

Ulster County Economic Development Alliance
P.O. Box 1800, 244 Fair Street
Kingston, NY 12402-1800
Tel: 845.340.3556



To: Julie Lonstein, Chair
UCEDA Board Members

From: Suzanne Holt, President & CEO
Tim Weidemann, Ulster County Senior Economic Developer

Re: Ellenville Million – Recommendations for Reallocation of Funds

Date: June 9, 2017

Background

Ulster County Executive Mike Hein envisioned the Ellenville Million program as a way to help jumpstart economic development in the Ellenville/Wawarsing area, which has long suffered from declining business investment and employment opportunity. In 2015, based on recommendations from the Ellenville Million Committee, the Ulster County Legislature authorized funding a contract with the Ulster County Economic Development Alliance to advance nine project components of the Ellenville Million. The nine components and their initial funding allocations included:

- \$100,000 for a **tourism marketing** campaign to promote the Town's and Village's recreational opportunities, historic sites, and the Village of Ellenville's walkable downtown;
- \$150,000 for improvements to **outdoor recreation** opportunities such as parks and rail trails in the Town of Wawarsing and the Village of Ellenville;
- \$75,000 for historic preservation projects at the **Shadowland Theatre**;
- \$100,000 to fund capital preservation and improvement projects at the **Hunt Memorial Building**;
- \$25,000 for **main street improvement** projects for the historic central business district, such as façade improvements and new street lighting;
- \$150,000 for **water and sewer infrastructure** improvements so that additional water and sewer capacity will be available to businesses seeking to locate in Ellenville and Wawarsing;
- \$175,000 for an **Economic Development Fund** to provide grants to businesses that invest in capital projects and create at least five new jobs;

- \$150,000 to implement the highest speed of **broadband internet service** throughout the Town and Village to attract a large tech business; and
- \$75,000 for **project management and grant writing** services related to the other eight components of the Ellenville Million.

With over a year of experience administering the program, the UCEDA Board of Directors has reviewed the status of each component to determine current funding commitments, achievements and challenges, and to assess the need to reallocate remaining funds between the components or to new initiatives consistent with the program’s goals.

Funding Commitments To-Date

As of late May 2017, the following table identifies the original allocation, draw-downs and commitments to date, and the remaining balance for each of the nine program components. The amounts below include funds disbursed by UCEDA under contracts with the ultimate recipients and funds committed for projects that are underway.

Ellenville Million Program Component	Original Allocation	Committed as of 5/23/2017	Remaining Funds
Tourism Marketing Campaign	\$100,000	\$100,000	\$0
Parks and Recreation Improvements	\$150,000	\$114,568	\$35,432
Shadowland Theatre	\$75,000	\$75,000	\$0
Hunt Memorial Building	\$100,000	\$100,000	\$0
Main Street Improvements	\$25,000	\$25,000	\$0
Water/Sewer Infrastructure	\$150,000	\$30,000	\$120,000
Economic Development Fund	\$175,000	\$0	\$175,000
Broadband Access	\$150,000	\$0	\$150,000
Project Manager	\$75,000	\$20,000	\$55,000
Total	\$1,000,000	\$464,568	\$535,432

Program Achievements

During the past 18 months, several components have achieved significant progress toward the goals of the Ellenville Million.

Tourism Marketing Campaign

During 2016, UCEDA contracted with advertising firm BBG&G to conduct a tourism marketing campaign for the Ellenville/Wawarsing area. As part of this project, logo and graphic standards were established; print- and web-based advertising campaigns were executed; photo assets and new promotional artwork were developed; the FindEllenville.com web site, Facebook page and Instagram accounts were launched; tourism packages, community events and itineraries were promoted; and print collateral was published. Additional funds are needed to continue tourism marketing.

Parks and Recreation Improvements

With assistance from Hudson Valley Pattern for Progress, the Village and the Town in 2016 established a joint Town/Village Parks and Recreation Commission, which was charged with developing plans for enhancements to the area's parks and trails. Also in 2016, the Commission adopted a short-range plan that called for immediate improvements to the Smiley Carriage Road trailhead in Berme Road Park and to the NYS DOCCS-owned portion of the O&W Rail Trail in Wawarsing. Contracts are in place with the Village and the Town to expend a total of \$114,568 to advance these "phase 1" projects. Recent status reports indicate that the Berme Road parking improvements have been completed, and initial work on the O&W rail trail has progressed. Additional projects identified in the Commission's Plan exceed the remaining Ellenville Million allocation for the Parks and Recreation component.

Shadowland Theatre

At the Shadowland Theatre, funds from the Ellenville Million program are supporting ongoing renovation projects, including roof replacement, plumbing and electrical work, and carpentry. These funds have contributed to the Shadowland's ability to expand its programming to include new productions and acting classes for young people through its new second stage. Completion of these improvements is anticipated in Summer 2017.

Hunt Memorial Building

Over the course of 2015 and 2016, the Hunt Memorial Preservation Committee completed several capital improvements to the building, including installation of new windows, restoration of an historic stained-glass skylight, reconstruction of the portico and entrance stairway, and other improvements to the interior of the building. With additional support from the Village and others, the Committee intends to begin upgrading the building's heating system to allow year-round use.

Main Street Improvements

The Village's Façade Program, which was funded through the Ellenville Million Main Street Improvements component, has provided matching funds for building improvement projects to improve the aesthetic appeal of the central business district. To date, funding has been disbursed for one project, an additional project is nearing completion, and two more projects are underway. The Village has requested additional funds to assist more commercial property owners.

Water/Sewer Infrastructure

As part of the Program Management component, Hudson Valley Pattern for Progress is taking the lead on the Water/Sewer component. The UCEDA contracted with Barton & Loguidice to complete a water/ sewer study of the Village of Ellenville and the UCEDA contracted with Brinnier and Larios to complete a water/sewer study of the Town of Wawarsing. The studies have been completed and will be used by Hudson Valley Pattern for Progress to assist the Town and Village in creating an Intermunicipal Water and Sewer Sharing Agreement, which will involve an analysis of potential rate impacts caused by system interconnection.

Economic Development Fund

To administer the Fund, rules and an application were created and approved by the UCEDA Board. To date, several local businesses have enquired about the program. Two draft applications have been received; however one applicant chose to withdraw its application. Review of the second application is underway.

Broadband Access

Office of Economic Development and Hudson Valley Pattern for Progress staff held meetings with broadband providers and large users including Ellenville Hospital and the school district in order to determine how best to increase Ellenville's broadband capacity. In addition, Hudson Valley Pattern for Progress submitted a grant application on Ellenville's behalf to the USDA for technical assistance related to Broadband. The Town Supervisor sees the benefit of an allocation of Ellenville Million funds to be used to hire a consultant to assist with the Town's cable franchise renegotiations.

Program Management

UCEDA is contracting with Hudson Valley Pattern for Progress to assist with implementation of the following three components: Water/Sewer Infrastructure Improvements, Improvements to Outdoor Recreational Opportunities, and High Speed Internet/Broadband. In addition, Pattern for Progress is responsible for identifying projects and seeking grant funding to advance all nine of the Ellenville Million components. On May 12, Pattern for Progress engaged the Laberge Group to hold a grant writing workshop in Ellenville. The workshop drew over 30 attendees, representing more than a dozen potential grant applications from the Ellenville/Wawarsing area.

Program Challenges

All of the program components have been actively promoted, as have opportunities to expend the funds in a manner consistent with the intent of the Ellenville Million Committee. Three components that have proven most challenging to allocate are the Economic Development Fund, Water/Sewer and Broadband.

While several businesses have explored the possibility of accessing the Economic Development Fund, none have resulted in final, approved applications. In addition, although discussions between the Village and the Town related to sewer and water infrastructure continue, a study co-authored by the Village engineers and the Town engineers estimates the cost of desired improvements at over \$4 million, well more than the amount allocated in the Ellenville Million. For the Broadband component, discussions with local leaders and telecommunications companies revealed no “easy wins” that would provide the desired boost in internet speeds, reliability and access with the funding available.

Now that the original strategies have been examined and tested, it is clear that remaining funds must be reallocated in order to continue to support economic development in the Ellenville/Wawarsing area.

Recommendations

Based on the implementation of the nine components and on evaluation of the successes and challenges experienced to date, a reallocation of funds between the existing components of the Ellenville Million is recommended, as is the addition of two new components.

Several requests and proposals for additional funding were received from the current recipients and other local organizations. These requests and proposals, which are included at the end of this document as an Appendix, were in excess of the remaining funds available.

Consistent with the overall goal of continued economic development for the region, the recommendations below attempt to prioritize the reallocation of remaining Ellenville Million funds toward two main objectives: 1) to incentivize and support efforts to secure additional grant funding for long-term capital projects, and 2) to support the future sustainability of economic development activities by transitioning responsibilities to local community partners.

Recommended Changes to Existing Components

Ellenville Million Program Component	Original Allocation	Committed as of 5/23	Current Balance	Proposed Increase/ (Decrease)	New Balance	Description
Tourism Marketing Campaign	\$100,000	(\$100,000)	\$0	\$75,000	<u>\$75,000</u>	Establish pool of funds in partnership with local businesses to match marketing and advertising; develop a promotional video
Parks and Recreation Improvements	\$150,000	(\$114,568)	<u>\$35,432</u>	\$24,600	<u>\$60,032</u>	Build a pavilion and related improvements in Berme Road Park
Shadowland Theatre	\$75,000	(\$75,000)	\$0	\$0	<u>\$0</u>	No additional allocation, but could take advantage of new "grant match" fund
Hunt Memorial Building	\$100,000	(\$100,000)	\$0	\$0	<u>\$0</u>	No additional allocation, but could take advantage of new "grant match" fund
Main Street Improvements	\$25,000	(\$25,000)	\$0	\$25,000	<u>\$25,000</u>	Fund 4 additional façade projects; other improvements could take advantage of new "grant match" fund
Water/Sewer Infrastructure	\$150,000	(\$30,000)	<u>\$120,000</u>	(\$105,000)	<u>\$15,000</u>	Reallocate majority of funds. Leave funds to complete rate study and develop IMA.
Economic Development Fund	\$175,000	\$0	<u>\$175,000</u>	(\$100,000)	<u>\$75,000</u>	Retain funding for future fund applicants, add Business Plan Competition, rename "Jump Start" Fund
Broadband Access	\$150,000	\$0	<u>\$150,000</u>	(\$120,000)	<u>\$30,000</u>	Explore possibility of high-speed wireless broadband and/or public wi-fi
Project Manager	\$75,000	(\$20,000)	<u>\$55,000</u>	(\$26,100)	<u>\$28,900</u>	Move grant-writing funds to new component, adjust scope to replace Broadband with Business Plan Competition support.
Total	\$1,000,000	(\$464,568)	\$535,432	(\$226,500)	\$308,932	

The reallocation above would free-up \$232,000, which the Office of Economic Development recommends be used to fund the creation of two new Ellenville Million components. This proposal redirects these underused funds in order to increase economic opportunity in the area by pursuing promising new strategies.

The first new component would be a fund for vocational training to prepare Ellenville and Wawarsing residents for occupations in key growth industries. The second new component would be a fund to provide grant writing services for local businesses and nonprofits and

matching resources for successful economic development-related grant applications by local businesses, nonprofits and municipalities.

Recommended Addition of New Components

Ellenville Million Program Component	Original Allocation	Committed as of 5/23	Current Balance	Proposed Increase/ (Decrease)	New Balance	Description
Vocational Training & Workforce Transportation	\$0	\$0	<u>\$0</u>	\$75,000	<u>\$75,000</u>	New training programs and workforce transportation to put people from Ellenville and Wawarsing back to work.
Grant Writing and Grant Match	\$0	\$0	<u>\$0</u>	\$151,500	<u>\$151,500</u>	Pool of funds to be used to provide grant writing support and matching funds for economic development related grants, including possible improvements on Center Street (lighting, trees, etc.), improvements at the Hunt building or Shadowland Theatre, etc.
Total	\$0	\$0	\$0	\$226,500	\$226,500	

Although experience administering the Ellenville Million over the past 18 months has resulted in a refined set of components, the amount needed for each is not exact. It is recommended that the contract between the County and the UCEDA be amended so that the UCEDA Board of Directors has the restricted ability to transfer funds between these components.

Conclusion

The proposal outlined above seeks to maximize the impact of the remaining Ellenville Million funds by supporting the continuation of successful programs and establishing two new program components. This proposal will be reviewed with the Ulster County Economic Development Alliance’s Board of Directors, and once their input is incorporated it will be the basis for a request for reallocation to the Ulster County Legislature and for an amendment of the contract between Ulster County and the Ulster County Economic Development Agency.

Appendix A – Reallocation Requests and Proposals

1. Village of Ellenville Request
 - Berme Road Park Improvements (\$49,000)
 - Center Street Improvements (\$128,000)
 - Façade Program (\$25,000)
2. Shadowland Theatre Reallocation Request (\$111,990)
3. Hunt Memorial Building Request (\$20,000)
4. Family of Woodstock Request (\$50,000)
5. Ditto Design Marketing Proposal
6. Laberge Group Grant Writing Proposal

Village of Ellenville

*2 Elting Court, 2nd Floor
 Ellenville, New York 12428
 Phone: 845-647-7080, Fax: 845-647-7171
 www.villageofellenville.com*

May 16, 2017

Ellenville Million Funds Re-allocation Proposal

Center Street from Route 209 to Ann Street - 2 blocks

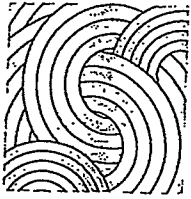
Lamp Posts	\$100,000
Trees	\$10,000
Bike Rack	\$500
Designated Garbage area-Business Compactor (would alleviate ugly restaurant dumpsters and smell)	\$10,000
Bus Stop Structure (would move to Center from Canal)	\$7,500

Berme Road Park

Pavilion	\$45,000
Cement Picnic Tables	\$2,500
Trailhead Sign	\$1,000
Bike Racks	\$ 500

Façade Program (including Sook House lookback)	\$25,000
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Total	\$202,000
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SHADOWLAND
STAGES

Ms. Suzanne Holt
Director, Ulster County Office of Economic Development
244 Fair St., 6th Floor
Kingston, NY 12401

April 14, 2017

Dear Suzanne and members of the "Ellenville Million" committee,

The Shadowland Board of Directors would like to express its appreciation for 'Ellenville Million' funding for the renovation of our building at 14 Market St. in the village. The original \$75,000, which was leveraged for an additional \$200,000 through New York State Regional Economic Development Funding has been directed toward the initial expenses of the building's renovation. We are seeking an additional \$111,990 to help cover unanticipated expenses in electrical work, HVAC work, and insulation.

Our initial estimates was the project would cost \$500,000. This was based upon early design plans and estimates. Soon after the grant was awarded, it was determined that the interior of the building needed to be gutted so as to better understand, design, and engineer the mechanical aspects of the new space. This demolition was done at no cost to the theatre by volunteers to the organization. Inspections after the demolition determined that several of the planned renovations would not be adequate. Instead, several of the current systems would need to be totally replaced. This has added additional, necessary expenses to the project. Our new estimate for the total project is in excess of \$750,000.

We ask that the 'Ellenville Million' committee consider additional funding for our project to assist with these additional expenses:

- With regards to electrical work, we knew that we would be upgrading the electric service from 100 to 400 amps. We have since discovered that the wiring in the building was not up to code and will have to be removed and replaced. In addition, lighting requirements for the space far exceeded our initial plans. As a result, the bids for the electrical aspect have grown to approximately \$80,000, instead of the initial \$15,000 estimate. (The current Low Bid is \$78,240.) We ask for \$63,240 to assist with electrical work.
- The heating system that we had hoped to salvage and adapt needs to be totally replaced. This new HVAC system recommended by our engineers is currently being value-engineered, and is expected to be \$40,000 above our expected budget of \$90,000. We ask for \$40,000 to assist with HVAC work.
- Insulation in the building was not of sufficient R value to meet code and our hopes for an energy efficient building. The R-20 insulation is being replaced with R-38 insulation. This expense was a cost we had not anticipated. We ask for \$8,750 to assist with this insulation work.

(845) 647-5511

157 Canal Street
Ellenville, New York
12428

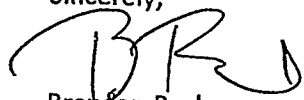
shadowlandstages.org



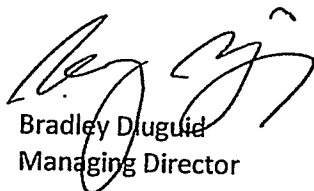
Once again, we thank the committee for their support and their consideration of this additional appeal of \$111,990. We feel our project is a vital one with great importance for the future of Ellenville. The planned use of the space as the home of Shadowland's Youth Academy (for children aged 5-18), as a venue for varied performances and new play development, creating an economic catalyst for Center St. (much like our main building does for Canal St.), and its role in serving the mission of Shadowland Stages, make it a strong candidate for 'Ellenville Million' funding.

We would be happy to meet with you, if necessary, to answer any questions you might have. Or we would welcome you for a site visit.

Sincerely,



Brendan Burke
Artistic Director



Bradley Duguid
Managing Director



William H. Collier, III
President, Board of Directors

Fwd: Hunt Memorial

Kathy Butler <kathyb12428@gmail.com>

Tue 3/7/2017 10:48 AM

To: Suzanne Holt <shol@co.ulster.ny.us>; Bernadette Andreassen <band@co.ulster.ny.us>;

1 attachments (97 KB)

uceda 2016.doc;

above you should find the original email exchange regarding money for Hunt Memorial. Any questions feel free to call or email.

Kathy Butler

----- Forwarded message -----

From: <shol@co.ulster.ny.us>

Date: Wed, Aug 31, 2016 at 8:41 AM

Subject: Re: Hunt Memorial

To: Kathy Butler <kathyb12428@gmail.com>

Cc: Julie Cohen Lonstein <julie@signallaw.com>, lcla@co.ulster.ny.us

Thank you for being a fabulous host Kathy!

I will share your letter with the Board and we will let you know when they are ready to consider reallocation of the Ellenville Million funds.

Suzanne Holt
Director- Office of Economic Development
Ulster County Executive's Office

desk - [845-334-5596](tel:845-334-5596)

cell - [845-332-5053](tel:845-332-5053)

shol@co.ulster.ny.us

From: Kathy Butler <kathyb12428@gmail.com>

To: Julie Cohen Lonstein <julie@signallaw.com>, Suzanne Holt <shol@co.ulster.ny.us>, lcla@co.ulster.ny.us

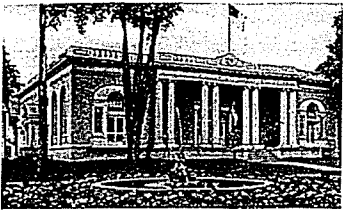
Date: 08/31/2016 09:33 AM

Subject: Hunt Memorial

Attached you will find a letter to the UCEDA regarding the Hunt Memorial Building.

Thank you for your visit on August 17. Looking forward to hosting you again

Kathy Butler



Hunt Memorial Preservation Committee, Inc.

PO Box 719
Ellenville, NY 12428
Email – huntpreservation@gmail.com

Board of Directors

President
Kathy Butler

Vice President
Jane Eck

Secretary
Debbie Davis

Treasurer
Leslie Levine

Ann Bowler
Bill Brown
Steve Bradley
Phyllis Lennert
Sally Minich
Ray Matthews
Stan Rubin

September 2016

UCEDA Board of Directors

The Hunt Memorial board was so pleased to have you come to see the work that has been completed in the building. I hope you agree that the money given to the Hunt was put to good use. We have made every effort to comply with all requirements set down by the UCEDA and for our part felt the process went smoothly.

It is my understanding, based on conversations that evening, that \$100,000 of the original million dollars will not be used for the original purpose of expanding broadband in the village and that the unused funds will be available for redistribution.

On behalf of the Hunt Memorial Preservation Committee I would like to request around \$20,000 to complete the work on the serving area and finish the stage area work. Once this is done, the Hunt will be able to be used for events during the warmer weather. We are presently working on obtaining money for a heating and cooling system which will make the building available for use year round, but for the moment it will be used from May through October.

Thank you for your consideration in this matter. Please keep us informed is this is a possibility so we can line up the contractor to do the work, hopefully before the cold weather sets in.

Sincerely,

Kathy Butler – President HMPC

Ellenville Employment Skills Proposal

Background

Many of the residents of Ellenville are unable to find living wage employment or to find employment at all. There are a number of issues holding them back, including lack of previous employment success, lack of computer skills, lack of a high school diploma, GED or a significant vocational certification, and the inability to afford child care and the unavailability of part time care. Many are not aware of or are unable to access the services available through the Ulster County Office of Employment and Training.

Family of Ellenville could serve as a resource to address the above issues. In fact, when it is open, there are often walk-ins seeking assistance with employment issues or access to and assistance with computer skills. In 2016, the program responded to **19,634** individuals and their families seeking assistance to address problems by contacting FOE as the source for a broad array of services, including community information and resources, emergency services, crisis intervention, free clothing and food, and assistance to break through personal isolation.

Proposal

Family of Woodstock, Inc. is herein proposing to establish a training program to operate at Family of Ellenville four mornings a week, from 9am-11:45am and two evenings per week for two and a half hours each. The program will be supervised by the Program Director of Family of Ellenville and will employ a 20 hour per week Program Manager and two part time child care workers. Services to be offered will include:

- Assistance with employment applications, resumes and cover letters for applications
- Basic computer skills, including use of Word and Excel, how to use email including attachments, online calendars, and social media
- Assistance to complete applications for college, vocational training, financial aid forms and scholarships
- Assistance in identifying transportation options to access training opportunities and employment
- Additional case management supports as required

Childcare for the children of those participating will be provided. In addition, the program will offer access to other helpful programs offered by Family, the Ulster County Office of Employment and Training, and other county and human service providers, and a complete array of case management services to address other needs such as housing, entitlements, and access to health, mental health and substance abuse services. The program will actively solicit volunteers to assist in training and provide mentorship. Because of the significant Hispanic population in the Ellenville community, the agency will set as a priority hiring bilingual staff.

Goals of the Program

- 1) Inform residents of Ellenville and the Town of Warwarsing of this new employment support program and solicit volunteers to assist in providing training
- 2) Assist individuals to further their employment goals by helping with applications, resumes, cover letters, etc.
- 3) Improve the computer skills of local residents, including beginning classes in Microsoft Word and Excel and the ability to use email as an outreach tool
- 4) Improve the worker readiness of individuals seeking employment. Toward this end, the program will utilize the worker readiness curriculum currently used by Family's Adult Case Management Program
- 5) Identify and assist to address other barriers to employment
- 6) Inform local businesses of this new employment resource and encourage them to give program participants interviews for employment
- 7) Assess all children provided child care with the need for special testing or developmental services

We expect the program to assist 30 individuals in the first year of operation and to provide childcare for 40 children.

Evaluation

Detailed records on the accomplishments of the individuals in the program will be kept, including: number of people provided assistance with building computer skills; number of people assisted to submit employment or training applications; number of individuals finding employment; number of people assisted to access educational opportunities; number of individuals accessing other available resources; number of individuals completing worker readiness curriculum; number of individuals provided other case management assistance; number of children provided care; and number of children referred for special assessment.

Family of Ellenville
Computer Training and Job Preparation Courses

Computer Training Courses	
Course	What you will learn
1 Learning How to Use a Computer	In this course you will learn how to: <ul style="list-style-type: none"> • start and shut down a computer. • write a simple letter. • use a printer to print a letter on paper. • store a simple letter on the computer so you can find it when you want it at a later time. • store a letter on a thumb drive so that you can access the letter on another computer. • find a program on the computer when you want to use it. • do a number of other things useful to you as you learn how to use a computer.
2 Typing on a Computer	In this course you will learn how to: <ul style="list-style-type: none"> ▪ type without looking at the keyboard. ▪ type faster
3 The Internet	In this course you will learn how to: <ul style="list-style-type: none"> ▪ get on the Internet. ▪ use the Internet to get information about many things you would like to know. ▪ print on paper information you have found on the Internet. ▪ send an email to another person, such as a family member or friend. ▪ do other things of interest to you, such as look for a job.
4 Word Processing	In this course you will learn how to change: <ul style="list-style-type: none"> • the width of a letter. • the space between lines in a letter. • the size of the type. • the way the type looks. You will also learn how to: <ul style="list-style-type: none"> • easily correct typing mistakes. • copy words from one part of a letter and place them in another part of the letter. • type information into a table.
5 Spreadsheet	In this course you will learn how to: <ul style="list-style-type: none"> • put numbers onto a paper in an orderly way. • add, subtract, multiply and divide numbers. • change the width of the columns and lines. • do other things you will find useful.
	You will find Job Preparation Course information on page 2.

(over)

Job Preparation Courses	
Course	What you will learn
6 Writing a Letter and a Resumé that Will Help You Find a Job	In this course you will learn how to: <ul style="list-style-type: none"> • write a letter that you can give or send to an employer when you are looking for a job. • write a resumé that shows where you have worked and which describes your skills and knowledge. Employers often require a resumé.
7 Using a Computer to Find a Job	In this course you will learn how to: <ul style="list-style-type: none"> • look on the Internet for lists of jobs available in your area. • use Internet job search websites to have emails sent to you about new jobs that become available. • apply for jobs on-line. • post your resumé on-line so employers will know about your skills and employment goals and can contact you directly.
8 Preparing for a Job Interview	In this course you will learn how to: <ul style="list-style-type: none"> • answer questions that are frequently asked during an interview. • make a good impression. • use eye contact and body language in order to present yourself well. • understand what interviewers will be looking for when you meet with them.

FAMILY OF WOODSTOCK, INC.
 Ulster County Office of Economic Development
 Ellenville Employment Program
 July 1, 2017-June 30, 2018

DESCRIPTION	TOTAL BUDGET	Salary	%
PERSONNEL			
Program Director (40)	2380	40684	0.0585
Case Manager(20)	14985	14985	1.0000
Childcare Manager (16) M-Th	11988	11988	1.0000
Childcare Coordinator (8) call in position	4712	4712	1.0000
Systems Administrator & IT Support Specialist	309	30921	0.0100
TTL PERSON	34374		
FRINGE BENEFIT			
F.I.C.A.	2630	7.65%	
Health Insurance	5287	15.38%	
Dental & Vision Ins.	288	0.84%	
Life Insurance	92	0.27%	
Unemployment	127	0.37%	
Disability	201	0.58%	
Workers Comp	92	0.27%	
Retirement	265	0.77%	
TTL FRINGE	8982	26.13%	
GENERAL OPERATING			
Program Supplies	300		
Client Costs	300		
TTL GENERAL OPERATING	600		
PROGRAM TOTAL	43956		
ADMINISTRATION (13.75%)	6044		
GRAND TOTAL	50000		

Ditto! Design!

Branding
Marketing
Interactive

139 Washington Avenue
Kingston NY 12401

845.331.3585

DittoDoesDesign.com

16 May 2017

Suzanne Holt
Director
Ulster County Office of Economic Development
County Office Building
244 Fair Street, 6th Floor
Kingston, NY 12401

Dear Suzanne,

Thank you for the opportunity to submit our revised proposal for providing the basic maintenance (webmaster) services as well as the content development necessary to keep findellenville.com current and fresh. Keep in mind that this is preliminary – a stake in the ground – intended as a starting point for a conversation.

About Ditto! Design!

We are a Kingston-based creative agency comprising a core team:

- Rick Whelan – Creative Director, Designer and Account/Project Manager
- Jackson Whelan – WordPress Developer
- Susan Whelan – Facebook Content Manager

Additional talent (writer, photographer, etc.) is added to the team as needed.

Visit our website for more information about Ditto! Design! and to view our work:
<http://www.dittodoesdesign.com/>

A related project by Ditto! Design! is the Ulster County Quadricentennial Celebration for which we provided: logo and visual system design, website design and development, marketing communications design and production (brochures, maps, advertising).

Getting Started

Our team must become familiar with the website WordPress theme, architecture, plugins, content management system, and hosting environment. We will require all access credentials for the website and hosting, as well as Google Analytics and Facebook. A conversation with the agency that developed the site would be helpful.

An orientation meeting with representatives of the Ulster County agencies responsible for the Find Ellenville initiative will be essential for understanding the website objectives. We need to know what supporting marketing efforts are underway and what assets may be available for website use (e.g., photos, video, maps, copy, etc.) on the website.

With this new information we can confirm the services we propose below.

We will require a single point of contact for all approvals, problems, questions, and work requests.

The one-time fee for this orientation is \$750

Website Refresh

A review of the website suggests some “refreshments” that include:

- Larger type size
- Add an event submission form to the frontend of the website, making user event submission easy. Requires configuration and customization to match website style (Plus \$89 annual license fee)
- Design adjustments for headers that don’t render well on mobile view
- Replace some blurry images
- Add newsletter sign-up if client agrees to creating a monthly eNewsletter

The one-time fee for this refresh is \$1,000

Basic Website & Facebook Maintenance

For a \$1,000 monthly flat fee Ditto! Design! will maintain findellenville.com:

- Manage WordPress core and plugin upgrades
- Monitor, apply and verify required WordPress and plugin updates

- Add/update client-provided content (copy, images, video)
- Create new pages, sections
- Add/update business/venue/attraction listings with provided information (Will be unnecessary if the event submission form is added.)
- Maintain/check links
- Troubleshoot technical problems
- Maintain contact with the client

The fee includes maintaining the Find Ellenville Facebook page:

- Monitor local FB activity to share and repost area events and information
- Encourage local businesses/venues/attractions to post their events/news/promotions
- Add/update client-provided content (copy and images)
- Create posts intended to drive traffic to the website
- Boost posts if budget is provided

Content Development – Basic

We propose an a la carte approach with monthly retainer of \$1,500 plus a menu of additional services that are provided on an as needed basis.

The monthly retainer includes:

- One (1) media release
- Contact businesses to solicit info/content from
- Maintain blog with supplied content and content repurposed by us
- Moderate events postings
- Manage/organize assets on Google Drive
- Monitor and redirect email
- Maintain contact with the client

Content Development – Enhanced

All the Basic plus a Monthly e-Newsletter (Additional \$1,000/mo)

- Establish and maintain a MailChimp account
- Business interviews/profiles conducted by questionnaire and follow-up phone calls
- Upload supplied photos, videos
- Add upcoming events, save the date
- Post discounts, coupons, packages, promotions
- Manage mail lists

Additional Services

All additional services are estimated and approved in advance. Fees shown are approximate for budgeting purposes and subject to change when actual specifications are determined. They include but are not limited to the following.

- Original articles (\$500 - \$750)
- Original photography (\$750/day)
- Original website content (\$250 – \$1,000)
- Original blog/FB posts (\$200 – \$350)
- Original Event reporting (TBD)
- Original videos (TBD)
- Stock photo research (\$75/hr)
- Media releases (\$250 – \$500)
- Graphic Design & Production – brochures, maps, ads, mailings, etc. (\$60-\$100/hr)

Reimbursable Expenses

Expenses for boosting Facebook posts, materials, local transportation, etc. are additional.

Ditto! Design!

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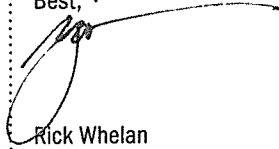
Payment Schedule

All fees are billed monthly in advance.

Reimbursable expenses are billed monthly and include a 20% service charge.

Suzanne, I believe Ditto! Design! is uniquely qualified to provide the services you seek. I will be delighted to review this proposal with you at your convenience.

Best,



Rick Whelan

Owner & Creative Director



ENGINEERING • ARCHITECTURE • SURVEYING • PLANNING

May 31, 2017

VIA EMAIL

Ms. Suzanne Holt, Director
 County of Ulster
 Office of Economic Development
 County Office Building
 244 Fair Street, 6th Floor
 Kingston, NY 12401

Re: 2017 Funding Opportunities
Village of Ellenville, New York

Dear Ms. Holt:

Thank you for partnering with our firm to develop and facilitate the Village of Ellenville grant workshop two weeks ago. As discussed, the highlight of the event for us was the downtown “walk and talk” guided by Mayor Kaplan and Village Administrator Stoeckeler. The community should be very proud of the great work completed to date, for never has the future of the Village been so bright. We look forward to the opportunity to join you and to become a part of your continued revitalization efforts.

To this end, we have identified several funding opportunities that we can assist the Village of Ellenville with. As we discussed, many of the grants would need work to prepare the Village for a grant application, and as such may need to wait until next year. Please note that the fees for services noted below are for the development of the grant applications. Should minor engineering and/or project development services be required to prepare support documentation and cost estimates, those services shall be billed at our normal hourly rates. Please note that due to the quickly approaching deadline, Laberge Group cannot develop preliminary engineering reports in support of a Round III NY Water grant or the 2017 CFA grant applications. Should the selected project require one, a sub-consultant may be needed.

Preliminary Strategic Projects	Funding Source	Fee Grant Development
Shadowland Theater	Market NY and/or New York State Council on the Arts (NYSCA)	\$4,000 (or \$6,000 if a joint application) plus reimbursable expenses
Downtown Sidewalk Improvement Program	Community Development Block Grant ¹ (may be a joint application with Climate Smart Communities)	\$8,500 (or \$12,500 if a joint application) plus reimbursable expenses
Downtown Redevelopment Plan	ESDC Strategic Planning CDBG-TA	\$2,500 plus reimbursable expenses
Microenterprise Program	Community Development Block Grant ²	\$9,000 plus reimbursable expenses
Target Area Main Street Facade	New York Main Street Technical Assistance (year 1 ³) New York Main Street – Full application (year 2)	\$2,500 plus reimbursable expenses \$5,400 plus reimbursable expenses

May 31, 2017
 Ms. Suzanne Holt, Director
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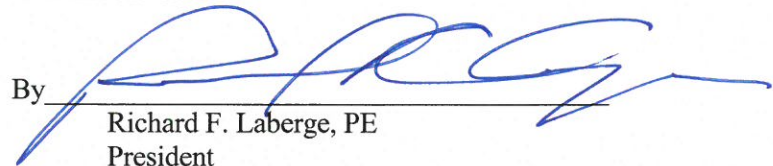
Downtown Adaptive Reuse & Redevelopment	ESD Capital Grant	\$8,500 plus reimbursable expenses
	RESTORE NY (not in the CFA)	\$6,000 plus reimbursable expenses
Water & Sewer Infrastructure Improvements	Community Development Block Grant ⁴	\$8,500 plus reimbursable expenses
	New York Water ⁵	\$4,500 plus reimbursable expenses

Notes:

- 1 – The Village should have a sidewalk assessment to support the grant application.
- 2 – The Village will need to have pre-qualified businesses, an agreement with a provider of the business training program, and plan to leverage the Ellenville Million to increase the program reach and effectiveness.
- 3 – New York Main Street funding for a target area façade program is very limited. We recommend first requesting funding to develop design guidelines, identify pre-qualified businesses and a scope of work for those businesses, and to create a mechanism to leverage the Ellenville Million to increase the program reach and effectiveness.
- 4 – The Village will need to have a preliminary engineering report completed for the selected project, as well as identify other sources of funding for the project’s implementation.
- 5 - The Village will need to have a preliminary engineering report completed for the selected project, SHPO/SEQR completed, as well as identify other sources of funding for the project’s implementation. Unless this information is already complete, it is recommended that the Village prepare this for Round 4.

We look forward to discussing the potential projects and selecting **one** for development over the next two months for the 2017 CFA round **and** a RESTORE NY grant. Should you have any questions or require additional information, please do not hesitate to contact our offices at (518) 458-7112.

Very truly yours,
 LABERGE GROUP

By 
 Richard F. Laberge, PE
 President

Cc: Benjamin H. Syden, AICP - Laberge Group
 Nicole T. Allen, AICP – Laberge Group

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COUNTY OF ULSTER

Office of Employment and Training

651 Development Court
Kingston, NY 12401-1955
www.ulsterworks.com



Phone: (845) 340-3170
Fax: (845) 340-3165
E-mail: oet@co.ulster.ny.us

Michael P. Hein, UC Executive

Lisa Berger, Director

Ellenville Millions Workforce Development Request

Request: Provide job readiness; job training and employment transportation supports in order to help those who are unemployed, under-employed or dislocated from work to return to the workforce.

Rationale: There are at least 179 adults receiving some sort of SafetyNet or TANF assistance in Ellenville. 116 adults in Ellenville/Wawarsing are recipients of Safety Net benefits, and there are 63 families (which amounts to a total of 191 adults and children) receiving Temporary Assistance to Needy Families (TANF). Additionally, for the week ending May 13, 2017, there were fifty-eight Unemployment Insurance beneficiaries in the Town of Wawarsing. Twenty-five reside in the Village of Ellenville. These numbers highlight the need for vocational and pre-vocational training as well as transportation assistance in order for these individuals to secure employment.

Programs:

1. Job Readiness/Soft Skills Boot Camp
2. Customer Service Skills Training (to prepare people to work in the hospitality sector)
3. Business Engagement Sessions For Ellenville/Wawarsing (how many openings do you have, how many people will you be hiring in the next year, what kinds of skills do they need to have)
4. Transportation Assistance to jobs at Kohls Distribution Center and Resorts World Catskills

A PARTNER IN THE ULSTER COUNTY ONESTOP JOB CENTER

601 Development Court, Kingston, NY 12401

(845) 338-4696

www.workforcenewyork.org/ulster