

**Approving The Creation And The Funding Of “Ulster Tomorrow”,
An Economic Development Marketing And Strategy Plan –
Authorizing The Chairman To Enter Into An Agreement With Ulster
County Development Corporation – Amending The 2008 Ulster
County Budget – Ulster County Development Corporation**

The Economic Development, Housing, Planning and Transit Committee (Chairman Rodriguez and Legislators Bischoff, Loughran, Sheeley, Harris, Roberti and Terrizzi) offers the following:

WHEREAS, the Ulster County Development Corporation (UCDC) and the Ulster County Industrial Development Agency (UCIDA), fosters business growth and economic development in the County of Ulster and its municipal subdivisions, and

WHEREAS, the County, the Ulster County Development Corporation (UCDC), and the Ulster County Industrial Development Agency (UCIDA) wish to accomplish their purposes in part by making funds available through the authorization of a sustainable economic development plan for Ulster County entitled “Ulster Tomorrow Plan” that will encourage business development within Ulster County, and

WHEREAS, the Ulster Tomorrow Plan will support Ulster County’s economic development program by improvements to the permit and review process, the labor capacity, business expansion and knowledge-based industries, by focusing on certain strategic improvements, and

WHEREAS, the Ulster Tomorrow Plan will be administered by the Ulster County Development Corporation (UCDC) with technical assistance from the Ulster County Industrial Development Agency (UCIDA) and the Ulster County Planning Board, and

WHEREAS, the Economic Development, Housing, Planning and Transit Committee has met and reviewed this program with a majority of the members voting approval,

WHEREAS, the Ways and Means Committee has met and reviewed this program with a majority of the members voting approval.

RESOLVED, that the Chairman of the Ulster County Legislature is hereby authorized to enter into an agreement with the Ulster County Development Corporation (UCDC) for specific economic development services in and for Ulster County related to the “Ulster Tomorrow Plan” for the year 2008, in the form to be filed with the Clerk of the Ulster County Legislature or as modified with the approval of the County Attorney, and

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FURTHER RESOLVED, that pursuant to the agreement, the Ulster County Development Corporation (UCDC) will provide the following services to the County of Ulster in the calendar year 2008:

1. Facilitation by the Ulster County Development Corporation (UCDC) staff in 2008 of the Ulster Tomorrow Steering Committee’s oversight, development, and implementation of the “Ulster Tomorrow” economic development plan (“the Plan”) co-sponsored by the Ulster County Planning Board, the Ulster County Industrial Development Agency (UCIDA), and the Ulster County Development Corporation (UCDC). This will include facilitation of at least 8 meetings of said Steering Committee, i.e., at least 2 in each quarter. Such facilitation includes the Ulster County Development Corporation (UCDC) staff time and office expenses spread approximately evenly over the calendar year, public outreach meetings (see 2 below), marketing expenses (see item 3 below), and seed funding for implementation of selected plan deliverables (see item 4 below).
2. Facilitation by the Ulster County Development Corporation (UCDC) staff in 2008 of at least 12 public outreach meetings, approximately 3 (or more) in each calendar quarter, throughout Ulster County having the purpose of communicating the mission, vision, goals, strategies, and action steps in the Plan. The Ulster County Development Corporation (UCDC) will document the meetings held and the approximate number of people attending each. The outcome of these meetings should be increased public understanding of and engagement in economic development in the County, and increased awareness and support of the Plan. The minimum target audience to be reached at these meetings is 400 people.
3. Marketing and communication of the Plan in Ulster County and to economic development funding agencies, partners, and the business community generally. Marketing materials regarding the Plan will include a brochure (with at least 1,000 copies), an action plan matrix (at least 1,000 copies), a PowerPoint presentation, press releases (at least four), and an Ulster Tomorrow Web presence. The Ulster County Development Corporation (UCDC) staff and the Ulster Tomorrow Steering Committee will be responsible for implementing these marketing and communication deliverables.

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4. Implementation support for selected specific deliverables in the Plan as outlined in the “Ulster Tomorrow Actions Summary” document. This includes but is not limited to:
 - a. Identification of sustainability and quality-of-life metrics for the Plan with the assistance of a consultant specializing in the same (by end of second calendar quarter); and
 - b. Development of a Web-based gateway for better coordination of, and improved business and public access to and participation in, economic development information and activity in Ulster County (by end of fourth calendar quarter).

5. After the fourth quarter of 2008, the Ulster County Development Corporation (UCDC) will furnish to the Economic Development, Housing, Planning and Transit Committee of the Ulster County Legislature and the full Ulster County Legislature, a report on the actual activities and outcomes of this project in 2008.

, and

FURTHER RESOLVED, that in consideration for these services and proof of expenses related thereto, the County of Ulster shall pay the Ulster County Development Corporation (UCDC) the sum of \$48,000.00, to be paid in increments of \$24,000.00 in the second quarter of the calendar year, \$12,000.00 in the third quarter of the calendar year and \$12,000.00 in the fourth quarter of the calendar year, and

FURTHER RESOLVED, that the 2008 Ulster County Budget is hereby amended as follows:

CREATE

A4-2801-4959
(App. #)

UCDC, Ulster Tomorrow Plan

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TRANSFER

<u>FROM</u>		<u>AMOUNT</u>
A4-1331-4553 (App. #)	Contingent Account	\$48,000.00
<u>TO</u>		<u>AMOUNT</u>
A4-2801-4959 (App. #)	UCDC, Ulster Tomorrow Plan	\$48,000.00

and moves its adoption.

ADOPTED BY THE FOLLOWING VOTE:

AYES: 32 NOES: 0
(Absent: Legislator Roberti)

FINANCIAL IMPACT:
\$48,000.00 – BUDGETED 2008 COUNTY DOLLARS
TRANSFER FROM CONTINGENT ACCOUNT

0321