024 compared to 3.4% in February 2023.

- ✓ The February 2024 unemployment rates across the 62 NYS counties ranged from a low of 3.5% for Tompkins County to a high of 7.7% for Hamilton County. Sullivan County with a 4.5% rate ranked 22nd in the State along with Chenango, Clinton and Tioga Counties.
- ✓ Hudson Valley unemployment rankings for February 2024:
 - # 3 Putnam County at 3.7%
 - # 3 Rockland County at 3.7%
 - # 6 Dutchess County at 3.8%
 - # 9 Westchester County at 4.0%
 - #10 Orange County at 4.2%
 - #14 Ulster County at 4.3%
 - #22 Sullivan County at 4.5%

Labor Market Data for January 2024 compared to January 2023

- ✓ Sullivan County saw an increase in total nonfarm jobs of 4.2% (1,200) and an increase of 5.7% (1,300) in total private sector jobs.

Please note: The net month (December 2023 – January 2024) showed a loss of -1.6% (-500) nonfarm jobs and a loss of -1.6% (-400) in private sector jobs.

- ✓ For Sullivan County the job gains were:
 - Private Educational and Health Services at 9.2% (700)
 - Professional and Business Services at 10.0% (200)
 - Financial Activities at 12.5% (100)
 - Manufacturing at 5.0% (100)
 - Leisure & Hospitality at 2.8% (100)
 - Trade, Transportation & Utilities at 2.3% (100)

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

- Information
- Mining, Logging & Construction
- Other Services

For Sullivan County the job losses were:

- Government at -1.7% (-100)

- ✓ NYS showed an increase of 1.6% (154,100) in total nonfarm jobs and 1.5% (119,500) in private sector jobs.

The largest jobs gains were found in:

- Private Educational and Health Services at 4.4% (95,400)
- Leisure & Hospitality at 4.7% (39,700)
- Government at 2.4% (34,600)

- Financial Activities at 1.3% (9,300)
- Professional and Business Services at 0.7% (9,200)
- Other Services at 1.5% (5,800)

NYS saw job losses in:

- Trade, Transportation and Utilities at -1.0% (-14,800)
- Information at -3.9% (-11,300)
- Mining, Logging and Construction at -2.4% (-9,000)
- Manufacturing at -1.1% (-4,800)

- ✓ Within the region, Sullivan County's private employment sector grew the fastest year-over-year, up 5.7 percent. The second fastest growth was recorded in the Kingston MSA (+4.1%) followed by the Dutchess-Putnam Metropolitan Division (+2.4%), followed by and Orange-Rockland-Westchester labor market area (+0.7%).
- ✓ The Hudson Valley region showed an increase of 1.3% (12,700) in total nonfarm jobs and an increase of 1.3% (10,400) in private sector jobs.

The largest job gains were found in:

- Private Educational and Health Services at 4.0% (8,400)
- Leisure & Hospitality at 4.2% (3,500)
- Government at 1.5% (2,300)
- Financial Activities at 3.1% (1,400)
- Other Services at 1.2% (500)
- Information at 1.4% (200)
- Professional and Business Services at 0.2% (200)

The Region's job losses were in:

- Trade, Transportation and Utilities at -1.3% (-2,300)
- Mining, Logging and Construction at -1.6% (-900)
- Manufacturing at -1.4% (-600)

- ✓ Sullivan County's unemployment rate was 4.2% for January 2024 up from 3.8% in January 2023.

January 2024 had 38,100 people in the labor force (36,500 employed & 1,600 unemployed). The number of employed individuals increased 1.7% (600) and the number of unemployed increased by 14.3% (200) leaving the labor force with a net gain of 2.1% (800).

The total labor force increased 0.3% (100) from December 2023 to January 2024. There number of employed workers remained flat and an increase of 6.7% (100) in the number of unemployed workers.

- ✓ The Hudson Valley's unemployment rate for January 2024 is 3.8%, an increase from 3.4% in January 2023.
- ✓ NYS's unemployment rate was 4.4% in January 2024 compared to 4.5% in January 2023.
- ✓ The January 2024 unemployment rates across the 62 NYS counties ranged from a low of 3.5% for Nassau, Putnam, Saratoga, and Tompkins Counties to a high of 7.6% for Hamilton County. Sullivan County with a 4.2% rate ranked 19th in the State along with Monroe and Ontario Counties.
- ✓ Hudson Valley unemployment rankings for January 2024:
 - # 1 Putnam County at 3.5%
 - # 5 Rockland County at 3.6%
 - # 7 Dutchess County at 3.7%
 - # 9 Westchester County at 3.9%
 - #10 Orange County at 4.0%
 - #14 Ulster County at 4.1%
 - #19 Sullivan County at 4.2%

IN-HOUSE HIRING EVENT

THURSDAY APRIL 4TH
11AM-2PM

AT THE SULLIVAN COUNTY CAREER CENTER
50 NORTH ST, MONTICELLO, NY

THE ARC OF THE GREATER HUDSON VALLEY

Hiring Physical therapy assistants,
Direct Support Professionals,
Nurses, Program Manager,
Employment Specialist, Assistant
Coordinator and more!

Minimum Requirements: High
school diploma or GED
preferred, background check
On the spot interviews!

MONTICELLO MOTOR CLUB

Hiring site maintenance
worker, dishwasher, corner
marshal.

Minimum Requirements:
background check, driver's
license, 18+

***Bring a resume
and dress to
impress!
On-the-spot
interviews may be
offered!**



845-794-3340 | sccwd@sullivanny.us | www.sullivanworks.org
50 North St, Monticello NY 12701

IN-HOUSE HIRING EVENT

THURSDAY APRIL 11TH
11AM-2PM

AT THE SULLIVAN COUNTY CAREER CENTER
50 NORTH ST, MONTICELLO, NY

ANY-TIME HOME CARE

Hiring Personal Care Aides

Minimum Requirements:

background check, 18+

**On-the-Spot
Interviews!**

EITAN HOURI, DVM

Hiring Veterinary Assistant

Minimum Requirements:

driver's license, 18+

**On-the-Spot
Interviews!**

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



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50 North St, Monticello NY 12701



Sullivan County

Legislative Memorandum

100 North Street
Monticello, NY 12701

File #: ID-6320

Agenda Date: 4/4/2024

Agenda #: 2.

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

March 29, 2024

The IDA Board held its regular monthly meeting on February 12th to conduct routine business.

The SCFC Board also met on February 12th, at which time they conducted the annual review and approval of SCFC's procurement policy, investment policy, disposition of real property guidelines, mission statement, and performance measurements. The SCFC Board also adopted a resolution authorizing the issuance of replacement bonds relating to the Sullivan County Community College Dormitory Corporation project. The bonds have been purchased by Amos Financial LLC, and the replacement bonds will reflect Amos as bond holder.

During February and March IDA staff made four Payment in Lieu of Tax (PILOT) distributions to the taxing jurisdictions, totaling approximately \$4,620,000.

Staff has finished drafting the 2023 IDA, SCFC, and TSCILDC annual reports to the New York State Authorities Budget Office, to be filed through the Public Authorities Reporting Information System (PARIS) by the end of March. The internal audits of the IDA, SCFC, and TSCILDC have also been completed.

On Wednesday, March 27th, IDA held a public hearing relating to the proposed Monticello Kosher Supermarket LLC project in the Village of Monticello. It is anticipated that the IDA Board will discuss and vote on project approval at its upcoming meeting on April 8th.

The March IDA Board meeting has been rescheduled from Monday, March 11th to Friday, March 29th at 1:00 PM in the Legislative Hearing Room at the Sullivan County Government Center. SCFC and TSILDC will also meet that afternoon. All three agencies are expected to review and accept their annual audited financial statements and PARIS reports at that time.

##



Sullivan County

Legislative Memorandum

100 North Street
Monticello, NY 12701

File #: ID-6332

Agenda Date: 4/4/2024

Agenda #: 3.

Update for April 2024

Economic Development Committee

The Sullivan Catskills Visitors Association is in full mode planning for the marketing of the Sullivan Catskills for 2024. With the travel guide, new web site and social media, visitors are requesting or downloading information to plan for their get away with us. Catskill Cuisine, expanded into a three day event is being promoted regionally and nationally with tickets on sale. All chefs have been contracted and the event is promising to be extraordinary. The new Kansas City Barbeque Society sanctioned event in June has grown into a full 4 meat barbeque and attracting teams from across the Northeast. SCVA continues to work on assisting with other events across the Sullivan Catskills.

FAST FACTS

According to the recently released data, 2022 traveler spending in Sullivan County reached a record high of \$892 million a 25.8 % increase over 2021's \$710 million in traveler spending. Since 2019 visitor expenditures increased 154.4 %. Were it not for tourism-generated state and local taxes, the average household in the county would have to pay an additional \$3,370 to maintain the same level of government revenue, already hard hit by the pandemic.

This boost has brought about a myriad of economic benefits, including increased employment opportunities and support for local businesses. In 2022, total tourism-generated employment registered 4,701 jobs, 16.3% of all jobs, according to Tourism Economics.

SCVA Activities for March

- **2024 Travel Guide is being distributed to the travel plaza and information center in New York, PA, CN**
- **Catskill Barbeque web design unveiled.**
- **The new Catskills Go app has been downloaded over 600 times.**
- **Catskill Cuisine Planning continues**
- **Sullivan Catskill Barbeque planning under way for June**
- **Travel Shows including golf and the outdoors**
- **Select Traveler Trade Show**
- **Dove Unveilings**
- **Spring Commercial Production including a Catskill Cuisine commercial**
- **Opening Day in Trout Town, USA**
- **Spring Marketplace at Sullivan Mall**
- **Ribbon cutting for Lorenzo's Bistro**

Meetings

- Regional Catskill Association Tourism Promotion Agency Meeting
- Sullivan O&W Rail Trail Alliance Meeting
- D&H anniversary meeting
- Accessibility Tours Meeting
- SCVA Marketing Meeting

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

- Hosted New York State Tourism and Hospitality Association 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.
- SCVA continues to work with our social media group Awestruck and Fisher Mears Associates to create and implement targeted marketing to the drive traffic within two hundred miles of the Sullivan Catskills

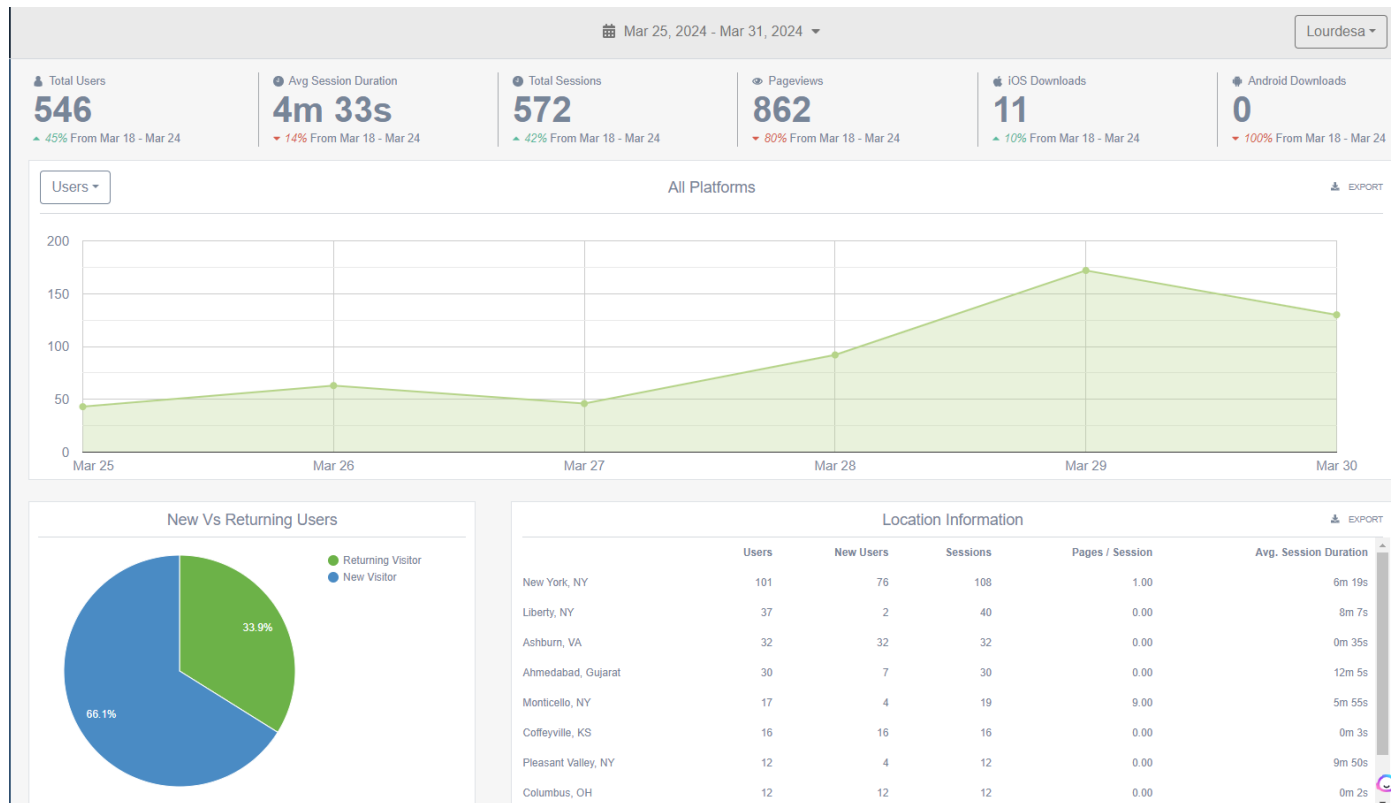
AD PLACEMENTS AND CREATIVE

- Finalized Catskill Cuisine Sponsorship Deck
- Finalized Catskill Cuisine Golf Tournament Player and Sponsor Registration Flyers
- Finalized Scripting and Production of Catskills Cuisine TV ad – 1st proof – 3.22.24
- Finalized Spring TV Script, Pre-Production and sent talent selects for review – 3.22.24
- **Print and Digital Ads and Advertorials Completed and Released:**
 - NY Lifestyle Spring Magazine
 - Chronogram Spring Explore Magazine
 - Passport Pride Edition
 - AAA May Edition
 - Route 97 Map
 - USA Today Go Northeast
 - USA Today Go Midwest
 - Catskill Confidential March
 - Chronogram April
 - Spring Digital ads for Google
- **In Progress:**
 - Finalizing Talent and Location Shoots for Spring TV ad – on location April 2-4
 - Series of New Pullup Banners for use at Trade Shows and Press Events
 - SC Democrat Catskills Confidential Ads – April – December
 - Hoy En Sullivan Print ads – April– December
 - SC Democrat Summer, Fall Catskills Delaware Magazine Print ads
 - Mass Republican Spring Advertising Assets (eblast, print ads)
 - Group Tour Magazine August Print Ad
 - Group Tour Magazine November Advertorial
 - Travel, Taste and Tour Summer Ads and Advertorial
 - Brew Trail Map/Logo
 - Outdoor Art Trail Logo/name

Media Placements for March

March 2024		
March 1, 2024	Hudson Valley Magazine	Forage & Gather Market and Café Is a Sullivan County Staple
March 6, 2024	Business Insider	A New Era of All Inclusive Resorts
March 4, 2024	Travel Awaits	11 Best East Coast Resorts for Families
March 12, 2024	WRRV	Museum at Bethel Woods Ranks Best Among Best in U.S.
March 12, 2024	World Atlas	9 Most Overlooked Towns in New York
March 12, 2024	Travel + Leisure	Where to Go in June
March 13, 2024	Getaway Mavens	11 Grooviest Things to do in Bethel NY And Greater Sullivan County
March 15, 2024	Sullivan County Democrat	500 people enjoy Spring Marketplace in Liberty
March 18, 2024	Family Travel Forum	Beyond the Borscht Belt: Discover the Catskills Modern Marvels
March 18, 2024	MSN	Beyond the Borscht Belt: Discover the Catskills Modern Marvels
March 20, 2024	Hudson Valley Magazine	8 Hudson Valley Food Festivals to Chow Down at This Spring
March 25, 2024	The River Reporter	Sullivan Catskills adds to Dove Trail

SCVA MOBILE APP- Overall Usage



PAID SOCIAL



META PAID SOCIAL

- In February, we saw over 372,350 impressions (an increase of +387% YOY), 6,262 link clicks (+122% YOY), and 41,403 post engagements.
- Our top ad: Winter V1 Updated - Catskills indoor and outdoor activities, generating 290,463 impressions and 5,004 link clicks.
- Spring Marketplace Boost Stats:
 - Event responses: 511
 - Cost per result: \$0.20

Google Ads



GOOGLE

- Over 7,000 clicks (+414% YOY) were recorded from our Google campaigns in February with an average cost per click of \$0.49 far exceeding industry standards.
- The display campaign alone generated over 613,299 impressions (1,302% increase YOY) and 5,449 clicks (+1,290% YOY) with an average CPC of \$0.12.
- We are seeing a performance improvement across the board compared to the previous year due to our segmented targeted ad groups.

OTT - CTV & DSP



CTV Impressions:341,689

CTV Completion Rate: 98.66%

January1- February29: 5,512

Display Impressions:255,575

Clicks: 259

TOP Zip Codes:

- 11226
- 11207
- 06511
- 19464



Date period
02/01/2024 - 02/29/2024
Duration: 29 days



Impressions
629,185



Clicks
7,023



Average CPC
\$0.49



Cost
\$3,436.02



Ctr
1.12%



All conversions
276.00

Campaign conversions

Name	Impressions	Clicks	Average cpc	Ctr
Smart Display	613,299	5,449	\$0.12	0.89%
Catskills Vacation	15,886	1,574	\$1.76	9.91%

Website Performance

Session default channel grouping	Sessions ▾	New users	Total users
Referral	7,014	6,767	6,859
Organic Social	5,322	4,781	4,945
Organic Search	4,359	3,316	3,518
Direct	3,981	3,384	3,447
Paid Search	2,631	2,130	2,164
Display	2,154	1,250	1,407
Email	648	554	579
Unassigned	93	3	92
Organic Video	1	1	1
Summary	26,169	22,186	22,886



 **Total spent**
\$1,968.84

 **Link clicks**
6,262

 **Impressions**
372,350

 **Reach**
173,972

 **Post Reactions**
631

 **Post Comments**
27

 **Frequency**
2.14

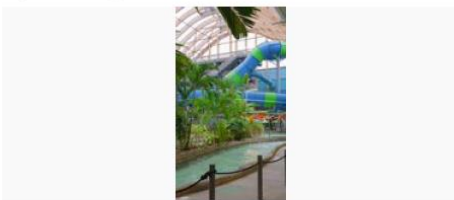
 **CPC (cost per link click)**
\$0.31

 **CTR (link click-through rate)**
1.68%

Top Placement

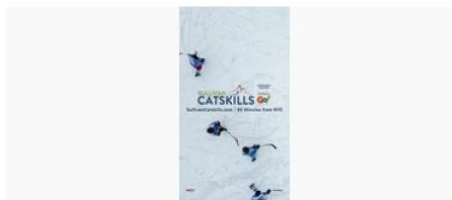
Publisher Platform	Total spent	Impressions	Reach	CTR (link click-thro...	CTR (all)	Post Comme... ▾	Website Purchase...
Facebook	\$1,732.81	350,154	162,071	1.63%	2.60%	26	2
Instagram	\$213.90	20,804	13,277	2.23%	2.86%	1	0
Audience network	\$22.09	1,383	704	6.72%	6.72%	0	0
Messenger	\$0.04	9	9	0.00%	0.00%	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
\$1,587.42	290,463	1.72%	5,004



Ad Name: Winter Ad V2 Updated
Campaign Name: Traffic Campaign






Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$281.42	45,524	1.59%	726









Ad Name: Spring Marketplace Event Boost
Campaign Name: Spring Marketplace Event Boost

Amount spent	Impressions	CTR (link click-through rate)	Link clicks
\$100.00	36,363	1.46%	532

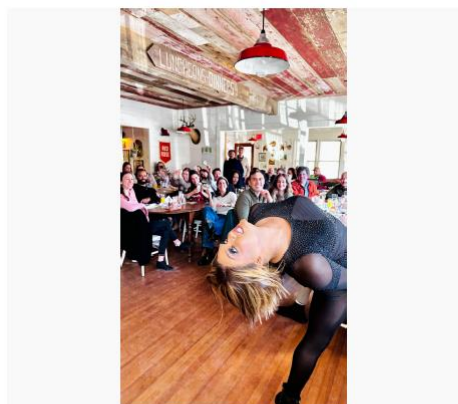


 Account impressions 82,837	 Static In-Feed Post Impressions 8,246	 Stories Impressions 25,528
 Followers 24,987	 New followers 260	 Engagement rate 8.11%
 Engagement 2,026	 Website clicks 78	 Reach 60,965

Top Performing Posts

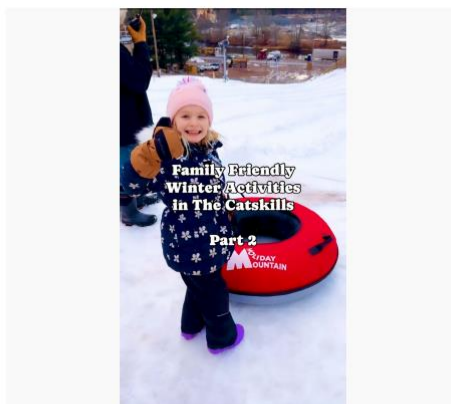
 <p>Message: Save the Date! The 2nd Annual Catskill Cuisine is returning to The Sullivan Catskills on May 10-12, & it's going to be bigger and better...</p> <table> <tr> <th>Impressions</th> <th>Reach</th> <th>Likes</th> </tr> <tr> <td>4,892</td> <td>3,968</td> <td>141</td> </tr> </table>	Impressions	Reach	Likes	4,892	3,968	141	 <p>Message: Happy Valentine's Day from The Sullivan Catskills! Screenshot & share this valentine with your favorite person to watch Dirty Dancing with...</p> <table> <tr> <th>Impressions</th> <th>Reach</th> <th>Likes</th> </tr> <tr> <td>1,989</td> <td>1,855</td> <td>116</td> </tr> </table>	Impressions	Reach	Likes	1,989	1,855	116	 <p>Message: Ushering in good luck & prosperity this Presidents Day weekend! We celebrated the Year of the Dragon at Resorts World Catskills with a...</p> <table> <tr> <th>Impressions</th> <th>Reach</th> <th>Likes</th> </tr> <tr> <td>1,365</td> <td>1,148</td> <td>65</td> </tr> </table>	Impressions	Reach	Likes	1,365	1,148	65
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 <p>Message: Bundle up for more winter family fun just 2 hours from NYC & 3 hours from Philly in The Sullivan Catskills! ❄️ Share & save these 3 winte...</p> <table> <tr> <th>Impressions</th> <th>Reach</th> <th>Likes</th> </tr> <tr> <td>0</td> <td>5,722</td> <td>233</td> </tr> </table>	Impressions	Reach	Likes	0	5,722	233	 <p>Message: Get ready for a family friendly winter adventure just 2 hours from NYC & 3 hours from Philly in The Sullivan Catskills! ❄️ Share & save...</p> <table> <tr> <th>Impressions</th> <th>Reach</th> <th>Likes</th> </tr> <tr> <td>0</td> <td>4,227</td> <td>131</td> </tr> </table>	Impressions	Reach	Likes	0	4,227	131	 <p>Message: Yaaaas! Drag Brunch at The Red Rose Motel was everything! Thanks to Roscoe Pride for putting on such a great event in The Catskills...</p> <table> <tr> <th>Impressions</th> <th>Reach</th> <th>Likes</th> </tr> <tr> <td>0</td> <td>11,846</td> <td>599</td> </tr> </table>	Impressions	Reach	Likes	0	11,846	599
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Top Performing Reels



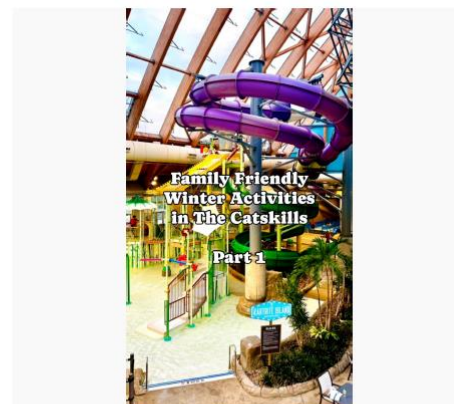
Message: Yaaa! Drag Brunch at The Red Rose Motel was everything! Thanks to Roscoe Pride for putting on such a great event in The Catskills...

Plays	Likes	Saved	Shares	Comments
13,532	599	33	221	56



Message: Bundle up for more winter family fun just 2 hours from NYC & 3 hours from Philly in The Sullivan Catskills! ❄️ Share & save these 3 winte...

Plays	Likes	Saved	Shares	Comments
6,313	233	59	99	17



Message: Get ready for a family friendly winter adventure just 2 hours from NYC & 3 hours from Philly in The Sullivan Catskills! ❄️ Share & save...

Plays	Likes	Saved	Shares	Comments
4,838	131	32	70	30

facebook



Engaged users
26,031



Impressions
881,816



Reach
483,061



Post engagements
35,857



New page likes
102



Page views
6,142



Paid reach
161,062

Page Clicks



Page clicks
28,446

Total Page Likes as of Today



Total Page likes
53,828



Page posts impressions
815,666



02/01/2024 - 02/29/2024



02/01/2024 - 02/29/2024

Top Performing Posts



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

Impressions	Clicks	Engagement
332,912	13,574	17,482



Message: Looking for plans this Presidents' Day weekend or later this winter? ❄️ Check out all these fun events and great deals happening...

Impressions	Clicks	Engagement
8,230	11,586	11,665



Message: Still looking for Valentines Day plans? Check out these sweet options to celebrate love with your special someone!

Impressions	Clicks	Engagement
8,132	9,391	9,425



Message: Looking for something fun to do in the coming weeks? Check out these upcoming events happening soon in the Sullivan Catskills! Fro...

Impressions	Clicks	Engagement
4,032	4,038	4,100



Message: Looking for something fun to do this weekend? Check out these events happening in The Sullivan Catskills! Make plans, invite friends, an...

Impressions	Clicks	Engagement
1,947	3,340	3,369



Message: Happy Valentine's Day from The Sullivan Catskills! Still looking for plans tonight? We've got a bunch of romantic dinner options for you...

Impressions	Clicks	Engagement
2,310	2,834	2,867

FB ACCOUNT INSIGHTS

Numbers are showing a great upward trend! Organic & Paid are both performing well and we are seeing huge increases in impressions & profile visits.



CONTENT INTERACTIONS

Jan 2023

Content Interactions 2,800
reactions, saves, comments, shares and replies
Link Clicks 5,600
Engaged Users 12,915
Post engagements 17,688

Jan 2024

Content Interactions 3,600 **+28.57**
reactions, saves, comments, shares and replies
Link Clicks 7,724 **+37.93%**
Engaged Users 19,180 **+48.52%**
Post engagements 25,240 **+42.71%**

REACH

Jan 2023

Accounts Reached 119,165
88,367 Paid
30,798 Organic
Impressions 12,244
Profile Visits 1,935

Jan 2024

Accounts Reached 207,780 **+74.37%**
166,560 Paid **+88.53%**
55,233 Organic **+79.35%**
Impressions 623,415 **+4,992.63%**
Profile Visits 7,146 **+269.23%**

GROWTH

Jan 2023

Overall followers 51
Follows 88
Unfollows 37

Jan 2024

Overall followers 164 **+38%**
Follows 191 **+117.05%**
Unfollows 27 **-27.03**

IG ACCOUNT INSIGHTS YEAR OVER YEAR

Numbers are showing a great upward trend, if we continue on this path we will see further growth in the account and engagement.



ENGAGEMENT

Jan 2023

Content Interactions 2,008
Link Clicks 154
Engagement rate (Interactions+clicks/followers)
9.69%

Jan 2024

Content Interactions 2,800 **+39.44%**
Link Clicks 543 **+252.60%**
Engagement rate (Interactions+clicks/followers)
13.51% **+39.42%**

REACH

Jan 2023

Accounts Reached 13,500
Impressions 111,386
Story Impressions 11,504

Jan 2024

Accounts Reached 29,100 **+115.56%**
Impressions 135,585 **+21.72%**
Story Impressions 49,298 **+328.50%**

GROWTH

Dec 1 - Dec 7

Overall Followers 22,293
New Followers 159

Jan 1 - Jan 4

Overall followers 24,727 **+10.92%**
New Followers 198 **+24.53%**

Social Media Ads

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



[Version 1 horizontal](#)

[Version 2 vertical](#)

TV Ads

[SCVA Winter 23 Version A-New TV output for Fishermears.MP4 \(dropbox.com\)](#)

[SCVA Winter 23 Version B-New TV output for Fishermears.MP4 \(dropbox.com\)](#)

Go! play

Good eats. Good drinks. Good times.

This spring, head to the Sullivan Catskills, where the food is plentiful, the drinks are flowing, and the fun is never-ending. Our creative chefs and mixologists rule the foodie scene. Tour the Dove Trail— it's selfie heaven. Indulge at our spas and wellness centers. Sample our maple syrup. Roll the dice at Resorts World Catskills. Make a splash at Kartrite Resort and Indoor Waterpark.

*Mini vacays... Longer stays,
or anything in between
— we're just a short trip away.*

**SULLIVAN
CATSKILLS**

This institution is an equal opportunity provider and employer.

Reserve a table at The DeBruce
in Livingston Manor
—a semi-finalist for the
2024 James Beard
Foundation Restaurant
for Outstanding Restaurant.



SullivanCatskills.com
1.800.882.CATS

PLAN YOUR VISIT NOW!

2ND ANNUAL CATSKILL CUISINE FOOD FESTIVAL: MAY 10-12

A foodie affair with celebrity and local chefs and farm-fresh seasonal ingredients at Bethel Woods Center for the Arts.

RESTAURANT WEEK: APRIL 8-21

Go! explore

**Our charming small towns
are bursting with big experiences.**

Events, food, drink, and outdoor fun are all around
and perfect for groups— large and small. Visit our
legendary Sullivan Catskills. We're just 90 minutes
from New York City and a real crowd pleaser.

*Mini vacays... Longer stays, or
anything in between
— we're just a short trip away.*

**SULLIVAN
CATSKILLS**



SullivanCatskills.com

1.800.882.CATS

This institution is an equal opportunity
provider and employer.

BOOK YOUR GROUP NOW FOR THESE FUN ACTIVITIES:

CATSKILL CUISINE
MAY 10-12

RESTAURANT WEEK
APRIL 8-21

RIVER ADVENTURES
MAY-OCTOBER

CONCERTS
BETHELWOODS

¡Ir jugar!

La diversión invernal en el lugar donde vive está llena del encanto de un pueblo pequeño y de grandes experiencias. Ponte un par de raquetas de nieve y recorre las senderas; tenemos docenas. La pesca y el patinaje sobre hielo son divertidos para todos. ¡Tenemos 164 lagos y concursos también!

¿Hambriento? Nuestros chefs y panaderos sirven la comida reconfortante invernal más deliciosa de Catskill.



**SULLIVAN
CATSKILLS**
SullivanCatskills.com
1.800.882.CATS

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**¿TIENES UN NEGOCIO BASADO
EN EL TURISMO?**
Únase a la Sullivan Catskills Visitors Association.
Te ayudaremos a promocionar tu empresa y
atraer a la gente a su puerta.

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Go!chill



Winter renewal starts here. Restore your soul. Find your peace. Nourish your body. We have wellness resorts with health-conscious restaurants, fitness centers, yoga and pilates studios, and massage therapists. Downhill skiing, ice fishing, and snowshoeing are invigorating, and beautiful. Or wander our small towns for award-winning craft beverages, acclaimed restaurants, and unique wares from local makers.

Mud, massage... Lounger, stupa, or something in between — we're just a short trip away.

**SULLIVAN
CATSKILLS**
The Catskills are a special place. So are we.

SullivanCatskills.com
1.800.882.CATS

SAVE THE DATES! CATSKILL CUISINE FOOD FESTIVAL: MAY 10-12, BETHEL WOODS



Sullivan County

Legislative Memorandum

100 North Street
Monticello, NY 12701

File #: ID-6330

Agenda Date: 4/4/2024

Agenda #: 4.



Report to Legislature – April 2024

A. Summary

March is typically slow in the development environment as companies begin to ramp up for the upcoming construction season. The mild winter has helped most get a jump on projects though some market fears remain due to inflationary fears and const of financing currently. We made some significant progress on the former Grossinger site in Liberty expeditiously as a local law returning RH zoning has been crafted and presented with some language revisions, opening the door to significant interest in redeveloping the location for its tradition uses.

We continue to work with the Town of Liberty relative to assisting in securing a FAST NY grant for the Old 17 corridor. We have facilitated a professional team to present additional data to help make the case for infrastructure funds needed to make sites there much more competitive. A \$1 million commitment has been announced through the offices of Congressman Molinaro for a specific location which certainly helps Liberty's chances.

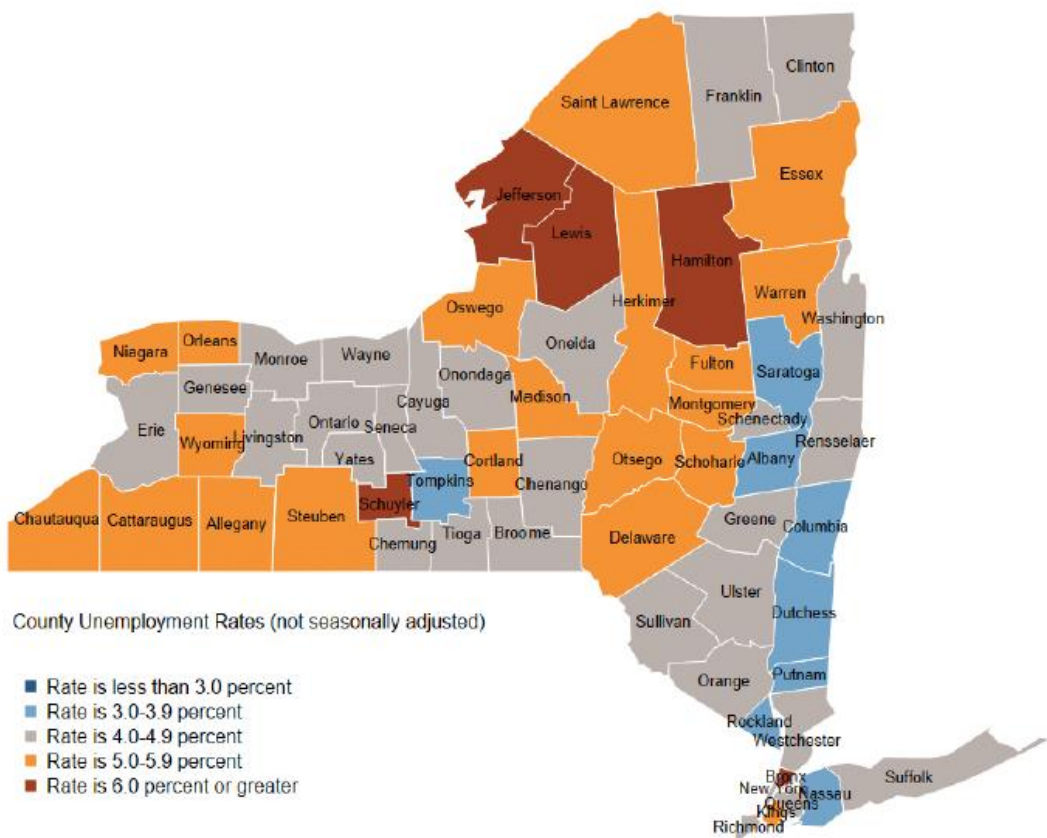
Once again Sullivan County has been deemed by NYSDOL, with the fastest job growth in the region, though unemployment ticked up despite adding 1,700 jobs year to year.

Unemployment rates throughout the State did go up year to year with Sullivan above 4%. However, with new job hires expected to b significant going into 2025 we should continue our growth trajectory.

WE ARE YOUR DOL



Unemployment Rates by County,
New York State,
February 2024



New York State's unemployment rate is 4.5%



Source: NYSDOL

B. Project Updates

1. Corporate Attraction

- A Resort Hotel and Golf Course developer has expressed serious interest in the Grossinger site. We are working closely to help facilitate the project and move it forward.
- We are working with an out of state broker interested in the Horizons Liberty 1 million sq. ft preapproved site. The broker remains engaged as we work to help the Town of Liberty secure funding for infrastructure improvements. A second prospect has emerged. We are competing with another location, though we are told we are in the lead due to our pre-approved status. Again, infrastructure is a major factor.
- We are facilitating a 91-room hotel project in the Town of Thompson. Ongoing.
- Apple Ice (RGG Realty, LLC) is seeking to expand its current building to produce and distribute ice products in its territories. A developers agreement has been executed in order to ensure water capacity for the project. Ongoing.

2. Small Business/Entrepreneurial Development

- We are working with SC Planning facilitating an a Restore NY application for a developer that plans to rehabilitate several facilities on Broadway in Monticello.
- We are assisting a local landscape property maintenance firm with the construction of a new facility on Old Route 17. The firms core business is lawn care, grading and snow plowing.
- Reviewing a revolving loan application for a childcare center. Ongoing
- Working with a NYC restauranter interested in rehabbing existing property, in the Town of Rockland, highlighting the craft beverage and hospitality industries. Ongoing.

3. Business Expansion

- Three businesses will consolidate at a new location in the Town of Thompson. This will involve the construction of two new facilities in order to accommodate the current and expanding operations of each. Ongoing.

4. Shovel Ready Sites

- We continue to facilitate the development of preapproved sites in Liberty, Thompson, and Fallsburg. Two new locations representing 2 million sq. ft of space will be seeking approvals this year bring the total upon completion of nearly 5 million sq. ft of space preapproved for development in total.

5. **Membership Education/Special Events** — we will be hosting our annual Economic Development Summit at the Kartrite Hotel on April 10, 2024. The event is sold out.