



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

Friday, February 7, 2025

9:30 AM

Government Center

Call To Order and Pledge of Allegiance

Roll Call

Comments:

Reports:

Division of Community Resources

Division of Community Resources
Workforce Development
Monthly Report
February 2025

[ID-7153](#)

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

Industrial Development Agency

IDA Monthly Report

[ID-7154](#)

Attachments: [IDA Activity Report January 2025](#)

Sullivan County Visitor's Association

SCVA Monthly Report

[ID-7155](#)

Attachments: [SCVA EDC FEBRUARYReport](#)

**Sullivan County Chamber of Commerce
Partnership for Economic Development**

Discussion:

Public Comment

Resolutions: None

Adjourn



Sullivan County

Legislative Memorandum

100 North Street
Monticello, NY 12701

File #: ID-7153

Agenda Date: 2/6/2025

Agenda #:

Division of Community Resources Monthly Report

Workforce Development

February 2025

Workforce Development

- The Federal allocation of the Workforce Innovation and Opportunity Act (WIOA) for Program Year 2025 (PY'25) shows an approximate 11% reduction in funding for New York State.
- 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 provide by BOCES> Recruitment is underway.
- CWD Business Services staff are working to develop On-the-Job Training (OJT) opportunities for jobseekers. This program provides employers with a 50 % reimbursement on wages paid to offset the extra cost of training for a maximum of 6 months depending on the job.
- 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 November, there are 186 participants who have received services, 134 are enrolled, 5 are active in the Ticket to Work program and 34 individuals with disabilities have gained employment.
- Center Services:
 - In House Recruitments: There were 17 in-house recruitments held in 2024 hosting 40 businesses. There were 213 jobseekers who attended.
 - There were no recruitment events scheduled for January or February 2025
 -

- March 2025 In-House Recruitment Events:
Businesses confirmed as of this report.
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 and
Community Supervision
- 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 13 new business customers and listed 139 jobs in December.
- There were 544 participants that came to the Career Center for services in December. The year-to-date number is 7,309.

Temporary Assistance caseload profile November and December 2024:

	November 2024 Caseload - 162	December 2024 Total Caseload - 151
TANF/SNM		
Medical Issues	7%	5%
Disabled	20%	19%
Pregnant/Newborn	1%	5%
Needed in Home	3%	6%
No Child Care	11%	7%
Criminal Justice Involved	20%	23%
Cases Closed	11	23

	November 2024 Caseload - 120	December 2024 Total Caseload - 119
Safety Net		
Medical Issues	1%	5%
Disabled	2%	19%
Criminal Justice Involved	46%	58%
Cases Closed	11	29

Labor Market Data for November 2024 compared to November 2023

- ✓ Sullivan County saw an increase in total nonfarm jobs of 4.9% (1,500) and an increase of 5.7% (1,400) in total private sector jobs.
- ✓ Sullivan County had the highest small county private sector growth rate for November 2024 at 5.7%. Cortland County was second at 4.5% and Schuyler came in third at 2.8%.

Please note: The net month (October 2024 – November 2024) showed an increase in nonfarm jobs of 0.6% (200) and an increase of 0.8% (200) in private sector jobs.

- ✓ For Sullivan County the job gains were:
 - Leisure & Hospitality at 11.1% (400)
 - Private Educational and Health Services at 3.6% (300)
 - Professional and Business Services at 9.1% (200)
 - Financial Activities at 11.1% (100)
 - Other Services at 9.1% (100)
 - Mining, Logging and Construction at 6.7% (100)
 - Manufacturing at 4.8% (100)
 - Trade, Transportation and Utilities at 2.2% (100)
 - Government at 1.7% (100)

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

- Information
- ✓ NYS showed an increase of 1.6% (153,000) in total nonfarm jobs and 1.5% (123,000) in private sector jobs.

NYS saw the largest jobs gains were found in:

- Private Educational and Health Services at 5.4% (122,800)
- Government at 2.0% (30,000)
- Leisure & Hospitality at 1.9% (17,500)
- Professional and Business Services at 0.3% (4,300)
- Other Services at 0.9% (3,600)

NYS saw job losses in:

- Information at -4.1% (-11,300)
- Mining, Logging and Construction at -1.4% (-5,600)
- Trade, Transportation and Utilities at -0.3% (-4,600)
- Manufacturing at -0.8% (-3,200)
- Financial Activities at -0.1% (-500)
- ✓ Within the region, Sullivan County's private employment sector posted the strongest gains year-over-year, up 5.7 percent. The

second fastest growth was recorded in the Kingston MSA (+1.3%), followed by Orange-Rockland-Westchester labor market area (+1.2%) followed by the Dutchess-Putnam Metropolitan Division (+0.6%).

- ✓ The Hudson Valley region showed an increase of 1.2% (12,100) in total nonfarm jobs and an increase of 1.3% (10,300) in private sector jobs.

The largest job gains were found in:

- Private Educational and Health Services at 4.3% (9,600)
- Other Services at 8.4% (3,600)
- Government at 1.2% (1,800)
- Financial Activities at 2.6% (1,200)
- Manufacturing at 0.2% (100)

The Region's job losses were in:

- Trade, Transportation and Utilities at -0.9% (-1,600)
- Mining, Logging and Construction at -2.2% (-1,300)
- Leisure & Hospitality at -0.4% (-400)
- Information at -4.9% (-700)
- Professional and Business Services at -0.2% (-200)

- ✓ Sullivan County's unemployment rate was 3.0% for November 2024 down from 3.6% in November 2023.

November 2024 had 38,600 people in the labor force (37,500 employed & 1,200 unemployed). The number of employed individuals increased by 0.8% (300) and the number of unemployed decreased by -14.3% (-200) leaving the labor force unchanged compared to November 2023.

The total labor force decreased by -0.8% (-300) October 2024 to November 2024. The number of employed workers decreased by -0.5% (-200) and the number of unemployed workers increased by 9.1% (100).

- ✓ The Hudson Valley's unemployment rate for November 2024 was 3.2%, a decrease from 3.6% in November 2023.
- ✓ NYS's unemployment rate was 4.2% in November 2024, the same rate as November 2023.
- ✓ The November 2024 unemployment rates across the 62 NYS counties ranged from a low of 2.7% for Columbia and Saratoga Counties to a high of 7.1% for Bronx County. Sullivan County with a 3.0% rate ranked 6th in the State along with Albany,

Chenango, Genesee, Putnam, Rensselaer, Rockland, Tompkins, Washington, and Wayne Counties.

- ✓ Hudson Valley unemployment rankings for November 2024:
 - # 6 Sullivan County at 3.0%
 - # 6 Rockland County at 3.0%
 - # 6 Putnam County at 3.0%
 - #16 Dutchess County at 3.1%
 - #16 Ulster County at 3.1%
 - #21 Orange County at 3.2%
 - #21 Westchester County at 3.2%

Labor Market Data for December 2024 compared to December 2023

- ✓ Sullivan County saw an increase in total nonfarm jobs of 3.9% (1,200) and an increase of 4.5% (1,100) in total private sector jobs.
- ✓ Sullivan County tied with Cortland County for the highest small county private sector growth rate for December 2024 at 4.5%. Schuyler came in third at 2.8%.

Please note: The net month (November 2024 – December 2024) showed a decrease in nonfarm jobs of -1.2% (-400) and a decrease of -1.5% (-400) in private sector jobs.

- ✓ For Sullivan County the job gains were:
 - Leisure & Hospitality at 11.1% (400)
 - Private Educational and Health Services at 3.6% (300)
 - Financial Activities at 11.1% (100)
 - Other Services at 10.0% (100)
 - Manufacturing at 4.8% (100)
 - Professional and Business Services at 4.5% (100)
 - Government at 1.7% (100)

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

- Information
- Mining, Logging and Construction
- Trade, Transportation and Utilities

- ✓ NYS showed an increase of 1.3% (126,400) in total nonfarm jobs and 1.3% (108,800) in private sector jobs.

NYS saw the largest jobs gains were found in:

- Private Educational and Health Services at 5.1% (117,200)
- Leisure & Hospitality at 2.2% (20,200)

- Government at 1.2% (17,600)
- Other Services at 1.6% (6,100)
- Financial Activities at 0.0% (200)

NYS saw job losses in:

- Information at -4.5% (-12,600)
 - Mining, Logging and Construction at -2.2% (-8,300)
 - Trade, Transportation and Utilities at -0.5% (-8,100)
 - Professional and Business Services at -0.2% (-3,000)
 - Manufacturing at -0.7% (-2,900)
- ✓ Within the region, Sullivan County's private employment sector posted the strongest gains year-over-year, up 4.5 percent. The second fastest growth was recorded in the Kingston MSA (+1.5%), followed by Orange-Rockland-Westchester labor market area (+1.1%) followed by the Dutchess-Putnam Metropolitan Division (+0.6%).
- ✓ The Hudson Valley region showed an increase of 1.3% (13,000) in total nonfarm jobs and an increase of 1.2% (9,700) in private sector jobs.

The largest job gains were found in:

- Private Educational and Health Services at 3.6% (8,200)
- Other Services at 8.9% (3,800)
- Government at 2.1% (3,300)
- Leisure & Hospitality at 2.6% (2,400)
- Financial Activities at 1.7% (800)
- Manufacturing at 0.2% (100)

The Region's job losses were in:

- Mining, Logging and Construction at -3.2% (-1,900)
 - Professional and Business Services at -1.4% (-1,700)
 - Trade, Transportation and Utilities at -0.8% (-1,500)
 - Information at -3.5% (-500)
- ✓ Sullivan County's unemployment rate was 3.1% for December 2024 down from 3.9% in December 2023.

December 2024 had 38,100 people in the labor force (36,900 employed & 1,200 unemployed). The number of employed individuals increased by 1.1% (400) and the number of unemployed decreased by -20.0% (-300) resulting in an increase of 0.3% (100) in the total labor force compared to December 2023.

The total labor force decreased by -1.3% (-500) November 2024 to December 2024. The number of employed workers decreased

by -1.6% (-600) and the number of unemployed workers remained unchanged.

- ✓ The Hudson Valley's unemployment rate for December 2024 was 3.1%, a decrease from 3.7% in December 2023.
- ✓ NYS's unemployment rate was 4.1% in December 2024, a decrease from 4.4% in December 2023.
- ✓ The December 2024 unemployment rates across the 62 NYS counties ranged from a low of 2.8% for Columbia, Nassau and Saratoga Counties to a high of 6.8% for Bronx County. Sullivan County with a 3.1% rate ranked 8th in the State along with Dutchess, Ontario and Rensselaer Counties.
- ✓ Hudson Valley unemployment rankings for December 2024:
 - # 4 Rockland County at 2.9%
 - # 5 Putnam County at 3.0%
 - # 8 Dutchess County at 3.1%
 - # 8 Sullivan County at 3.1%
 - #12 Ulster County at 3.2%
 - #12 Orange County at 3.2%
 - #12 Westchester County at 3.2%



Sullivan County

Legislative Memorandum

100 North Street
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File #: ID-7154

Agenda Date: 2/6/2025

Agenda #:

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

January 31, 2025

The IDA Board held its regular monthly meeting on January 13, 2025. At that meeting the Board adopted a resolution authorizing the consolidation of four existing equipment lease agreements from IDA to Sullivan Catskills Regional Food Hub, Inc. d/b/a A Single Bite into a single equipment lease agreement.

We have received most 2025 Payments in Lieu of Taxation (PILOT payments) from our projects, with the remainder due in February. We will distribute all PILOTs to the taxing jurisdictions within thirty days of receipt.

We continue to collect 2024 data from our projects, to be included in our annual reports to the New York State Authorities Budget Office. These reports will be filed by March 31 for each of IDA, SCFC, and TSCILDC.

Our internal auditors from Cooper Arias LLP will be on-site during the first week of February to conduct audit fieldwork for all three agencies.

The next regular meeting of the IDA Board is scheduled for Monday, February 10, 2025 at 11:00 AM in the Legislative Committee Room.

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Sullivan County

Legislative Memorandum

100 North Street
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Agenda Date: 2/6/2025

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Update for February 2025

Economic Development Committee

It's here, the 2025 Sullivan Catskills Travel Guide is ready to greet the traveling public and entice them to visit the Sullivan Catskills. 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.

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 is completed and will kick off in February**
- **American Bus Marketplace**
- **Spring Restaurant Week**
- **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**
- **Legislative Breakfast February 21, RWC Epicenter 9 AM – 11 AM New York State Hospitality & Travel Association and the Sullivan Catskills Visitors Association**

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

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)	Mountaindale
Toast	Catskill-icious (Dining)	Jeffersonville
Two Farms Brewing	Catskill-icious (Breweries, Distilleries & Wineries)	Bloomington

Visit Wurtsboro	Tourism Supporter (Member Organizations & Associations)	Wurtsboro
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Print and Digital Ads and Advertorials Completed

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

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

12/01/2024 - 12/31/2024

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	

12/01/2024 - 12/31/2024

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, snack...

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:

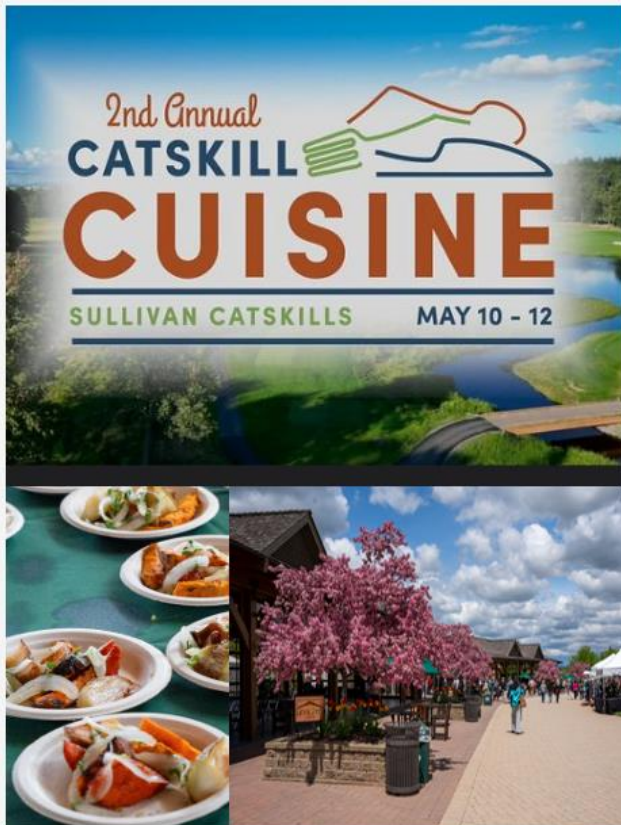
- | | |
|-----------------------|--------------------------|
| • Travel + Leisure | • Robb Report |
| • ELLE | • MSN |
| • Business Insider | • Yahoo! |
| • Men's Journal | • Brit & Co. |
| • Conde Nast Traveler | • New York Lifestyles |
| • Country Living | • Mommy Poppins |
| • New York Post | • Bal 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. Over outdoor, local, and creative experiences from New York City and down to Harrisburg for the local history and scenic views of the Catskills. There's also plenty to keep them busy, including seasonal festivals, live and digital, and the scenic views on Main Street, which range from historic and historic downtown to art galleries and specialty food stores. But many queer people find themselves in Harrisburg simply for the peace and quiet — in fact, most of the area's residents are of queer origin.

Back out and support some of the queer-owned and -operated businesses, which include local dining, a wine tasting and wine store, and a local bookstore. The town also has a variety of LGBTQ+ owned businesses, including a cafe, a bar, and a restaurant. LGBTQ+ owned businesses include local dining, a wine tasting and wine store, and a local bookstore. The town also has a variety of LGBTQ+ owned businesses, including a cafe, a bar, and a restaurant. LGBTQ+ owned businesses include local dining, a wine tasting and wine store, and a local bookstore. The town also has a variety of LGBTQ+ owned businesses, including a cafe, a bar, and a restaurant.

As one of the best small towns in the world, the quiet village of Narrowsburg is the ideal spot for a peaceful getaway. Located in the heart of the Catskills, the town offers a mix of scenic views, historic architecture, and a vibrant LGBTQ+ community. Large groups will want to stay in one of the many historic hotels.

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



PHOTO: JEFFREY MAYER

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 **Bibone Retreats** in the Sullivan Catskills, relaxing at **The Chalet Lodge**, a luxury all-inclusive resort, exploring the wilderness at **Schumer's Lodge**, or taking in the view from a soaking tub at the plush boutique **Liberty Condo**.

ELLE

24 Wellness Experiences to Book in 2024

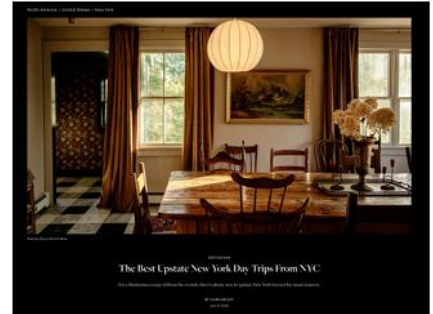
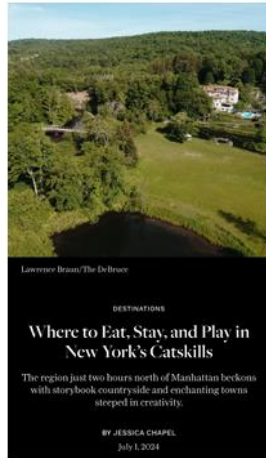
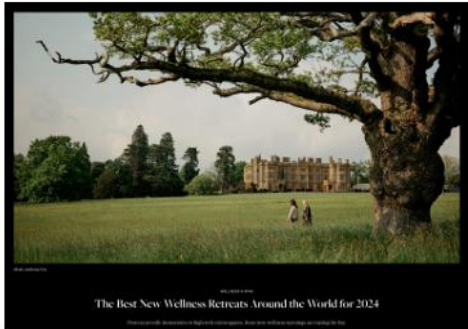
From yoga retreats to high-tech spas and everything in between.

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

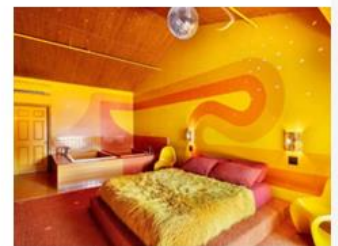


The 34 Coziest Winter Weekend Getaways from NYC in 2025

BYO-HOT TODDY



thrillist



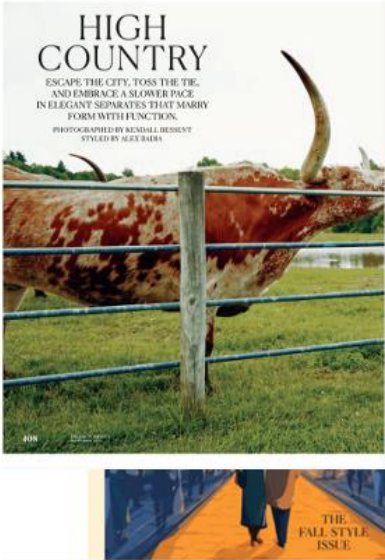
TRAVEL • HOTELS

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—quaint 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 8, 2024 TRAVEL



2024 Coverage Highlights



HEMLOCK NEVERSINK GETTING CLOSE TO NATURE IN THE CATSKILLS

W ellness—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 Newburgh, NY.

Having opened in the fall of 2023, Hemlock Neversink is the newest retreat in the Finger Lakes Region's Catskill-based group. Located in the heart of the Catskill Mountains, the resort offers a variety of wellness programs, including yoga, meditation, and outdoor activities. The resort also features a full-service restaurant, a spa, and a fitness center. The property is surrounded by lush greenery and offers a peaceful setting for relaxation and rejuvenation.



2024 Coverage Highlights



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.

Forbes

Forbes TRAVEL GUIDE

Chef Marcus Samuelsson Dishes On Food Festivals And Family Travel

DeMarco Williams Contributor
Forbes Travel Guide Contributor Group



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



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 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