

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



2015 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

UCEDA's goals include:

1. Support economic development in Ulster County.

UCEDA initiated a marketing campaign to market Ulster County to tech entrepreneurs in NYC as a great place to start and expand their business. The local firm Raleigh Green, Inc. was contracted with to lead this effort. UCEDA also provided financial support to the Hudson Valley Economic Development Council (HVEDC) and participated in numerous economic development-related events, including HVEDC events.

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

As part of the marketing initiative with Raleigh Green, Inc., UCEDA created and implemented a successful micro campaign targeting tech entrepreneurs in NYC. This campaign included a new micro website with original content and an excellent new video featuring Ulster County's tech entrepreneurs. It also included sponsorship of a NY Tech Meetup and a bus trip for NYC's tech entrepreneurs to visit Ulster County for the day.

UCEDA continued publishing a newsletter in conjunction with the Office of Economic Development, as well as a monthly “Featured Properties” newsletter to site selectors.

UCEDA has also hosted several events geared toward increasing economic development in Ulster County, including webinars, conferences and four “Building Ulster County Together” breakfasts, a networking event for businesses in the construction, real estate, and banking sectors.

3. Administer Revolving Loan Funds

Oversight was provided on all loan projects, including visits to each site.