

Ulster County Economic Development Alliance  
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## **2016 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.

UCEDA renewed its 2015 marketing campaign to market Ulster County to tech entrepreneurs in NYC. In 2016, UCEDA expanded the campaign to include "weekenders and visitors," encouraging people who already know and love Ulster County to consider moving their business to the County. Through a separate contract, UCEDA began development in 2016 of a print-based Economic Development guide for Ulster County.

Under a contract with Ulster County, UCEDA also administered the Ellenville Million, an allocation of \$1M by Ulster County Executive Mike Hein to support economic development initiatives in the Ellenville/Wawarsing community. In 2016, UCEDA completed the following activities related to the Ellenville Million:

- Developed a "Parks and Recreation" plan to guide efforts to improve the community's parks and trails;
- Managed reimbursement for historic renovations of the Hunt Memorial Building;
- Launched a study to examine the feasibility of interconnection or consolidation of the two municipalities' sewer and water systems;
- Managed reimbursement to the Village of Ellenville for its façade improvement program;

- In partnership with Ulster County Tourism developed and implemented a marketing campaign targeted specifically at the Ellenville/Wawarsing community, which included development of print and web collateral.

Finally, UCEDA continued efforts to market surplus properties conveyed to it by Ulster County, including 300 Flatbush Avenue, 25 South Manor Avenue, and Linderman Avenue Extension. In 2016, UCEDA evaluated several purchase offers on the Flatbush and South Manor properties, and entered a contract for sale of the Flatbush property.

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

As part of its 2016 Marketing Campaign, UCEDA completed the following activities, which promoted the visibility and support for economic development:

- Sponsored the HV Tech Meetup, the annual CatskillConf, and the NY Tech Meetup;
- Launched a new tech entrepreneur attraction campaign that provided free tickets to Ulster County festivals for tech entrepreneurs;
- Developed online and print collateral for each of the two campaigns, including special-purpose landing pages, brochures/rack cards, and festival exhibits/displays;
- Staffed tables at seven leading festivals from August through October;
- Developed new promotional videos for campaign target audiences;
- Advertised campaign messages through print and online sources;
- A new web page was developed and launched in Summer 2016, coinciding with participation by UCEDA representatives at several festivals

In addition to these activities, UCEDA hosted or sponsored three “Building Ulster County Together” breakfast events, which drew more than 200 attendees and a three-part webinar training series for restaurant owners and managers. UCEDA also continued to promote its monthly “Featured Properties” to site selectors.

## 3. Administer Revolving Loan Funds

Throughout the year, UCEDA serviced 10 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.