



2018 CORPORATION MISSION AND GOALS MEASUREMENT REPORT

Name of Corporation:

Ulster County Economic Development Alliance (UCEDA)

Corporation's Mission Statement:

The Ulster County Economic Development Alliance (UCEDA) acts as the catalyst to promote Ulster County as the premier location to expand and grow business for the creation of wealth, to improve the quality of life and to foster strong, sustainable, diverse economic opportunities for Ulster County and its communities. The UCEDA works to achieve its mission by attracting, retaining, and growing businesses through technical and financial assistance (including administration of the revolving loan funds), marketing, facilitation of capacity building and infrastructure programs, and collaboration with community, regional, state, and municipal partners and leaders.

List of Performance Goals and Measurement of Progress in Meeting Goals

1. Support economic development in Ulster County.

In 2018 UCEDA renewed its marketing campaign to market Ulster County to tech entrepreneurs in NYC including "weekenders and visitors," and encouraging people who already know and love Ulster County to consider moving their business to the County.

Under a contract with Ulster County, UCEDA also administered the Ellenville Million, an allocation of \$1M by Ulster County to support economic development initiatives in the Ellenville/Wawarsing community. In 2018, UCEDA completed the following activities related to the Ellenville Million:

- Moved to the second phase of the Broadband Proof of Concept project wherein a determination was made to pursue local Spectrum communication for internet sourcing via short distance local link and a possible Sam's Point Tower as a "relay" location for less expensive Broadband provisions;
- Supervised and administered reimbursement to Yoga Vida (a wellness center) under the Economic Development Fund component (now known as the Jump Start Fund);
- Conducted a Business Plan Competition in the Village of Ellenville under the Jump Start Fund component which resulted in awards to assist two businesses: a gym in the Village of Ellenville and a Puerto Rican restaurant in the Town of Wawarsing, the funds of which were equally split;

- Supervised and administered reimbursement to the Village of Ellenville for improvements to the Smiley Carriage Trailhead in Berme Road Park under the Parks and Recreation component;
- Supervised and administered a partial reimbursement under the Parks and Recreation component for the NYS DOCCS-owned portion of the O&W Rail Trail;
- Reviewed an application from the Town of Wawarsing and awarded a contract for the construction of two new pavilions at Berme Road Park and Lippman Park, under the Parks and Recreation component;
- Managed reimbursement to the Village of Ellenville for three projects under the Main Street Improvement Façade Program;
- Managed reimbursement to Cornell Cooperative Extension of Ulster County under the Grant Matching component toward STEM Mentoring education offered to students of the Ellenville/Wawarsing area;
- Managed reimbursement to SUNY Ulster under the Grant Matching component for PCT (Patient Care Technician) Training/Assistant which was offered to qualified nurses of the Ellenville Regional Hospital living in the Ellenville/Wawarsing area;
- A proposal by Pattern for Progress for a Ellenville Downtown Revitalization Plan to be conducted as part of the Project Management Component was approved by the UCEDA Board and is pending completion in 2019;
- Received a Colony Farm Study on behalf of the Town of Wawarsing as part of the Grant Matching component with reimbursement pending.

Finally, UCEDA continued efforts to sell surplus properties conveyed to it by Ulster County, including 300 Flatbush Avenue, and UCEDA completed the sale on the Flatbush Avenue property during 2018.

2. Increase visibility of, and support for, Ulster County economic development.

As part of its 2018 Marketing Campaign, UCEDA completed the following activities, which promoted the visibility and support for economic development:

- Continued to sponsor HV Tech Meetup and the annual Catskills Conf;
- Advertised campaign messages through print and online sources;
- Conducted targeted direct prospecting to generate business attraction leads;
- Assisted with promoting an Employment Workshop in conjunction with Employment and Training Department;
- Sponsored an event with Grand Central Tech at the Senate Garage to introduce and encourage New York City residents to create/expand their business in Ulster County;
- Organized and sponsored a Best Western breakfast featuring Education and Training;
- Co-sponsored a Green Business challenge breakfast with the Department of Environment to encourage businesses to use solar;
- Conducted an Agribusiness workshop in Town of Rochester;
- Conducted workshops in Towns of Esopus, New Paltz and Saugerties to educate the public on what services the Ulster County Economic Development Alliance provides;

- Organized and sponsored a Food and Beverage Mixer at the Falcon in April 2018;
- Organized and sponsored a Film Industry night in May 2018;
- Organized and sponsored a Franchise/Broadband Workshop in May 2018; and
- Staff attended a Tech-up for Women conference held in NYC in November 2018 to encourage and build awareness of the Ulster County as a prime place live and conduct business.

UCEDA also continued to promote its monthly “Featured Properties” to site selectors.

3. Administer Revolving Loan Funds

Throughout the year, UCEDA awarded three new loans during 2018, refinanced one existing loan, and serviced 9 total active loans as part of the Ulster County Revolving Loan Fund Program. Loan invoices were prepared and mailed to all active borrowers on a monthly basis. When necessary, UCEDA provided notifications in the event of late payments. Site visits were conducted for all active borrowers.

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