

Ulster County Economic Development Alliance
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2020 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 2020 UCEDA renewed its business attraction campaign to market Ulster County to increase awareness of Ulster County as a relocation option, generate business attraction leads, and refine Ulster County's business strategy.

UCEDA also Collaborated with Hudson Valley Center for Innovation for advising and guiding small businesses through the Covid-19 pandemic.

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 2020, UCEDA completed the following activities related to the Ellenville Million:

- Finalized the third phase of the Broadband Proof of Concept project;
- Managed the installation and maintenance of wireless broadband infrastructure in the Village of Ellenville;
- Managed reimbursement to the Town of Wawarsing for funding for pavilion reconstruction projects at Berme Road Park and Lippmann Park;
- Managed reimbursement to the Westchester-Ellenville Hospital for the conversion of existing records retention space into office space to improve the quality of healthcare services;

Finally, UCEDA continued efforts to sell surplus properties conveyed to it by Ulster County.

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

As part of its 2020 Marketing Campaign, UCEDA completed the following activities, which promoted the visibility and support for economic development:

- Advertised campaign messages through print and online sources;
- Conducted targeted direct prospecting to generate business attraction leads;

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

3. Administer Revolving Loan Funds

Throughout the year, UCEDA awarded one new loan during 2020, and serviced nine 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.