

# ULSTER COUNTY NEW YORK

STRATEGIC LOCATION  
EXCEPTIONAL QUALITY OF LIFE



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## EXECUTIVE MESSAGE



Welcome to Ulster County, New York, the finest place anywhere to live, work and raise a family.

Ulster County's strategic location and exceptional quality of life make this the ideal location to operate a business.

Here are the top six reasons to locate your business in Ulster County:

- Easy access to every major market in the Northeast
- Unparalleled four-season living
- Extraordinary value with the region's lowest cost of doing business
- A ready and skilled workforce
- Expert economic development assistance to facilitate solutions
- Aggressive New York State and local incentive programs, including START-UP NY

As County Executive and a lifelong resident, I am proud to call Ulster County home. I am confident you will find that our fascinating culture, wealth of activities, natural beauty and amazing people are what make Ulster County so exceptional.

Ulster County is open for business and our team at the Office of Economic Development is eager to show you everything Ulster has to offer. To learn more about economic development resources, services and programs, call the Ulster County Office of Economic Development today at 845-340-3556, email us at [oed@co.ulster.ny.us](mailto:oed@co.ulster.ny.us) or visit our website at [ulstercountyny.gov/economicdevelopment](http://ulstercountyny.gov/economicdevelopment).

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"I commend Ulster County government and thank County Executive Hein for his leadership role in bolstering Ulster County's economic development efforts. I feel privileged to play a role in establishing the Ulster County Economic Development Alliance as an indispensable resource for local businesses."

- Anthony Campagiorni, Chairman of the Board,  
*Ulster County Economic Development Alliance*

# STRATEGIC LOCATION & EXTRAORDINARY VALUE

## EASY ACCESS TO THE NORTHEAST

Ulster County provides quick and easy access to all major markets in the Northeast and eastern Canadian provinces. In fact, nearly one-third of the U.S. population and two-thirds of Canada's population are within a day's drive of Ulster County.

Ulster County's strategic location makes it well positioned for all types of industries. With three exits along the New York State Thruway and easy access to Interstate 84, businesses in Ulster County serve markets in Albany, New York City, Connecticut, Massachusetts, Pennsylvania and beyond. From centrally located New Paltz, Manhattan is only 90 minutes away and Albany is about an hour. Doing business in Boston or Philadelphia? Plan a three-and-a-half hour drive. Albany International Airport to the north or Stewart International Airport just south, are a short drive away. The Poughkeepsie and Rhinecliff rail stations offer access to Metro-North and Amtrak.

## REGION'S LOWEST COST OF DOING BUSINESS

Ulster County is the only county in the Lower and Mid-Hudson Valley where employers do not have to pay the Metropolitan Commuter Transportation Mobility Tax.

Ulster County has a competitive wage structure, with an average private annual salary of \$33,558, compared with \$53,733 in the Hudson Valley or \$64,007 in the State. The cost of living is reasonable too. The median home value is \$237,500 as compared to \$295,300 across the State, while the County's homeownership rate is 69 percent and the State's is only 55 percent.

## ULSTER VOICES



Frito-Lay Inc. in New Paltz is a product distribution center built in 2004. The facility receives product from five manufacturing plants in the Northeast and Mid-Atlantic regions of the country and services stores throughout the Hudson Valley as well as portions of Pennsylvania and Connecticut. Every week, about 30,000 cases of product are distributed by a team of 60 local employees.



"For our operations in the Hudson Valley and Southern New York regions, New Paltz is an ideal location for our distribution center. We have easy access to so many markets because of our proximity to the New York State Thruway and Interstate 84. New Paltz and Ulster County play important roles in helping Frito-Lay maintain its status as one of the premier snack food brands in the world."

- James Gentile, Facility Operations Manager, Frito-Lay, Inc.



## GROWING INDUSTRIES

Companies in clusters gain many advantages due to proximity to: competitors, a skilled workforce, specialized suppliers and a shared base of sophisticated knowledge about their industry. In Ulster, the following clusters are growing:

-  Agriculture
-  Creative Arts
-  Education
-  Food and Beverage
-  Green Technology
-  Manufacturing
-  Tourism

# EXCEPTIONAL QUALITY OF LIFE

A glimpse into the local lifestyle reveals why so many choose Ulster County to live, work and play. Ulster County is uniquely a part of two spectacular geographical regions: The Hudson River Valley and the Catskill Mountains. Beyond the natural beauty of a four-season landscape, the diverse number of cultural and community activities allow for a broad and rich quality of life.



Spirited art galleries and concert venues...



350 miles of nature trails for hikers, bicyclists, cross country skiers and horseback riders...



Quick access to quality healthcare...

Picture-perfect mountaintop views...



## ROBUST & UNIQUE MAIN STREETS

The heart of Ulster County's vibrancy lies in our towns and communities. Quintessential hamlets house strong and successful main streets from Marlborough to Saugerties. One of Ulster County's most famous small towns is Woodstock. Although the site of the historic 1969 music festival resides 40 miles away, the spirit of the festival can be felt in the village. Woodstock is also where brilliant minds come to explore, express and create in a community of their peers. For example, the Byrdcliffe Colony remains the oldest arts and crafts colony in the nation. Further destinations for inspiration include Phoenicia, New Paltz, Ellenville and Ulster's other small towns.



Countless festivals to stroll on weekends and holidays...



Excellent public schools...



Rich farm-to-table options showcasing the freshest menu items...



Award-winning wineries, breweries, distilleries and cideries...

## ULSTER VOICES



“As an avid runner and cyclist and someone who enjoys nature, I am grateful to have an outdoor recreational lifestyle in Ulster County. I don’t know where else you can take part in activities such as swimming at the Mill Stream in Woodstock or hiking to the incredible Hudson River Valley views at Overlook Mountain... just a stone’s throw away from where you work and live.”

- Nels Leader, Vice President, Bread Alone Bakery

Bread Alone Bakery, headquartered in Kingston, bakes Certified Organic breads every day for its three cafés, farmers’ markets, supermarkets, and restaurants in Manhattan and across the rest of the State, Connecticut, New Jersey and Massachusetts.

# READY TO WORK FOR YOU

## EXPERT ASSISTANCE TO FACILITATE SOLUTIONS

From reducing taxes and streamlining approvals to providing an accomplished staff of economic development advisors to assist you, Ulster County is working to open doors and help locate your business here. The Office of Economic Development can connect you with the right partners for funding and the right programs for businesses development. The aggressive incentives locally and Statewide (including START-UP NY) make Ulster County a great place to operate a business.

**Ulster County's Office of Economic Development is the resource for all of your business needs.**

The **Ulster County Industrial Development Agency** offers bonding as well as sales, mortgage and real property tax abatements for qualified projects.

The **Ulster County Revolving Loan Funds** provide gap financing at four percent for qualified projects.

Ulster County's Office of Economic Development introduces business to **private funding entities** to meet debt and equity capital needs.

**New York State's Annual Grant & Loan Programs (CFA)** assist businesses that create jobs and make infrastructure investments.

**Ulster County's Workforce Readiness Programs** offer resources for businesses striving to improve the skills of their employees through collaborations between the County, SUNY Ulster and Ulster BOCES.

The **Ulster County Ready2Go Program** matches public sector funding and technical assistance with private sector investment to pro-actively encourage site plan approvals.

The **Ulster County Shovel Ready Program** offers municipalities access to funding for road, water, sewer and other infrastructure needed for industrial development.

The **Ulster County Economic Development Alliance**, comprised of local business leaders and government officials, provides resources and hosts special events for the business community.



# STARTUP NY

## SUNY NEW PALTZ & SUNY ULSTER

START-UP NY designates tax-free zones on or near State University of New York (SUNY) campuses to help both new and growing businesses. Ulster County's sites include both SUNY Ulster and SUNY New Paltz. Participating businesses operate free of some State taxes for up to 10 years, which may include corporate, business and sales tax as well as franchise fees. Under the program, businesses can take advantage of the assets of the State university system such as research laboratories and industry experts.





## GET STARTED IN ULSTER COUNTY

Contact the  
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