

AG/PLANNING/TOURISM/COMMUNITY DEVELOPMENT COMMITTEE MEETING MINUTES
JANUARY 21, 2016

AG/PLANNING COMMITTEE MEMBERS PRESENT: Fedler, Idleman, Shay, Haff, Armstrong, Moore, Skellie

AG/PLANNING/TOURISM/COMMUNITY DEVELOPMENT COMMITTEE MEMBERS ABSENT: None

SUPERVISORS: Henke, Hicks, Gang, Shaw, O'Brien, Campbell, Hogan, Pitts

Sandy Huffer, Deputy Clerk

Roger Wickes, County Attorney

Laura Oswald, Dir. Economic Dev.

Chris DeBolt, County Administrator

Al Nolette, Treasurer

AGENDA AS PRESENTED IN COMMITTEE NOTICE:

1) Call to Order

2) Accept Minutes – November 23 & December 4, 2015

3) AGRICULTURE

A. Todd Erling: HVADC Year End Review

B. Todd Erling: Conduct Focus Group for County Ag Plan

4) PLANNING

5) TOURISM

6) Other Business

7) Adjournment

Chair Fedler called the meeting to order at 1:00 P.M.

A motion to accept the minutes of the November 23 and December 4, 2015 meetings, was moved by Mr. Shay, seconded by Ms. Idleman and adopted.

Dave Perkins, Snowmobile Trail Coordinator addressed the committee. The Champlain Canalway Trail is a work in progress and there's a lot of effort by the working group to get the trail from the Dix Bridge northward to Whitehall. He is looking for direction about how to get a County road designated. The working group meets monthly.

AGRICULTURE

Todd Erling, HVADC addressed the following with the committee:

- Report to Washington County on HVADC 2015 Activities (attached). Mr. Erling noted a correction to the handout, where it says Ulster County should be Washington County. Mr. Haff distributed information on the New World Foundation (on file), who is a funding source for HVADC. He is concerned New World Foundation are political activists. Mr. Erling stated that New World Foundation has never exerted political pressure on HVADC. Mr. Haff expressed concern about the county's return on investment with HVADC and asked Mr. Erling to bring more data that justifies the county funds. Mr. Erling stated he feels the county did receive a good return on investment with HVADC. They assisted with many funding opportunities and are willing to come to as many meetings as the committee wants. Laura Oswald stated that HVADC is assisting with updating the County Ag Plan.
- Conduct Focus Group for County Ag Plan – The Planning Department in partnership with ASA is continuing the process of updating the County Ag Plan. As part of this process, they are encouraging as much public participation as possible. The goal of the update is to generate a new list of goals and strategies to strengthen and support the local Ag sector. HVADC looks at updating the County Ag plan as the stakeholders and community members determining what's best for them, what the needs are and what the implementation plan is. Concerns were expressed that the county plan would be too specific addressing planning and subdivision regs that could conflict with town plans. Mr. Erling stated the concerns of

potential overreach whether intentional or unintentional are valid and he would be happy to help reinforce that perspective with Ag & Markets. Concerns were also expressed about solar farms taking up good farmland. Chris DeBolt, Administrator stated that only three towns have zoning and solar farms can only be regulated by land use regulations. Improvements to land for solar projects are tax exempt. The plan will include recommendations for implementation and usually an implementation committee is created. A countywide plan or policy makes the county more competitive when applying for funds. The Cuomo administration has made it a goal when reviewing funding applications that the funding requests tie in with the priorities and needs of the community. Chair Fedler added that education of the public is important. Renee Bouplon, ASA stated that committee and community input is important so the steering committee can create a list that can be discussed with the farming community and prioritized. The deadline for completion of the plan is December 2016. Columbia County has recently updated their Ag Plan and it is available on their website.

A press release was distributed on the Final Regulations for the hemp pilot program (on file).

PLANNING

The January County Planning Board meeting was cancelled. A Planning Board member from White Creek has resigned. Laura stated that we need to recruit more members or make changes to the by-laws. She also mentioned that two members are behind on their certifications.

TOURISM

Laura distributed a handout: Key Points: 2014 Report on Economics of Tourism in NY State and asked the committee to review the information (attached). The Treasurer asked what the \$80,000 local dollars will buy the County that we wouldn't get already. Laura stated that is a discussion this committee needs to have. Mr. Campbell stated he has talked to Kathy Bain who was part of the original creation of Tourism in Washington County and she is willing to address the committee if they want. Chris DeBolt, Administrator stated that Gene Merlino, Town of Lake Luzerne Supervisor and head of the Tourism Committee in Warren County reached out to him offering advice on what worked for Warren County and what didn't. Chair Fedler, Laura and Chris will meet with him and if beneficial ask him to address the committee.

After discussion with stakeholders, Chair Felder offered items for the committee to think about. The website has been addressed. We need to make a decision on I Love NY matching funds. How do we measure success? Is there a record of what has been tried, successful or not? Should someone be promoting Washington County at the two Business to Business showcases?

Chris DeBolt stated that I Love NY funds cannot be used to develop a strategic plan so we can't hire a consultant to tell us what we should do. We could hire someone if the right RFP was developed to gather information such as asset inventory to give us a strong foundation of what we have. If we decide to hire a consultant to develop a strategic plan, county dollars would have to be used. The Treasurer noted that the County has \$38,000 in reserved bed tax funds that can be used, if the committee decides they want to hire a consultant.

Mr. Armstrong distributed a worksheet on Washington County Tourism developed by the Washington County Tourism Association (attached). Committee members expressed satisfaction with the objectives.

We need an attraction. Our historic assets should be promoted. The issue of not having a hotel or motel in the county has come up many times. Laura suggested using I Love NY funds to do an economic impact study of a hotel in the county and the feasibility of a potential location. Mr. Haff feels we should use money toward what we currently have and how to keep it. Mr. Shaw feels we should do a study on the feasibility of a hotel in the county and if it isn't feasible, we can move on. Mr. Haff suggested focusing on how to get more day trippers, enhance those things that occur but are not well represented.

Mr. Moore stated he feels hiring a consultant is a good idea because they may come up with something this committee never thought of.

Chair Fedler summarized the direction. Chris DeBolt will get clarification on using I Love NY funds for data gathering and/or hiring a consultant. Chris envisions offering two RFP's, one for data gathering and one for an overall tourism strategy. Chair Fedler, Laura and Chris will meet with Mr. Merlino of Warren County and if beneficial ask him to address the committee. Kathy Bain is welcome to attend a meeting also. Janet Kennedy and Marge Mohn should also be invited. Chair Felder will consider scheduling a special round table meeting to discuss tourism.

Meeting adjourned at 3:58 pm.

Respectfully submitted,

*Sandy Huffer, Deputy Clerk
Washington County Board of Supervisors*



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Report to Washington County on HVADC 2015 Activities

Program Goals

To enhance the agricultural sector in Ulster County by assisting both new and existing agri-businesses, and supporting policies and regulations that recognize and support the Hudson Valley's agricultural economy. Our services are designed to promote Ulster County as an integral part of the Hudson Valley as an attractive, viable region for agriculture and to foster growth and development of the agricultural sector through a creative program or marketing, promotion and the provision and coordination of financial and other resources.

Scope of Services

- 1.) Technical assistance to farmers and farm-related/farm-dependent businesses applying for funding or implementing awards from various public and private sources to include but not limited to: USDA Value Added Grant, USDA Rural Business Enterprise Grants, SBA, EDA, NYS Consolidated Funding Applications, etc.
- 2.) Business planning services to local farmers and farm-related/farm-dependent businesses seeking to diversify production.
- 3.) Business expansion counseling to a local farmers and farm-related/farm-dependent businesses seeking to add process capacity and expand operations to make room for next generation.
- 4.) New farm and farm-related/farm-dependent businesses referrals for site search selection opportunities to locate in the county.
- 5.) Referrals to Ulster County IDA of viable agribusiness projects for consideration of funding support.
- 6.) Representation and technical support to ensure farms and farm-related/farm-dependent business interests are included in NYS Regional Economic Development Councils' plans and implementation.
- 7.) Local farm product sourcing for Farm-to-Table Co-packing and other regional commercial and institutional buyers.
- 8.) Development and promotion of farm and local business sourcing to support agri/culinary-tourism and educate the community members and markets of the role local sourcing plays in economic development through the Hudson Valley Bounty Program and regional branding.

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Incubator without Walls and Washington County Project Updates

Argyle Cheese Farmer is a 4th generation dairy farm that produces about a million pounds of high quality milk each year. After taking a class in cheese making, co-founder Marjorie Randles began making cheese and in 2007 Argyle Cheese Farmer started producing and selling cheese and yogurt. Argyle Cheese Farmer is now making a wide variety of value-added products including yogurts, fresh and aged cheeses, gelato and frozen yogurt. HVADC assisted Argyle Cheese with strategic planning for the relocation and expansion of their operation. HVADC successfully prepared an USDA RBEG grant on behalf of Argyle Cheese and their local partner the Washington County Local Development Corporation. HVADC has also provided assistance in evaluating potential locations and obtaining renovation quotes and the business was able to close on a property last year. In late 2014, Argyle Cheese was awarded a \$310,000 CFA to expand their production facility which includes the lease and renovation of an existing building, and the purchase and installation of machinery and equipment to expand production of yogurt and cheese. Argyle Cheese Farmer was also able to obtain a grant from the Workforce Development Institute to help cover consulting services related to plant layout.

Adirondack Grazers is a grass-fed beef marketing cooperative. HVADC staff has met with the new staff at Adirondack Grazers to evaluate their needs for business planning and expansion. Adirondack Grazers has expressed an interest in growing their business to service an expanding market for grass feed beef in New York City. HVADC has had conversations with the executive director and we are aware that the organization has transitioned its location and some board leadership. We remain a resource and we anticipate providing technical assistance as their growth plan continues to develop.

Fiddlehead Creek Nursery is a small nursery that grows and sells only perennials and shrubs that are native to NY. The owners have grown the business significantly in the seven years that its been in operation. The owners were considering different options for expanding their nursery operation and wanted to put together a business plan that could help them evaluate these options and determine the best way to proceed. HVADC assisted the owners with a financial analysis and with the development of a business plan with financial projections.

Locust Grove Smokehouse is a family-run smokehouse founded by the late father of the current owners. The business is being required to invest in significant upgrades to its facility to meet USDA and NYS requirements and is examining how best to position itself for the future. HVADC is assisting the owners with the development of a business plan and financial projections which will examine strategies for growth and determine how best to finance potential investments in the business. HVADC also provided access to a food safety consultant in order to update their Food Safety System to be in compliance with the current regulations on food safety. The business is also being evaluated for a potential expansion.

Battenkill Fibers manufactures artisan quality natural—colored and kettle—dyed premium knitting yarns using traditional semi-worsted milling machinery. The business has been undergoing an expansion project which has improved operations through the addition of specialized wool “opener” equipment that has been installed and is working to allow Battenkill Fibers to purchase more locally-sourced wool, alpaca, and mohair fleece. These additions are allowing Battenkill Fibers to utilize more local fiber in

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manufacturing yarn for national customers and be more competitive in bidding on these jobs. The company is now also providing higher quality value-added products for its farm-based customers and local farms will have a better market for their lower quality fleeces. The fiber facility processes for over 350 farms. Battenkill was recently awarded a Workforce Development Institute grant in the amount of \$18,500 for the purchase of a Pin Drafter that will significantly expand the business' capacity. With roughly 60 fiber producers in Washington County, this project expansion has great potential to source from the area. HVADC will work to increase access to the facility for Washington County farms.

Simply Grazin' LLC is a large livestock operation with farms in New York, Pennsylvania, New Jersey, and Virginia and sell primarily to large-scale restaurants and retailers such as Whole Foods and Chipotle. The farms raise organic and grass-fed beef, organic and pasture-raised pork, poultry and lamb. The company operates two beef and pork farms in Washington County—one in Fort Ann on 400 acres and another in Granville on 250 acres. The Fort Ann location is the hub of the hog farrowing operation where the owners have converted an existing tie stall dairy barn into farrowing pens to meet animal welfare and GAP standards. The mothers and piglets enjoy radiant heat in each pen with plenty of room to stretch out. The owners would like to build an additional barn to demonstrate best practices of crate-free, animal welfare approved farrowing and in doing so, encourage regional farmers to adopt the same practices. HVADC is supporting Washington County and Empire State Development staff to evaluate possible programs and business assistance as *Simply Grazin'* develops its NY locations. The business is hoping to position itself for a 2016 CFA application.

CFA Award: SUNY Adirondack Regional Education Center Strategic Development Plan: HVADC worked with the Washington County Planning staff to evaluate and develop a NYS CFA to study the opportunity of the expansion of their Sustainable Agricultural degree program. In order to identify specific methodology by which to achieve this goal, SUNY proposed the development of a pilot program in Washington County. The Campus Culinary Arts program is currently full, and the college envisions the creation of a Farm to Table program that will tie elements of the existing culinary program with the recent development of their Agricultural Business Certificate Program. The program engages in hands-on learning in local food production and will partner with area farms and agricultural producers, such as Argyle Cheese Farmer. Programmatic goals include the need to engage and teach students to work in local food production systems and to provide skills in sustainable agriculture and business, which will include hands-on food processing and packaging skills. SUNY Adirondack was awarded a 2014 CFA of \$65,000 to develop this program as well as a strategic plan of action to lead to the creation of a Regional Education Center that houses non-credit and credit programming, courses, and services to support agriculture, health care, and trade industries in Washington County. HVADC has provided suggestions for consultants, reviewed materials, and provided feedback as the project has progressed. HVADC also accompanied SUNY Adirondack staff and faculty to visit Sterling College in Vermont over the summer to discuss curriculum and academic structure.

HVADC 2015 Programming Updates

Good Food Business Accelerator

The Good Food Business Accelerator is project of FamilyFarmed.org that will provide technical assistance, including a 6-month training program that will make agricultural business market and

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investment ready. HVADC has been selected to partner in the establishment of the GFBA in New York due to HVADC's successful track record working with food hubs, distribution networks and other organizations that connect local food producers to consumers. In addition to the technical assistance, the program will connect entrepreneurs to the growing network of NYS and Hudson Valley-based funders that are seeking to invest in ventures that support local agriculture. In early October of 2015, HVADC was awarded \$100,000 from the USDA Local Food Promotion Program to leverage existing financial support to implement this program. HVADC has begun the planning phase of implementation and continues to search for supplementary funding opportunities. Washington County businesses will have access to this dedicated suite of services.

Hudson Valley Bounty

Hudson Valley Bounty (HVB) is an additional project of HVADC designed to promote local farm and food businesses and to support networking connections between local agricultural producers and culinary businesses, retailers and other buyers. HVADC is in the process of performing an overhaul of the current HVB website. These changes will provide a more comprehensive and navigable platform to effectively promote Hudson Valley-based farm and food businesses to consumers and wholesale buyers. Listed below are benefits for farm-related businesses that list with HVB:

- *Hudson Valley Bounty serves as the region's go-to resource for local food and farm offerings.* The HVB website receives thousands of visits every month from consumers and buyers throughout the tristate area looking for information on local food products and dining opportunities. HVADC staff field inquiries ranging from major distribution companies looking to expand their local sourcing to families interested in U-Pick apples and farm-to-table dining. Listing with HVB grants businesses unbridled access to a wide range of potential buyers.
- *Hudson Valley Bounty offers opportunities to be featured on social media, email newsletters and on the blog.* HVB has attracted several thousand followers on Facebook, Twitter, and Instagram. HVADC staff shares stories and pictures of local producers to help drive traffic to their business. Businesses who list with HVB offers access to a large network of dynamic followers (foodies, retailers, businesses, wholesalers, etc) and the opportunity to be featured in HVB/HVADC newsletters and blog postings.
- *Hudson Valley Bounty filters and curates opportunities for local producers.* Listing with HVB provides access to curated newsletters with specific information regarding grant and financing opportunities, training workshops, events and opportunities to promote local food businesses.

HVADC staff is currently performing outreach to a number farm and food business within Washington County to update or create a business listing. To date, we have reached out to 72 farms, 9 craft beverage producers, 6 farm to table restaurants, and 7 farmers markets.

Regional Opportunities for HVADC Partner Counties

Farm to Institution New York State

American Farmland Trust's Farm to Institution New York State (FINYS) program is a statewide partnership of agricultural, public health, and economic development partners who work together to maximize the total volume of locally produced food that is served in institutions such as schools, hospitals, senior centers, universities and more. HVADC is an active member of the FINYS leadership

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team where we have assisted in the development of several FINYS funding requests for the purpose of strengthening and supporting the farm and food economy of New York State. These include a successfully awarded USDA grant, Farm to SUNY, which will increase the amount of fresh and minimally processed produce in four SUNY schools as a pilot for the larger SUNY system and a Market Readiness Training Program for farmers with a focus on food safety, scaling up food production, and packaging and requirements of the region's institutional food service markets. Washington County farmers and food processors/distributors will have access to these programs and the pilot projects being developed with SUNY food service providers.

- *Farm to SUNY*: The FINYS-SUNY Farm to College project will facilitate increased purchases of locally and regionally grown food by colleges and universities within the State University of NY (SUNY) network that will also provide a sustainable profit margin to NYS farmers. The program was awarded a Specialty Crop Block Grant from the USDA to increase the use of fresh, frozen, and processed vegetables produced by NYS farmers on four SUNY campuses including the University of Albany, SUNY New Paltz, SUNY Oswego and SUNY Oneonta. The funding assists American Farmland Trust, HVADC, and their partners in expanding the market for NYS agricultural products such as potatoes, greens, tomatoes, squash, and beans. HVADC is working to identify Hudson Valley Farms, including those in Washington County, interested in this new wholesale market opportunity for fresh and minimally processed items.
- *Farm to School*: HVADC partnered with the Poughkeepsie City School District, Hudson Valley Pattern for Progress and the Poughkeepsie Farm project to develop and secure an USDA Farm to School grant for 2012-2014. HVADC provided overall project management and grant administration duties and assisted in the identification and procurement of local sources of produce. Poughkeepsie City School District responded exceptionally well to the program by developing a series of new menu items to highlight local produce. Students were educated in the preparation, uses, and nutritional benefits of different vegetables such as dark leafy greens and winter squash and the project team facilitated farm visits for hundreds of students; promoting community education and participation in the practice of eating locally grown food. Poughkeepsie City School District was recently awarded an additional \$100,000 grant to continue the Farm to School Program.

Field Goods Expansion Project

Field Goods is a direct-to-consumer local produce distributor that provides weekly deliveries of local produce to its shareholders. The business currently purchases from over 60 regional farms throughout the Hudson Valley and Capital Regions including several Washington County farms such as Kilpatrick Farm and Slack Hollow Farm. In response to increased demand for local food grown by Hudson Valley farmers, Field Goods sought to expand its operation by building and equipping a new distribution facility. To support this expansion, HVADC assisted Field Goods in the preparation of applications for the NYS CFA process as well as for the USDA Local Food Promotion Program (LFPP). Field Goods received \$100,000 from the CFA process to support the new building expansion and an additional \$50,000 from the USDA LFPP to develop a web-based ordering, communications, and inventory management system. Field Goods has already moved into their new location expanding their capacity to source from local farms, including those in Washington County. HVADC has provided additional assistance in the reporting process for the grant's implementation.

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Governor's Regional Economic Development Council

In 2011, Governor Andrew Cuomo announced the establishment of the NYS Regional Economic Development Councils to promote strategic planning, community development, job creation, and economic growth in New York State. The Regional Councils are a community based, bottom-up approach to economic development made up of local experts and stakeholders from business, academia, local government, and NGOs. Since 2011, the Regional Councils have awarded over \$1.5 billion in funding to a wide variety of innovative projects that promote growth and reflect the distinct characteristics of each region through the Consolidated Funding Application (CFA) process.

Executive Director Todd Erling has maintained a seat on the Council of the Capital Region since its establishment and coordinates on projects with overlapping regional council boundaries such as Mid-Hudson Regional Economic Development Council. This allows HVADC to play an important collaborative leadership role in the economic development of the Hudson Valley.

Hudson Valley Food Hub: Farm to Table Co-Packers and Hudson Valley Harvest

Farm to Table Co-Packers (F2T) was founded in 2009 in Kingston, NY to serve the growing demand for locally grown food from consumers in New York City and throughout the Northeast. F2T is a regional food hub that provides infrastructure, including processing, storage, distribution and logistics, to connect regional producers with a growing numbers of consumers that want to purchase local food. From its inception, F2T has experienced significant growth, but also very significant challenges pertaining to capacity building, access to growth capital and management.

In 2013, HVADC partnered with F2T and Hudson Valley Harvest (HVH) to secure \$775,000 in grant funding from New York State's CFA process to expand infrastructure and capacity. The grant identified a need for additional processing equipment, cold/freezer storage, trucks and distribution depots. HVADC administered funds and assisted with the implementation of the grant project. To date, F2T has been able to purchase a forklift, stacker, pallet cooler, additional processing equipment and more. In 2014, HVADC administered \$86,139 in NYS CFA funds for equipment purchasing and \$24,500 in NYS CFA funds to HVH for the purchase of a delivery vehicle. Also in 2014, F2T entered into an agreement with Chartwells, a national food service management company, to develop a 14-school local foods pilot program designed to practice procurement and purchase of local foods throughout the region. F2T continues to work closely with Chartwells to further develop the program. In 2015, F2T was able to purchase an oven that was related to the business becoming a certified SQF facility.

F2T has worked with over 100 NY farms and regional food clients. This year, over 2.5 million lbs of NY-grown product passed through F2T's Kingston facility. This number continued to grow as the facility's capacity increases. HVH works with over 40 partner farms representing over 6,000 acres in production. HVADC has provided ongoing assistance to F2T and HVH which has included the development of a Strategic Facility Utilization Plan, refinement of financial processes, a process line engineering evaluation, a marketing plan, structuring of a loan package from a private mission-driven investment group, and grant administration. HVADC continues to provide substantial ongoing support including help with cash flow management, securing investment, business planning and marketing. HVADC will continue to liaison between Washington County growers and the processing and marketing opportunities presented by the Hudson Valley Food Hub Project.

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Hudson Valley Local Food LTL Distribution Network

HVADC was awarded a \$225,000 CFA to develop a network of "hyper local distribution nodes" to supplement the well-established regional food transportation and distribution infrastructure in the area. The network is being established to meet the need for LTL (less than trailer load) freight service to enable transactions between farmers and wholesalers within their local areas while also opening up farmers and food processors to larger NYC, Hudson Valley and Northeastern markets. Based in the Mid-Hudson and Capital Regions, the distribution hub will allow farmers to cost effectively get their products to market. In early fall of 2015, HVADC completed the work scope for a RBOG grant for the project which included a market study, business plan and multi-enterprise analysis. HVADC is continuing to evaluate the potential for collaboration on large, emerging regional enterprises such as Blue Apron and Headwater Food Hub.

Local Economies Farm Hub Initiative

HVADC and the Local Economies Project of the New World Foundation are continuing a partnership to bring technical business assistance to new and existing agribusiness ventures through the Local Economies Project Farm Hub initiative. The Farm Hub initiative is designed to provide training in and support for sustainable farming and marketing for new and established farmers while providing opportunities for demonstration and research that will increase the resiliency of our regional food system and help produce healthy food for the region. HVADC's role is to support the participants with business coaching and other professional business services including access to capital and technical assistance, which will allow them to establish and grow their business. Applicants will be evaluated and assistance will be provided on a first come, first serve basis according to availability of funds. As a direct result of the partnership HVADC has created with the Local Economies Project, Washington County growers and producers have access to this dedicated funding and suite of services.

TasteNY Todd Hill

HVADC assisted NYS program staff and regional partners on opening the first TasteNY dedicated store on the Taconic Parkway at the Todd Hill Historic Rest Area in 2014. The store is stocking and selling only NY-grown and NY-made farm and food products to promote and highlight the new TasteNY campaign. The store carries products from at least 15 agricultural producers at any given time. HVADC is working to ensure regional inclusion of products and will continue to assist access for Washington County farms. The store is currently celebrating their recent milestone of \$1 million in sales.

Key Points:

2014 Report on Economics of Tourism in NY State

By: Tourism Economics -an Oxford Economics Company

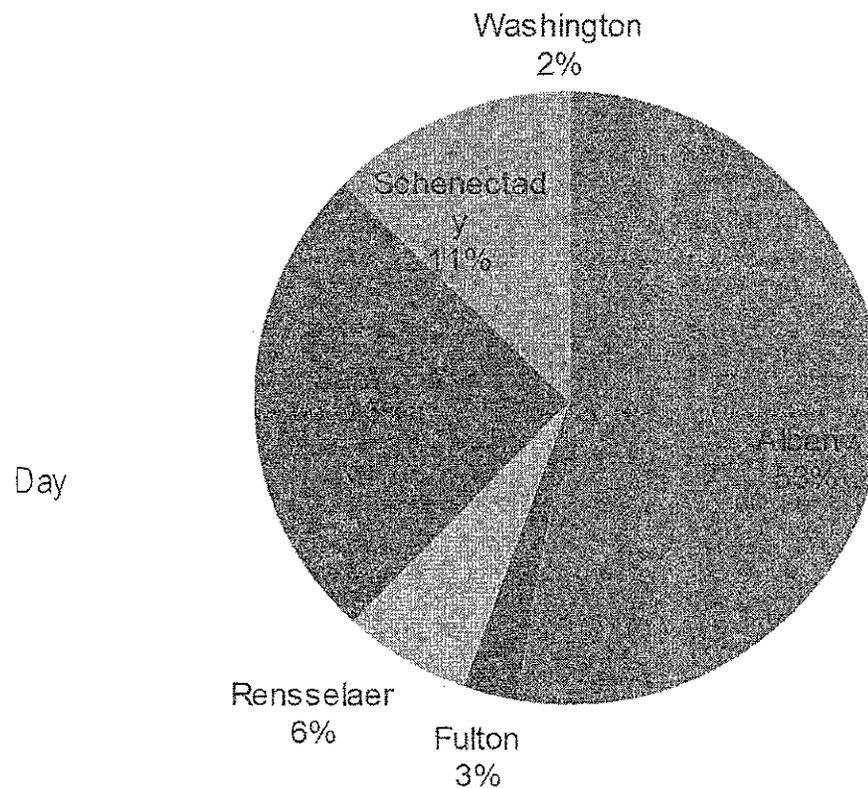
New York State overall:

- New York State's tourism economy expanded in 2014 with 5.4% growth in traveler spending.
 - Direct tourism employment grew 3.2% to reach a new high in 2014 while associated personal income expanded 4.2%. On both of these measures, tourism outpaced the general economy.
 - US domestic markets supplied 70% of the New York State's traveler spending base in 2014 with 30% generated by International market
 - Majority of growth was in lodging, followed by air transport and recreation
-
- Following is analysis of the Capital-Saratoga Region including Washington County

Capital-Saratoga, county distribution

- Tourism in the Capital-Saratoga region is a \$1.8 billion industry, supporting 32,244 jobs.
- Albany County represents 53% of the region's tourism sales with \$959 million in traveler spending.
- Traveler spending in region increased 5.7% in 2014.

Traveler Spending



Capital-Saratoga, total tourism impact

Total Tourism Impact, 2014	Traveler Spend 000	Labor Income 000	Employment	Local Taxes 000	State Taxes 000
Albany	\$958,719	\$501,269	14,986	\$69,361	\$52,335
Fulton	\$50,572	\$17,942	720	\$3,430	\$2,761
Rensselaer	\$118,773	\$57,222	2,384	\$7,673	\$6,484
Saratoga	\$462,075	\$220,429	8,601	\$29,756	\$25,224
Schenectady	\$201,837	\$105,671	5,080	\$12,458	\$11,018
Washington	\$28,606	\$9,697	473	\$2,079	\$1,562
TOTAL	\$1,820,582	\$912,230	32,244	\$124,757	\$99,382

Day

Regional growth

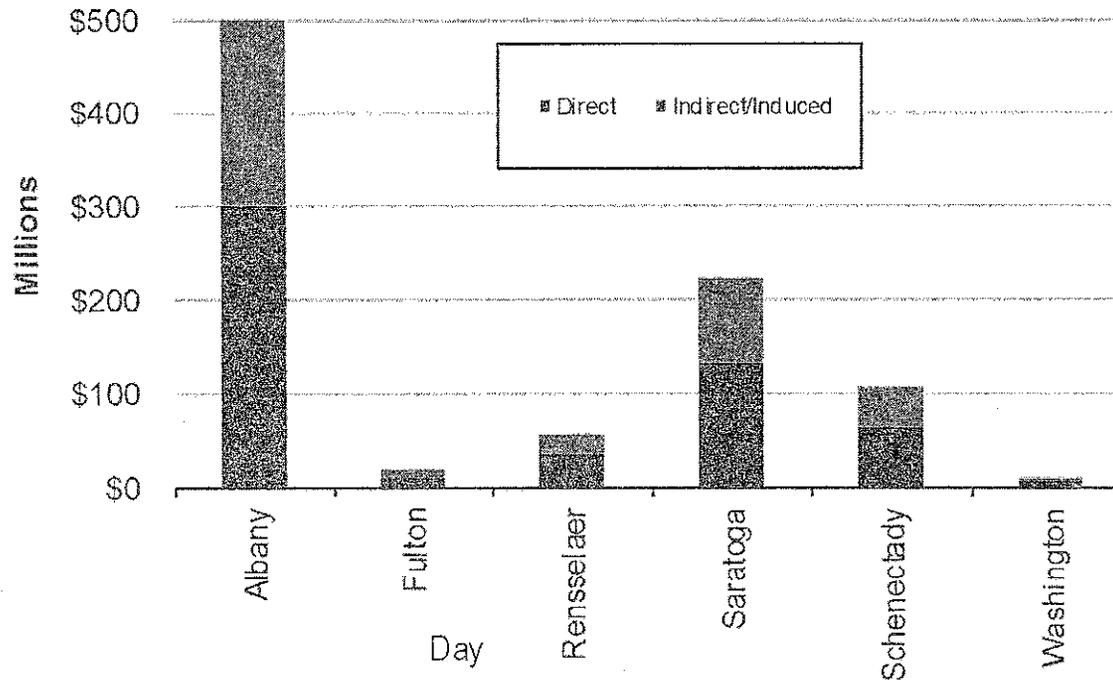
Traveler Spend '000s	2012	2013	2014	2014 / 2013
Albany	\$ 874,847	\$ 893,074	\$ 958,719	7.4%
Fulton	\$ 49,527	\$ 50,544	\$ 50,572	0.1%
Rensselaer	\$ 103,057	\$ 108,597	\$ 118,773	9.4%
Saratoga	\$ 430,303	\$ 436,122	\$ 462,075	6.0%
Schenectady	\$ 201,728	\$ 203,637	\$ 201,837	-0.9%
Washington	\$ 30,365	\$ 30,141	\$ 28,606	-5.1%
TOTAL	\$ 1,689,826	\$ 1,722,114	\$ 1,820,582	5.7%

State Taxes, \$	2012	2013	2014	2014 / 2013
Albany	\$ 48,011,581	\$ 48,953,308	52,334,826	6.9%
Fulton	\$ 2,718,036	\$ 2,770,521	2,760,641	-0.4%
Rensselaer	\$ 5,655,753	\$ 5,952,667	6,483,630	8.9%
Saratoga	\$ 23,614,990	\$ 23,905,747	25,223,886	5.5%
Schenectady	\$ 11,070,824	\$ 11,162,227	11,017,914	-1.3%
Washington	\$ 1,666,448	\$ 1,652,144	1,561,527	-5.5%
TOTAL	\$ 92,737,632	\$ 94,396,613	99,382,424	5.3%

Local Taxes, \$	Day	2012	2013	2014	2014 / 2013
Albany		\$ 63,676,688	\$ 65,602,885	69,361,126	5.7%
Fulton		\$ 3,242,389	\$ 3,347,440	3,429,778	2.5%
Rensselaer		\$ 6,843,443	\$ 7,274,691	7,673,487	5.5%
Saratoga		\$ 28,666,096	\$ 28,109,591	29,755,961	5.9%
Schenectady		\$ 11,850,182	\$ 12,132,449	12,458,119	2.7%
Washington		\$ 1,915,273	\$ 2,050,562	2,078,613	1.4%
TOTAL		\$ 116,194,070	\$ 118,517,618	124,757,084	5.3%

Capital-Saratoga, labor income

Tourism-Generated Labor Income

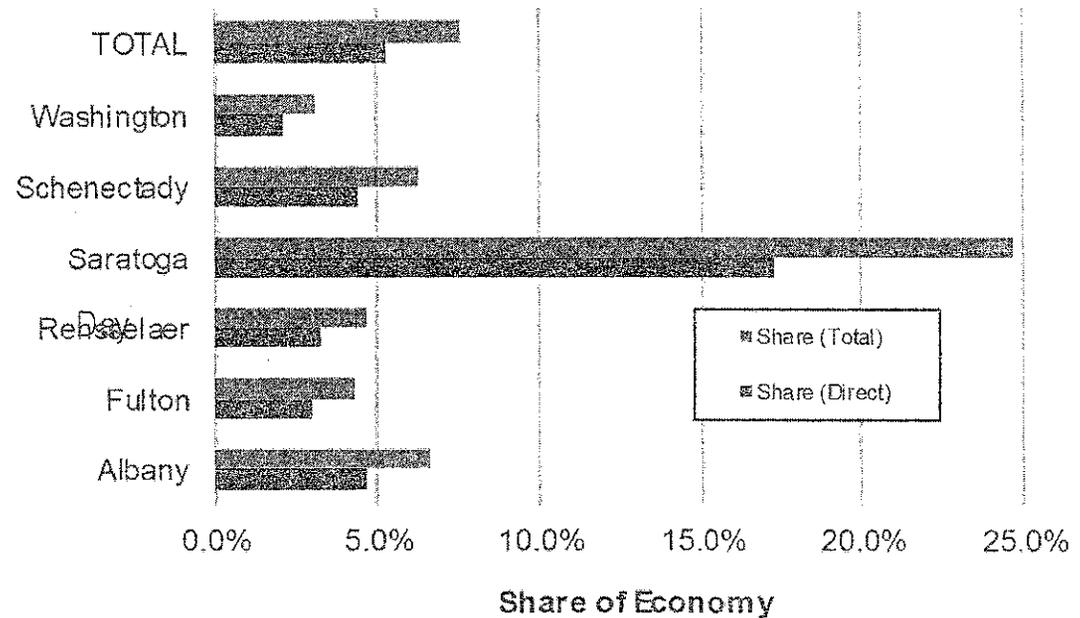


- Tourism in the Capital-Saratoga region generated nearly \$544 million in direct labor income and \$912 million including indirect and induced impacts.
- Tourism is most significant in Albany County, generating \$501 million in labor income.

Capital-Saratoga, tourism employment

- 7.6% of all employment in the Capital-Saratoga region is generated by tourism.
- Saratoga County is again the most dependent upon tourism with 24.7% of all employment sustained by visitors.

Tourism-Generated Employment
Share of Economy, 2014



Capital-Saratoga, tourism taxes

Tourism-Generated Taxes, 2014	Local Taxes	State Taxes	Total	Region Share	Tax Savings per Household
Albany	\$69,361,126	\$52,334,826	121,695,952	54.3%	\$985
Fulton	\$3,429,778	\$2,760,641	6,190,419	2.8%	\$270
Rensselaer	\$7,673,487	\$6,483,630	14,157,117	6.3%	\$223
Saratoga	\$29,755,961	\$25,223,886	54,979,846	24.5%	\$626
Schenectady	\$12,458,119	\$11,017,914	23,476,034	10.5%	\$403
Washington	\$2,078,613	\$1,561,527	3,640,140	1.6%	\$147
TOTAL	\$124,757,084	\$99,382,424	224,139,508	100.0%	\$589

- Were it not for tourism-generated state and local taxes, the average household in the region would have to pay an additional \$589 to maintain the same level of government revenue.

Washington County Tourism

Washington County needs to recognize the importance of tourism as an industry. It is the number two industry in New York State with farming as number one. We also need to unite the county with a common theme that will brand the county. All Chambers of Commerce should be united in their efforts to promote tourism. The I Love NY Program funds need to be utilized not only to match county funds but also other entities such as tourism related businesses and events. The Special Funding Program should be used for shop local initiatives. Volunteers should be recruited and trained to educate, give presentations, man booths at events, help with clerical duties, fulfill requests for information and help to generally promote tourism.

Proposed Plan

Goal

To support and foster Tourism in Washington County for community and economic growth

Modalities:

- create a network of volunteers
- create a network of Chambers of Commerce
- create a data base
- create a network of tourism related businesses
- create a calendar of events
- establish a relationship with the Capitol-Saratoga Region
- create a marketing plan for I Love NY and Special Funding Programs
- Support large special events especially related to farms, nature & sports
- Create a target market
- Consistently review update and grow the website
- Grow, support and create information centers

Objectives

- Increase number of visitors to Washington County
- increase the amount of time (days) visitors stay in Washington County
(The longer they stay the more they spend)
- Increase tourism dollars
- Increase sales and bed tax dollars
- Increase sustainable tourism for the benefit of the community