



2019 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 2019 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.

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 2019, UCEDA completed the following activities related to the Ellenville Million:

- Moved to the third phase of the Broadband Proof of Concept project;
- Supervised and administered reimbursement to Humble Gym under the Economic Development Fund component (now known as the Jump Start Fund);
- Managed reimbursement to SUNY Ulster under the Vocational Training component for a web development training program for Ellenville residents;
- Collaborated with Pattern for Progress for a conceptual plan for the revitalization of Market Street and Center Street in Ellenville conducted as part of the Project Management Component;
- Managed reimbursement to the Town of Wawarsing for funding for a revitalization plan for the Berme Road Park under the Grant Matching component;

- Managed reimbursement to the Village of Ellenville for a joint marketing/re-branding program between the Town of Wawarsing, Village of Ellenville, and the Ellenville School District under the Grant Matching component;
- Managed reimbursement to Shadowland Stages to aid in the roof replacement of Shadowland Second Space as part of the Grant Matching component;
- 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. UCEDA completed the sale of a parcel of land on Oneil Street in Kingston to Boice Brothers Dairy during 2019.

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

As part of its 2019 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 the County's Employment and Training Department;
- Sponsored events throughout the Hudson Valley and New York City to introduce and encourage New York City residents to create/expand their business in Ulster County;

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

3. Administer Revolving Loan Funds

Throughout the year, UCEDA awarded two new loans during 2019, and serviced 11 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.