

DebraBresnan.com

All the write stuff

- Bios • Case Studies • Copywriting • Direct Mail • Features •
- Marketing & Promotional Materials • Newsletters • Web Content •

Invoice

UCEDA, Inc.

Writing, editing, research, consultation

Social Media – Research, schedule, publish 45 posts

3 meetings with Suzanne

UFB website review & revision – ongoing

2 UFB website revision sessions with Tom Hynes @ UCIS

Finalized 2 media releases (GCTN & PCT/Ellenville)

(42.25 hrs. @ \$70/hr. = \$2,957.50)

Payment Due Upon Receipt:

\$2,957.50

For work completed July 17 – August 17, 2018

Invoice #0607

Submitted 08.20.18

Please make check payable to:

Debra Bresnan

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Social Media Posts 080318

FREE WEBINAR FOR DISABLED VETERANS

Suzanne, I'll post this with the attached PDF from Meghan, but there's also a link in case you can't open it, just FYI.

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<https://www.instagram.com/p/Bl29K6OBX7c/>

Job opening for Administrative Assistant at one of Midtown Kingston's newest--and brightest--global businesses.



NEWS FROM THE OFFICE OF ULSTER COUNTY EXECUTIVE MIKE HEIN



FOR IMMEDIATE RELEASE

July xx, 2018

Contact: exec@co.ulster.ny.us

845.340.3800

Entrepreneurs from Grand Central Tech Arrive at Senate Garage in Kingston for Innovative Summer Business Residency

*County Executive Hein and Hudson Valley Tech Meetup Aim to Forge Enduring Relationships to
Encourage Tech-Related Innovation in Ulster County*

Kingston, N.Y. – On July 11, Ulster County Executive Mike Hein attended the regular monthly Hudson Valley Tech Meetup to kick off the opening of Grand Central Tech’s (GCT) summer satellite offices at the Senate Garage in Kingston. GCT is one of the nation’s premier tech incubators and their decision to establish a satellite office in the Hudson Valley—GCT North—will strengthen developing relationships between entrepreneurs now based in New York City and tech innovators already living and working here in one of the Catskills’ most dynamic tech sectors. The innovative partnership between Ulster County Economic Development Alliance, Inc. (UCEDA), Grand Central Tech (GCT) and Hudson Valley Tech Meetup (HVTM) to create a summer tech incubator in Kingston was conceived to build stronger connections between Ulster County and NYC tech innovators. Throughout July and August, GCT North will host employees drawn from more than 100 of GCT’s member companies in New York City.

Creating ample opportunities to build relationships between these NYC-based entrepreneurs and local tech and maker communities is an important focus of planned summer activities. In addition to inviting GCT North residents to attend the HVTM’s monthly gatherings for Ulster County’s close-knit tech and startup community, a weekly series of “Meet Your Neighbors” mini-meetups will be held on Wednesday evenings in Kingston. To view the full schedule and register for the “Meet Your Neighbors” gatherings, please visit << <https://www.meetup.com/hvtech/events/> >>.

Michael P. Hein, Ulster County Executive

“The Ulster County Economic Development Alliance and representatives from Hudson Valley Tech Meetup have been participating in membership events at GCT’s NYC location to help inform others who might like to participate in our new GCT North program,” explained **County Executive Mike Hein**. “This residency is the exciting culmination of many months of hard work and planning. We are very pleased to welcome GCT North to Kingston and anticipate a fruitful summer of making connections and establishing a base for ongoing business to flourish. Our aim is to encourage business relationships between New York City entrepreneurs and the innovative thinkers who are already living and working in the Hudson River Valley tech corridor. It is our hope that many of the folks who are working at the Senate Garage this summer will return to take up permanent residence here.”

The initiative is a centerpiece of County Executive Hein’s most recent business attraction efforts, which leverage the County’s tremendous scenic and cultural resources to compete with surrounding areas and

small cities throughout the nation to attract highly talented, creative professionals to Ulster County's communities. Ongoing activities and events have been designed to showcase Ulster County's compelling range of assets—from natural and recreational resources to economic assistance, a thriving community of potential employees, and continuing opportunities to network and make essential connections with like-minded entrepreneurs and established businesses.

About Grand Central Tech

Founded in 2014, Grand Central Tech (GCT) has quickly earned renown as New York City's premier venture platform, providing all the critical resources for transformational startups to achieve scale. Within its Accelerator program, the company awards seed-stage, non-equity investments through a highly-competitive annual application process. For businesses seeking shared space, GCT also operates a co-working facility called Growth in its 100,000 square foot office, just steps from Grand Central Station. The Hub@GCT supports social entrepreneurs that are using technology to address some of the most pressing urban challenges facing cities large and small – energy, waste, transportation, agriculture and water. GCT also recently added the New York Venture Fellows program to its platform, which is a year-long fellowship program designed to help high-potential entrepreneurs scale their ventures in New York City. The summer-long residency at the Senate Garage, GCT North, is their latest energetic, forward-leaning initiative—and their first presence outside of New York City.

Rodney Manzo, CEO and Founder, Anvyl

Anvyl, a supply chain technology platform that provides visibility into the manufacturing process and streamlines relationships between reputable brands and world-class manufacturers, is one of the GCT North teams that will be onsite. They standardize and automate interactions, negotiate contracts and schedules, track production and quality, and provide visual and data updates to ensure on-time delivery. *"Anvyl has doubled in size since January," said Anvyl CEO and Founder, Rodney Manzo. "With our growing number of employees and customers, we've gone from weekly company round-tables to team-based planning: we're all striving to bring transparency and ease to the supply chain community. With the opening of GCT North, we jumped at the opportunity to bond across our growing team and get out of the humid hustle of summer in NYC. This is a dedicated time to review and apply focus so we can close out our first full calendar year as a company with vigor. Upstate, we'll be deepening every single employee's understanding of Anvyl. From supply chain knowledge courses to identifying our unique core values, this time at GCT North will provide a no-distraction, nature-filled environment to build on our foundation and hone our rallying call so we're ready for scale."*

Inspiring a New Generation of Ulster County Residents

Ulster County is poised to lead a new wave of economic development in the region: The foundation has been laid by new tech firms like Dragon360, Moonfarmer, Exago and 340Best, among others. Many local high school and college-age students are seeking opportunities that will allow them to remain in their communities following graduation while establishing connections with the existing tech communities in New York City and beyond. An important aspect of the GCT North initiative is a keen awareness of this initiative's potential to mentor young people and to attract talented young employees to technology-related enterprises.

Ashley Knox, Executive Director, Go Beyond Greatness

In June, a group of 20 high school students from Kingston and New Paltz took a tour of the GCT facilities in New York City as part of the Go Beyond Greatness, Inc. (GBG) “Build Your Brand Project.” The Kingston-based program is housed in the Seven 21 Media Center and **GBG Founder/Director Ashley Knox** said, “Students learned about the number of new tech jobs on the rise, along with how technology is used as a great tool to improve social and environmental issues within our communities. Students were amazed to see the number of young professionals doing meaningful work with the Hub@GCT. Members of the company hosted a lunch-and-learn session to talk to students about life in Kingston and how to utilize social media as a platform to build their personal brand in a way to increase college- and career-oriented opportunities locally and abroad for their future success. The students had a blast and we are really excited about the GCT North project in Kingston this summer.”

Ulster County Offers Exceptional Quality of Life and a Thriving Entrepreneurial Culture

Kale Kaposhilin, Co-founder of Hudson Valley Tech Meetup

“We want to create the conditions where people will feel excited, inspired, and eager to meet each other. I think that one uniquely Hudson Valley approach to business development concerns is commitment to focus on community wealth building and to preserve our diversity. The speakers we’re inviting to these sessions share a sense of pride about actively creating a rising tide together,” said **Kale Kaposhilin, co-founder of Hudson Valley Tech Meetup**. “Everyone that I’ve met at Grand Central Tech shares the love that we have here in Kingston and Ulster County for the co-creation of a compassionate community. I hope that our neighbors and colleagues living here already will come out to meet our visiting friends at our events so that we can all get to know each other,” Kaposhilin continued. “If we do this it is my expectation that we will form new relationships and find new paths to partnerships and resiliency which will benefit everyone. Community is something that we create, together.”

During the summer, GCT’s visiting members will be encouraged to participate in a wide range of local activities, including tech-themed workshops and panels as well as local festivals and events. The Ulster County Economic Development Alliance, which is sponsoring GCT’s summer presence in Kingston, will partner with GCT, the Senate Garage, and Hudson Valley Tech Meetup to coordinate participation in these events and activities, with a goal of showcasing Ulster County’s quality of life and building stronger ties between tech leaders in Ulster County and in New York City. Through these efforts, GCT North supports the County Executive’s efforts to build and strengthen Ulster County’s local tech-related cluster.

“We want these teams from Grand Central Tech to directly experience the tangible benefits of what it is like to live, work and enjoy themselves in Ulster County, and to see first-hand how easy it could be to relocate their businesses and families here,” explained **County Executive Mike Hein**. “We want them to see that they could join the fold of businesses who already call Ulster County home—and that they could thrive here because of the priority and support that we offer to our existing business community and our growing tech industries. The welcome mat is out.”

#

Videos: [Tech In Ulster County – Kale Kaposhilin and Hudson Valley Tech Meetup](https://youtu.be/a_I6Vudwdfg)

(https://youtu.be/a_I6Vudwdfg); [Tech in Ulster County – Dennis Crowley and Kingston Stockade FC](https://youtu.be/yIjDXUqdHAs)

(<https://youtu.be/yIjDXUqdHAs>); [Ulster County Welcomes Niche Manufacturers!](https://www.youtube.com/watch?v=qeplQ5UOaE)

(<https://www.youtube.com/watch?v=qeplQ5UOaE>)

<http://ulstercountyny.gov/ulsterforbusiness/video>

Photos: Attached. Ashley Knox sent several too.

DRAFT

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LOCAL BUSINESS FEATURE/CRAFT BEVERAGE: NEW PALTZ/WAWARSING

<https://hudsonvalleyone.com/2018/08/09/pfalzerbrau-new-paltz-brewing-companys-german-style-brewery/>

Pfälzerbräu brews up to ten 31-gallon barrels a week. Their Old-World traditions have earned a Bronze TAPS New York and the loyalty of thirsty locals. #tasteny #newpaltzchamber

LOCAL FARM BREWERY EVENT: ACCORD

<https://www.poughkeepsiejournal.com/story/entertainment/2018/08/07/dirt-farmer-festival-jackson-browne-celebrate-legacy-levon-helm/888220002/>

Jackson Browne, Gail Ann Dorsey, Amy Helm and Larry Campbell/Teresa Williams headline the August 19th Dirt Farmer Festival at Arrowood Farms in Accord. The farm brewery grows its own ingredients and serves live music too. #tasteny #DirtFarmerFestival #ArrowoodFarms

REGIONAL BUSINESS TRAINING PROGRAMS: BILINGUAL IN SPANISH/ENGLISH

<https://wedcbiz.org/programs-and-services/entrepreneurial-training-program/>

60+ Hour Entrepreneurial Training Programs for Women in the Mid-Hudson Valley & Westchester are offered in English and Spanish. #WEDCbiz

CRAFT FOOD/BEVERAGE SECTOR: FUNDING

<https://www.hvadc.org/farm-food-funding-accelerator>

Grow your business with this intensive mentoring and training program. Apply by 9/15; be ready to pitch to funders in the spring! #tasteny #HVADC

TECHNOLOGY TRAINING

https://www.sunyulster.edu/continuing_education/web_development/web-developer_fastrack.php

Master the skills you need at SUNY Ulster's Web Development Mini Boot Camp. Info sessions are held this month; classes start September 10. #SUNYUlster

FILMMAKING SECTOR

<https://www.poughkeepsiejournal.com/story/news/2018/08/03/netflix-series-filmed-ulster-stone-and-hill-set-debut/890717002/>

Netflix's "Maniac," with Emma Stone and Jonah Hill, premieres September 21: Production teams booked dozens of local hotel rooms last fall to shoot scenes in Ulster County. www.ulsterforfilm.com #HVFC #StockadeWorks #WoodstockFilm #NYSFILM

LOCAL BUSINESS FEATURE: SAUGERTIES

<http://www.dailyfreeman.com/general-news/20180805/lox-of-bagels-in-saugerties-a-nearly-30-year-labor-of-love-for-transplanted-new-jersey-couple>

Lox of Bagels's family-owned business model works—with a schmeer!
#SaugertiesScene

FUNDING FOR ECONOMIC DEVELOPMENT INSTITUTIONS

<http://www.usccb.org/about/catholic-campaign-for-human-development/grants/economic-development-grants-program/index.cfm>

Pre-applications are due November 1 for economic development projects in five categories: Real Estate, Business Incubators/Marketplaces, Community Development Financial Institutions, Social Purpose/Training Businesses, and Worker-Owned/Community-Owned Businesses.

REGIONAL BUSINESS SHOWCASE

<https://www.tasteofnewpaltz.com>

Vendor and sponsorship applications are online now for the 28th Annual Taste of New Paltz, one of the Hudson Valley's high-traffic business showcases.
#newpaltzchamber

INDUSTRY SECTOR MANUFACTURING: AMETEK ROTRON
(Manufacturing Day was promoted once but I plan to hit this event a couple more times before Oct 5th)

<http://www.mfgday.com/events/2018/ametech-rottron-2>

Ametek Rotron in Woodstock and more than 650 other manufacturers have Manufacturing Day events in October. Visit <http://www.mfgday.com> for inspiration and register a community event for your business! #MfgDay

NATIONAL NEWS: NEW PALTZ BUSINESS FEATURE

https://issuu.com/constructionbusinessmedia/docs/1807_nzb

Do you want to learn more about green building? Ulster County is home to green building expert Alfandre Architecture in New Paltz. Check out "Project Zero," and call Rick Alfandre for more info.

INDUSTRY SECTOR: FILMMAKING

<http://nyslovesfilm.tumblr.com/post/176305649113/new-york-state-of-feature-film>

Ulster County is camera ready! Ask us about NYS Film Production Tax Credits, site locations and more.

<https://www.nytimes.com/2018/07/23/lens/holocaust-jews-rescuers.html>

Woodstockers Johtje & Aart Pos are featured in a book and photography exhibit, now marking its 30th anniversary: *Rescuers: Portraits of Moral Courage in the Holocaust*.

<http://www.dailyfreeman.com/general-news/20180725/stockade-works-sound-department-intensive-program-to-run-aug-3-5-at-suny-ulster-kingston-campus>

Stockade Works is training locals for sound utility positions on non-union film productions.

REGIONAL NEWS: SAUGERTIES & MAURICE HINCHEY

<https://hudsonvalleyone.com/2018/07/26/saugerties-post-office-named-for-maurice-hinchey/>

A bi-partisan bill was passed to honor Congressman Hinchey, who faithfully represented our region for nearly 40 years.

REGIONAL NEWS: CO-WORKING IN NEW PALTZ

<https://goo.gl/forms/hCxfBogwSbQWnKbz2>

EPIC Artists Studio Space, New Paltz, << <http://oneepicplace.com> >> is hatching a co-working plan & needs your input.

BUSINESS SKILL SETS: PRODUCTIVITY AND INNOVATION

<https://www.fastcompany.com/90205776/the-four-day-work-week-works>

Happier, more focused and productive employees—in a four-day work week?

SMALL BUSINESS FEATURE: SAUGERTIES

<https://hudsonvalleyone.com/2018/07/25/take-a-sunset-tour-on-the-hudson/>

In six years, Gail Porter quadrupled her fleet, all for the love of paddling.

POSTED 072418

JOB ANNOUNCEMENT: FILM INDUSTRY

Are you a film buff with office management skills? The Woodstock Film Festival has a F/T job opening.



Meira Blaustein

7 hrs ·

JOB POSTING FOR FULL TIME POSITION: The Woodstock Film Festival is looking for a full-time Office Manager to work in its office in the heart of Woodstock, NY.

Candidates must be quick learners, highly responsible, organized, and computer savvy, with good writing skills, good people skills and a strong work ethic.

Candidates should be comfortable in a managerial position, as well as a part of a team. Ability to pay attention to many details, as well as maintain the big picture, is required. Taking directions well and taking initiatives are part of the job. Must be able to work under pressure, especially around festival time. Some technical knowledge and understanding of film, a plus. Etc...

INDUSTRY SECTOR: TECHNOLOGY + PLUG FOR 3D CENTER AT SUNY NP

https://www.washingtonpost.com/outlook/five-myths/five-myths-about-3-d-printing/2018/08/10/9cb583fe-9c18-11e8-b60b-1c897f17e185_story.html

3D printers are cost-competitive, fast and versatile for diverse manufacturing needs—and Hudson Valley Advanced Manufacturing Center at <https://www.newpaltz.edu/3d/> is leading the way. #NewPaltz3D #3DPrinting

BUSINESS SKILL SETS: SMALL BUSINESS FINANCING

<https://www.score.org/resource/wheres-money-10-types-small-business-financing-and-how-qualify>

Two SCORE webinars and an e-Guide cover the Top 10 types of small business financing and how to choose the best one for YOUR business! #SCOREmentors

REGIONAL NEWS: FUNDING AND UCIDA

<http://www.dailyfreeman.com/general-news/20180813/ulster-development-agency-agrees-to-provide-funds-for-sauce-maker>

Ram's Valley sets up shop at Cornell Creative Business and Arts Center to produce locally sourced hot sauces.
#tasteny

REGIONAL NEWS: AVAILABLE ULSTER COUNTY MANUFACTURING SITES

<http://www.dailyfreeman.com/general-news/20180808/ulster-county-industrial-development-agency-to-pay-for-half-of-study-on-former-schrade-property-in-wawarsing>

Need helping finding the perfect site for your business? Call us! We can help.

REGIONAL BUSINESSES

<http://www.grubstreet.com/2018/06/john-leguizamo-grub-street-diet.html>

John Leguizamo looooves the food in Ulster County—check out some of his favorite spots! #tasteny #RosendaleCafe #ValleyTable #UlsterNY

BUSINESS SKILL SETS/INDUSTRY SECTOR: MODEL PROGRAM FOR AGRICULTURE

<https://www.fastcompany.com/90205860/how-a-small-worker-controlled-farm-collective-could-transform-labor-for-decades>

By replacing the traditional middleman, California Harvesters could be a model for other industries. It has recruited 450 workers in farm country and grown “at an incredible pace.”

BUSINESS SKILL SETS: WRITING A CORPORATE VALUES STATEMENT

<https://hbr.org/2018/02/ban-these-5-words-from-your-corporate-values-statement>

Differentiation is the key driver of brand power. Your company’s core values must embody what makes your company uniquely “you”— does yours?

ALL BUSINESS SECTORS: SUSTAINABLE PACKAGING

<https://www.attn.com/stories/19337/companies-use-absurd-packaging-contributes-americas-waste-problem>

Packaging makes up about 30% of solid waste in America.

INDUSTRY FOCUS: MANUFACTURING SECTOR

<https://www.nytimes.com/2018/07/17/business/rural-manufacturers-location.html>

Considering Ulster County? We can help you create your best ROI. Call us at 845.340.3556.

INDUSTRY FOCUS: CRAFT FOOD & BEVERAGE SECTOR

<https://www.scenichudson.org/farming-resource-center>

Resources for funding, planning, training and more!

INDUSTRY FOCUS: DISTRIBUTION FOR CRAFT FOOD & BEVERAGE SECTOR/SMALL MANUFACTURING

<https://www.nytimes.com/2018/07/12/nyregion/apollonia-sail-freight-hudson-river.html>

Are you ready for cleaner, greener transport—by sailboat?

BUSINESS SKILL SETS: FINDING CAPITAL

<https://www.eventbrite.com/e/access-to-capital-sbdc-ulster-county-tickets-46945516303>

On July 25, go one-on-one with lenders to access capital. Register today!

REGIONAL EVENTS

<http://www.dailyfreeman.com/general-news/20180704/17th-century-tall-ship-replica-to-visit-kingston-aug-2-12>

Book a team-building sail for your company, matey.

REGIONAL EVENTS

<https://www.ulsterchamber.org/pages/buy-local-expo>

Register now for Ulster County's premier business expo.

REGIONAL EVENTS: CRAFT FOOD & BEVERAGE SECTOR

Local food producers/purveyors – reserve your space now!

ATTACHED: POST WITH PDF OF HVRW Industry Day Purveyors Workshops.

INDUSTRY FOCUS: PACKAGING/BIODEGRADABLE BAGS

<https://www.attn.com/stories/19301/biodegradable-plastic-bags-made-yuca-could-replace-trillions-bags-we-waste-every-year>

It looks and feels like 'plastic' but this yuca bag is strong and eco-friendly.

FOR IMMEDIATE RELEASE

July 27, 2018

Contact:

oed@co.ulster.ny.us

845.340.3556

Ellenville Million Funds SUNY Ulster Training Program to Prepare Patient Care Technicians/Assistants for Certification

Ulster County Economic Development Alliance Provided \$20,000 to Locally Based Training Program to Boost Career Advancement and Job Readiness

Kingston, NY — Ulster County Executive Mike Hein and The Ulster County Economic Development Alliance (UCEDA) announce the successful completion of an innovative training program held in conjunction with SUNY Ulster. The County Executive's Ellenville Million initiative, created in 2015, provided the funding for this 120-hour training for Patient Care Technicians/Assistants. The UCEDA is responsible for administering disbursement of the Ellenville Million funds, all of which are designed to offset the negative economic impact on the area due to its high unemployment rate and to encourage private sector investment and job creation. This crucial new Vocational Training & Workforce Transportation Component expended \$20,000 to certify a pool of Ellenville and Wawarsing residents as Patient Care Technicians/Assistants.

"Thirteen students, five of whom are employed at Ellenville Regional Hospital (ERH), successfully completed the training program, which prepared them to take the National Health Career Association (NHA) Certified Patient Care Technician, Certified Nurse Technician and/or Certified Patient Care Associate national certification exams," said **Ulster County Executive Mike Hein**. "This workforce training component is the result of new ideas that emerged during UCEDA's first 18 months of administration of the Ellenville Million. It directly assisted Ellenville and Wawarsing residents to become job ready and to advance in their career in the healthcare field."

"Our goal with the Ellenville Million has been to help the people and the economy prosper in the communities of Ellenville and Wawarsing and look towards the future. In addition to our focus on vocational training and workforce transportation, we have made funding and business planning resources available for new and growing businesses, upgrades in water and sewer infrastructure, beautification of the historic downtown district, high speed broadband, grant matching programs for projects with committed funding from other sources, a year-round tourism marketing campaign, the creation of a Joint Parks Commission, and significant improvements at key Town and Village parks," said **Julie Cohen Lonstein, Chairperson of the Ulster County Economic Development Alliance, Inc.** "We believe all of our initiatives are bearing fruit and we will continue our focus on new economic development opportunities to enhance the revitalization efforts in Ellenville and Wawarsing."

"We are grateful to the UCEDA for allocating this funding for us to train our hospital employees as well as other community members working in healthcare," said **Debbie Briggs, MS, Vice President, Human Resources and Community Relations, Ellenville Regional Hospital**. "Bringing this course to the southern end of Ulster County made it possible for local residents to complete their training without driving to the SUNY Ulster campus in Stone Ridge. Many did not have the ability to regularly travel a distance of 30-45 minutes to complete their training given other pressing responsibilities or their lack of transportation options. Our Patient Care Technicians play a very important caregiver role," Briggs continued, "and the students who completed this training program found the course of study to be very

constructive. This invaluable training program allowed us to train current employees and a potential pool of community members we can now bring on board.”

The 13-week training session held at Ellenville High School was conducted by **Evan Hampel, RN, BSN, Emergency Department Assistant Manager at Ellenville Regional Hospital**. Students ranged in age from 20 to their mid-50s, and although several students had experience working at a hospital, lab or other healthcare facility, some had no previous medical background at all.

The course covered a full range of topics, from basic patient care (bathing, dressing, toileting, monitoring cardiac function and other vital signs) to how to perform EKGs, how to draw blood, and addressed special needs in elder care, obstetrics/gynecology, death and dying, mental health and more. “Even those students with previous experience became more knowledgeable, and the training is appropriate for many levels of healthcare, from working in doctor’s offices to home healthcare and group home settings too,” said Hampel. “I would hire every last one of the students who completed this course. Every one of them was eager to learn and put in a lot of hard work, while juggling families, jobs and other commitments. This training program benefits local residents as well as our community as a whole, and I look forward to more of these offerings.”

Bridgit Franza, Certified Patient Care Technician (CPCT), Ellenville Regional Hospital, was previously working as a Patient Care Technician at the hospital and received a salary increase upon successful completion of the certifying examination given at the end of the training. She appreciated that the mix of students in the class gave each of them exposure to healthcare practices in hospital settings, private homes and community care facilities.

“A lot of people around the area don’t have a great income and the course was offered free of charge. This training was awesome as it allowed me to advance my tech career before nursing school, giving me a leg up on my career goals,” Franza said. “The best thing about the class was that the curriculum was fantastic and Evan made it so interesting by bringing his own experience as an Emergency Department nurse and now a manager, which gave us great perspective. I got so much out of this course—especially related to phlebotomy, policies, laws, HIPPA violations, and other topics I didn’t know enough about before.”

Similar training programs, including one focused on pulmonary healthcare, are anticipated for the future.

For more information about Ellenville Million, please visit <http://ulstercountyny.gov/economic-development/ulster-county-economic-development-alliance/ellenville-million>.

###

<http://ulstercountyny.gov/ulsterforbusiness/guide/>

Change **It's time
for better
business to:**

Learn more about doing business in Ulster County
(no change on subhead copy)

<http://ulstercountyny.gov/ulsterforbusiness/events>

Upcoming Events

Add text and link:

News and information about Ulster County events:
<https://ulstercountyalive.com/calendar>

<http://ulstercountyny.gov/ulsterforbusiness/growth-industries>

New subhead on photos (title stays same):

Manufacturing, craft foods & beverages, technology and filmmaking are vibrant and strong.

Intro text and Video stay as is; change text below video to:

Manufacturing/Craft Food & Beverage - Ulster County manufacturers (large scale and niche) and food/beverage purveyors have easy access to global markets with low costs of doing business and an emphasis on environmental integrity.

Technology - Ulster County small tech firms and digital media companies benefit from low overhead and an outstanding quality of life.

Filmmaking - With tax credits of up to 45%, incredible local talent, and diverse shooting locations, Ulster County is the place to be for film and T.V.

<http://ulstercountyny.gov/ulsterforbusiness/food-beverage>

Add 1-2 more photos to top – Lite Brite Neon and/or Markertek (if both, place one on either side of bread & butter)

Change nav button and page title to:

Manufacturers/Craft Food & Beverage

Change subhead:

Ulster County manufacturers (large scale and niche) and food/beverage purveyors have easy access to global markets with low costs of doing business and an emphasis on environmental integrity.

Add these buttons to the top of the page above the other 3:



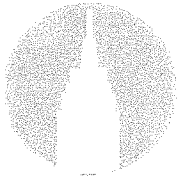
**PER SQUARE FOOT:
MANHATTAN**

Average price per square foot of office space in Manhattan: \$72.



**PER SQUARE FOOT:
ULSTER COUNTY**

Average price per square foot for office space in Ulster County: \$11.08.



**90 MINUTES
FROM NYC**

Ulster County is only 90 minutes from New York City. With direct buses, nearby Amtrak and MetroNorth train service, and the N.Y.S. Thruway, getting here couldn't be easier.

New text:

Ulster County is known historically as New York City's breadbasket—and has long been known as a hub for manufacturing—because our diverse businesses have easy access to statewide, national and global markets without the high real estate and labor costs.

Whether you are looking for farmland or factory space, Ulster County has a wide variety of affordable options. More than 500 Ulster County farms supply high-quality, local produce to more than 50 food and beverage manufacturers who, in turn, enjoy the support of a community that values local food.

Niche manufacturers and food and beverage makers benefit from services provided by the Ulster County Office of Economic Development, such as:

- Site assistance

- Low-interest loans
- Hands-on business counseling
- Networking and introductions
- Creative funding strategies

Add these videos following text:

Ulster County Welcomes Niche Manufacturers! Small manufacturing is thriving here in Ulster County, thanks to the support and resources offered by the Ulster County Office of Economic Development. Four diverse niche manufacturers talk about why Ulster County is the best place for their businesses to gain strength, expand and succeed.

Taste of Craft Beverages

Needs text underneath like others – does it exist? Also, I notice it is not on the UFB YouTube page either...

Living in Ulster County: Garnet Heraman & Karina Cousineau Testimonial.

Garnet Heraman & Karina Cousineau talk about how Ulster County is a great place to live and launch a fashion-related manufacturing business in Phoenicia, N.Y., with a retail storefront in Uptown Kingston.

Profiles (as is for now but more will be added – perhaps Markertek, Lite Brite Neon, Quercus, etc.)

This could also be included here (can you please save it somewhere in case we decide to revive and revise?):



Fala Technologies

Fala Technologies designs and builds innovative components for a variety of high-tech applications, from the electric car to next-generation helicopters. Global-scale manufacturers look to Fala for its expertise and demonstrated capability. Recently, owner Frank Falatyn has been working with Kingston High School to design

programming classes that will train the local workforce for next-generation careers in advanced manufacturing.

<http://ulstercountyny.gov/ulsterforbusiness/technology>

Change nav button to Technology

Change text on subhead to:

Technology

Ulster County's small tech firms and digital media companies benefit from low overhead and an outstanding quality of life.

Image buttons stay as is.

Text stays as is:

While Ulster County has long been attractive for manufacturers, it is now a hub for small tech and digital media businesses too. With millions of square feet of both office and industrial space available at a fraction of New York City prices, Ulster County's designers, makers and entrepreneurs have a significant competitive advantage: lower overhead. Many in the tech industry choose Ulster County for its natural beauty and quality of life. Only 90 minutes from New York City, Ulster County residents and businesses still benefit from easy access to one of the largest markets—for customers AND for talent—on the planet.

Feature these four videos after statistic buttons and text at the top of the page (and move Niche Manufacturers off this page):

Descriptive text as below should be entered under each video:

Do Business Differently in Ulster County Less than 100 miles from midtown Manhattan, in Ulster County, New York, tech industry leaders are discovering new ways to successfully manage their businesses, raise their families and enjoy a better quality of life—all at a lower cost of living.

Living In Ulster County - The Tech Community Ulster County is a vibrant tech center just 100 miles north of New York City. A robust community of interactive professionals meets regularly in the beautiful and historic Stockade District of Kingston, N.Y.

Living in Ulster County - Dennis Crowley Testimonial Dennis Crowley of Foursquare talks about how Ulster County and New York City are connected via just a quick ride on the N.Y.S. Thruway. After a brief period of settling in and establishing himself, he now enjoys easy connectivity with other entrepreneurs in the tech industry in the same vicinity.

Living in Ulster County: Norm Magnusson Testimonial. Norm Magnusson, a freelance creative director, talks about how Ulster County offers the best of both worlds: 'wilderness' within easy reach and quick accessibility to N.Y.C. He enjoys abundant opportunities to network with creatives and technologists right here in Ulster County.

Profiles

Delete Fala—but save please in case we want to move photo/text to Manufacturing page.

Add title, link, photo and text for Dragon360 in that spot:

<https://www.dragon360.com>

Text:

Since 2007, Dragon360 has provided digital marketing services to organizations in a wide range of verticals and industries nationwide. With a Manhattan office and its main production site in uptown Kingston's historic Senate Garage Building, Dragon360 has grown dramatically as several of its clients have developed into industry leaders. The Dragon360 team provides integrated digital marketing services that combine digital advertising, search engine optimization, social media marketing and content marketing with proven strategies designed to achieve measurable results. A true digital partner, Dragon360 looks beyond tactics and "digital silos" to focus on the bigger picture: a 360-degree view of its clients' customers.

Leave HVTM as is.

There will be approximately four more featured profiles on this page (Exago, Markertek/Tower Industries, Cere, Ametek Rotron to be developed – do you have any photos of these?)

<http://ulstercountyny.gov/ulsterforbusiness/filmmaking>

On subheading, make Contact Us button go to <http://ulsterforfilm.com> page (NOT to Contact form at bottom of the page)

Switch positions of right column features: Move Stockade Works into top right and move B.C.D.F. to bottom right.

<http://ulstercountyny.gov/ulsterforbusiness/cities>

The Hudson River Communities

Saugerties, Kingston, Marlborough, Lloyd, Highland, Esopus, Hurley, Ulster

The Hudson River, one of the world's most iconic waterways, creates Ulster County's eastern border. Since Henry Hudson's first exploration in 1609, the Hudson River has been a locus of American innovation: It played a pivotal role in the early colonies' fight for independence, fueled the nation's westward expansion and gave birth to both the Hudson River School of American art and, thanks to the efforts of such luminaries as Pete Seeger and Robert Kennedy Jr., the modern environmental movement. Today, Ulster County's riverside communities are revitalized as more and more people join them. Kingston, the historic heart of Ulster County, is brimming with creative energy. It is home to artists and entrepreneurs, and is quickly becoming a hub for the Hudson Valley's tech industry. Saugerties is an old mill town with beautiful industrial architecture and a vibrant, eclectic arts scene. Farther south, the Town of Lloyd in Highland is the entry point for many coming to Ulster County from the east. Sitting at one end of the Walkway Over the Hudson, it attracts millions of visitors every year. Marlborough is a charming small town surrounded by verdant, rolling hills, acres of farmland and orchards, and several exceptional wineries. The Town of Ulster is known as the "Business Hub" of the county, though it's also characterized by several quiet hamlets and residential neighborhoods. To the south and west, respectively, of Kingston, the Towns of Esopus and Hurley offer outdoor recreation, historic attractions and a number of picturesque neighborhoods, hamlets and villages within their borders.

The subtitle on this page didn't get changed:

<http://ulstercountyny.gov/ulsterforbusiness>
HOME PAGE

Make Ulster County Your Home for Business

Relocating your business to Ulster County? Ready to expand operations – or start a new business? The Ulster County Office of Economic Development provides the expertise and resources you need.

<https://ulstercountyny.gov/ulsterforbusiness/food-beverage>

Grammatical errors – please correct.

The Farm Bridge

In 2006, locavore entrepreneur Jim Hyland of New Paltz wanted to freeze his own surplus produce from his Community Supported Agriculture (CSA) share so he and his family could enjoy local food during the winter. He was soon inspired to build a business to support local farms and, by 2018, The Farm Bridge was established as one of the Hudson Valley's preeminent co-packers and distributors of fresh food. The Farm Bridge collects produce from local farmers and sells it to a large network of retailers, institutions and restaurants, earning praise from the director of New York City's Greenmarket program, who called the business "the most significant agricultural development in our region in the past 15 years." Jim and his staff of approximately 40 people also provide advice, equipment and labor for shelf-stable, value-added products like pickles, roasted vegetables and sauces.

As The Farm Bridge concept gained traction and the operation outgrew its initial 17,000 square foot facility, staff at the Ulster County Office of Economic Development provided necessary supports such as grant assistance and low-interest loans, making sure the growing operation had the capital required to succeed.

Today, The Farm Bridge operates from a 30,000 square foot kitchen at Tech City with dedicated processing lines for sauces, pickles, I.Q.F., roasting and handmade products. It has three loading docks and 8,000 square feet of storage space for refrigerated, frozen and dry goods—everything it needs to deliver high-quality local food to its growing customer base.

<https://ulstercountyny.gov/ulsterforbusiness/find-a-site>

The Ulster County Office of Economic Development maintains a database of properties and buildings suited to all business needs. Our staff works with businesses from throughout the United States and abroad to establish their new base of operations in Ulster County.

Whether your company is in tech, commerce, food production, media or manufacturing, we will work with you to find and secure shovel-ready sites with the amenities you need to thrive. Sites like Tech City in the Town of Ulster offer thousands of square feet of indoor space, many with industrial-grade utilities. The Ulster County Office of Economic Development offers business consultation on business transition plans, and can help navigate the approval processes to avoid unnecessary delays.

Expanding or relocating your business can be difficult, but it is much easier with the support of our staff: We make introductions to contractors, business specialists and other professionals to smooth the transition.

<https://ulstercountyny.gov/ulsterforbusiness/meet-staffing-needs>

The Ulster County Office of Economic Development has a network of workforce partners, including the Ulster County Office of Employment & Training, local high schools, P-Tech, B.O.C.E.S., S.U.N.Y. Ulster and S.U.N.Y. New Paltz. These learning organizations frequently collaborate and tailor training programs for local businesses. From accountants and engineers to truck drivers and bakers, our staff helps local businesses find the right person for the job.

<https://ulstercountyny.gov/ulsterforbusiness/business-coaching>

Please insert links for these in the second paragraph:

[Mid-Hudson Small Business Development Center, S.C.O.R.E., Hudson Valley AgriBusiness Development Corporation \(H.V.A.D.C.\)](#)

Commented [DB1]: INSERT CLOSED LINKS

<http://ulstercountyny.gov/ulsterforbusiness/events>

Upcoming Events

Featured events for current and prospective business owners.

This text didn't get entered at the top of the page above Upcoming Events and Past Events:

Ulster County hosts and features a variety of events to help businesses succeed. From grant writing workshops and meet-and-greets to food and craft beverage showcases and tours of new manufacturing facilities, Ulster County offers frequent opportunities to network and learn valuable skills.

<https://ulstercountyny.gov/ulsterforbusiness/cities>

The Shawangunks

New Paltz, Gardiner, Rosendale

The breathtaking Shawangunk Ridge has given...

Ulster for Business

<http://ulstercountyny.gov/ulsterforbusiness>
HOME PAGE

Make Ulster County Your Home for Business

Relocating your business to Ulster County? Ready to expand operations – or start a new business? The Ulster County Office of Economic Development provides the expertise and resources you need.

Hundreds of businesses have benefitted from our hands-on approach. The Ulster County Office of Economic Development provides assistance with site selection, securing funding, lowering your cost of business, and with making important connections. Our staff will help you overcome the challenges facing your business and ensure your success in Ulster County.

VIDEO: Techpreneurs: Do Business Differently in Ulster County

Recent Posts -- TOM DON'T CHANGE THIS, LET'S DISCUSS

Ulster County Executive Updates Progress Of Hudson Valley Rail Trail Expansion In Towns Of Lloyd, New Paltz

For the Love of Film: The Woodstock Film Festival

From its humble origins, the Woodstock Film Festival has grown into a cultural tour de force, attracting celebrities and film lovers from across the world. And once they experience Ulster County, many of them come back.

Going Green: Ulster Is the Most Environmentally Friendly County in New York State

Fiscal responsibility and environmental sustainability are not mutually exclusive concepts to Ulster County Executive Mike Hein.

Farm to Fabulous: Putting the Value in Value-Added

Ulster County has earned its reputation as the epicenter of the farm-to-table movement.

Upcoming Events

Full list links to: <http://ulstercountyny.gov/ulsterforbusiness/events>

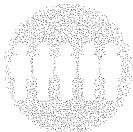
ULSTER COUNTY SNAPSHOT

Commented [DB1]: It seems these are automatically tied to media releases, but can the amount of text that appears before the jump be adjusted? And it seems the film one must remain (since just a week or so ago the Going Green and Rail Trail posts appeared on this page) and it's older. Could entry be just the headline? The post shouldn't break off mid-word like in the current \$... at the end of the Ellenville Million post. Tom, let's discuss.



8.4%

Projected population growth of 25-40 year olds from 2013-2020



179,417

Total Population

(U.S. Census Bureau Quick Facts)

<https://www.census.gov/quickfacts/fact/table/ulstercountynewyork/SB0060212>



90.1%

High school diploma or more

31%

Bachelor's Degree or more

(U.S. Census Bureau Quick Facts)

<https://www.census.gov/quickfacts/fact/table/ulstercountynewyork/SB0060212>



3.7%

Unemployment

(as of May 2018)

U.S. Bureau of Labor Statistics

<https://fred.stlouisfed.org/series/NYULSTOURN>



\$215,000

Median home value

(2017, NYS Dept. of Taxation and Finance)
<https://www.tax.ny.gov/research/property/assess/sales/resmedian.htm>



\$60,393

Median household income

(2012-2016)

U.S. Census Bureau Quick Facts

<https://www.census.gov/quickfacts/fact/table/ulstercountynynewyork/SB0060212>

Commented [DB2]: These images and text will change – new 'evergreen' content to come.

<http://ulstercountyny.gov/ulsterforbusiness/about>

About Us

The Ulster County Office of Economic Development opens doors and helps businesses excel. We are available to help your businesses grow and thrive and provide critical assistance to new businesses seeking to locate here. The Ulster County Office of Economic Development provides valuable business counseling and can connect you with the best sites, the right funding partners and strategic programs for business development.



Suzanne Holt, Esq.

leads Ulster County Executive Mike Hein's Office of Economic Development. She and her team are responsible for fostering community and economic growth by supporting local businesses with their efforts to grow and thrive, as well as helping new businesses locate within the County and succeed.

Suzanne serves on the County's Workforce Investment Board and the Tourism Advisory Board and she represents Ulster County Executive Hein on the Governor's Mid-Hudson Regional Economic Development Council. Because of her tireless efforts, Hudson Valley Magazine named Suzanne its 2015 Women in Business Awardee and the YWCA of Ulster County honored her as its 2015 Woman in Government. Prior to devoting herself to Ulster County's success, Suzanne helped older Americans and people with disabilities to access needed health coverage. Suzanne has a law degree from Cardozo Law School and she graduated from the University of Oklahoma's Economic Development Institute.

She and her family choose to live in New Paltz because of the area's natural beauty and easy access to trail running, biking and swimming.



Evelyn Heinbach is a Senior Economic Developer in County Executive Mike Hein's Office of Economic Development and the office liaison to the Ulster County Industrial Development Agency (U.C.I.D.A.).

Evelyn focuses on job creation by working with existing Ulster County businesses as well as attracting new businesses to Ulster County. She offers expert business consulting services, supports businesses with site selection, connects businesses with funders, and identifies programs and partners for growth. Evelyn is an experienced business executive with 20+ years of experience in the consulting, financial services and manufacturing industries.

She and her family are avid ultra-runners who enjoy covering Ulster County's trails on foot live. They live in New Paltz and, when they are not running, you can find them enjoying farm-to-table foods and local restaurants.



Bernadette Andreassen

is an Economic Developer in County Executive Mike Hein's Office of Economic Development and the liaison to the Ulster County Economic Development Alliance (U.C.E.D.A.). Bernadette's expertise stems from more than 30 years of working in the field of real estate, including the sale, purchase and funding of commercial, residential and agricultural properties throughout Ulster County.

Bernadette is passionate about growing Ulster County's economy so that our young people can remain or return after college and find meaningful employment. She is keenly aware of the need to work with each town, village and the City of Kingston to meet regional economic development needs while preserving our spectacular environment.

Bernadette enjoys the beauty of Ulster County when golfing on our pristine courses and while riding our rural roads on the back of a motorcycle.

<http://ulstercountyny.gov/ulsterforbusiness/food-beverage> - NEEDS NEW URL & OVERVIEW CONTENT AS LANDING PAGE FOR THE ENTIRE GROWTH INDUSTRIES SECTION

NEED 3 IMAGES TO REPRESENT ALL 3 OF THE INDUSTRIES AT TOP OF PAGE

Text across image(s):

Ulster County's growth industries—craft foods & beverages, technology & manufacturing, and filmmaking—are vibrant and strong.

Ulster County's Growth Industries (TITLE)

Ulster County offers businesses cost-effective locations and a distinctive high quality of life for its 180,000 residents. With 2018 property taxes at their lowest rate in nearly a decade—and an impressive \$61 million dollar countywide infrastructure overhaul underway—our economy is strong and inviting. Local towns and the City of Kingston have benefited from \$32 million dollars in tax relief designed to help balance budgets, protect taxpayers and provide essential services. Our quality of life is excellent as well: Ulster County received the 2017 New York State Department of Environmental Excellence Award for environmental stewardship, establishing it as the first and only "Net Carbon Neutral" county in NYS.

Within this climate of exciting initiatives, Ulster County is one of the best places you'll find to locate and grow a successful business, especially in the following industries:

• Craft Food & Beverage << INSERT LINK TO

[>>](http://ulstercountyny.gov/ulsterforbusiness/food-beverage)

Ulster County purveyors have easy access to global markets with low costs of doing business and an emphasis on environmental integrity.

• Technology & Manufacturing << INSERT LINK TO

[>>](http://ulstercountyny.gov/ulsterforbusiness/technology)

Ulster County small tech, digital media, and large-scale manufacturers benefit from low overhead and an outstanding quality of life.

• Filmmaking << INSERT LINK TO

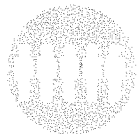
[>>](http://ulstercountyny.gov/ulsterforbusiness/filmmaking)

With tax credits of up to 45%, incredible local talent, and diverse shooting locations, Ulster County is the place to be for film and T.V.

<http://ulstercountyny.gov/ulsterforbusiness/food-beverage>
Craft Food & Beverage page

Craft Food & Beverage

Ulster County purveyors have easy access to global markets with low costs of doing business and an emphasis on environmental integrity.



60 MILLION PEOPLE

Ulster County offers easy, affordable access to one of the world's largest consumer markets. Within a 100-mile radius, there are more than 60 million people.



GROWTH from 2009-2014

Ulster County's food processing and manufacturing industry provided more than 1,300 jobs in 2014.

Commented [DB3]: This image will change - new 'evergreen' content to come.



GROWTH projected by 2019

The market for local food in the United States is projected to grow 66% to \$20 billion by 2019.

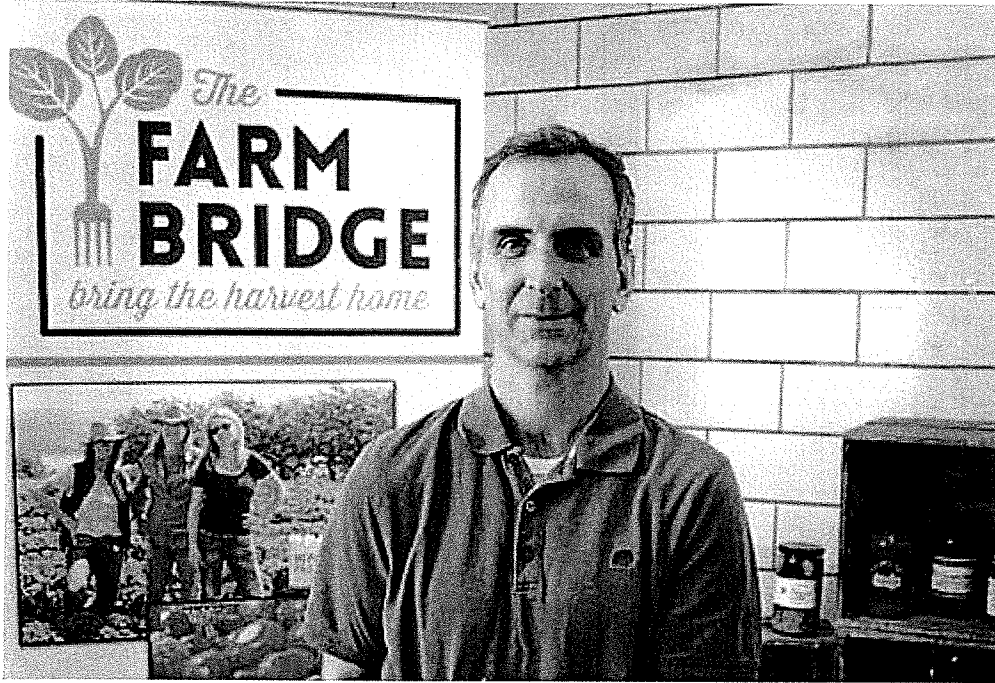
Ulster County is known historically as New York City's breadbasket, and our diverse businesses have easy access to statewide, national and global markets without the high real estate and labor costs. Whether you are looking for farmland or factory space, Ulster County has a wide variety of affordable options. More than 500 Ulster County farms supply high-quality, local produce to more than 50 food and beverage manufacturers who, in turn, enjoy the support of a community that values local food.

Food and beverage makers benefit from services provided by the Ulster County Office of Economic Development, such as:

- Site assistance
- Low-interest loans
- Hands-on business counseling
- Networking and introductions
- Creative funding strategies

VIDEO: Taste of Craft Beverages – Ulster County
Craft Beverages in Ulster County

Profiles



The Farm Bridge

In 2006, locavore entrepreneur Jim Hyland of New Paltz wanted to freeze his own surplus produce from his Community Supported Agriculture (CSA) share so he and his family could enjoy local food during the winter. He was soon inspired to build a business to support local farms and, by 2018, The Farm Bridge has become one of the Hudson Valley's preeminent co-packers and distributors of fresh food. The Farm Bridge collects produce from local farmers and sells it to a large network of retailers, institutions and restaurants, earning praise from the director of New York

City's Greenmarket program, who called the business "the most significant agricultural development in our region in the past 15 years." Jim and his staff of approximately 40 people also provide advice, equipment and labor for shelf-stable, value-added products like pickles, roasted vegetables and sauces. As The Farm Bridge concept gained traction and the operation outgrew its initial 17,000 square foot facility, staff at the Ulster County Office of Economic Development provided necessary supports such as grant assistance and low-interest loans, making sure the growing operation has the capital it needs to succeed.

Today, The Farm Bridge operates from a 30,000 square foot kitchen at Tech City with dedicated processing lines for sauces, pickles, I.Q.F., roasting and handmade products. It has three loading docks and 8,000 square feet of storage space for refrigerated, frozen and dry goods—everything it needs to deliver high-quality local food to its growing customer base.



Fruition Chocolate Works and Confectionery

Fruition Chocolate has exploded in popularity. The small batch bean-to-bar chocolatier based in Shokan makes artisanal culinary delights, often partnering with local farms for fruit fillings and flavors. Fruition chocolates are handcrafted from ethically sourced fine flavor cocoa beans from Peru, Ecuador, The Dominican

Republic, Costa Rica, Nicaragua and Bolivia.

When Bryan Graham founded Fruition in 2011, there were only a small handful of craft chocolate companies in America: Today, there are several hundred and Fruition, whose staff includes alumni from The Culinary Institute in Hyde Park, has earned multiple top honors at the International Chocolate Awards in London—their Marañón Canyon Dark Milk Chocolate bar won “2016 Best In Competition”—among other prestigious chocolate competitions.

Graham started Fruition with a very small team but, in 2018, with six full time staff and production of more than a ton of high quality chocolate each month, Ulster County officials are assisting the growing business by helping its owners find a suitable production location in which to expand.

<http://ulstercountyny.gov/ulsterforbusiness/technology>

Technology & Manufacturing

Ulster County small tech, digital media, and large-scale manufacturers benefit from low overhead and an outstanding quality of life.



**PER SQUARE FOOT:
MANHATTAN**

Average price per square foot of office space in Manhattan: \$72.

Average price per square foot of Class A buildings in Manhattan: \$79.

<https://www.squarefoot.com/ny/new-york/office-space>

Commented [DB4]: Change graphic to say \$72-79



**PER SQUARE FOOT:
ULSTER COUNTY**

Average price per square foot for leased office space in Ulster County: ~~\$6-10~~.

<http://www.loopnet.com/new-york/ulster-county-commercial-real-estate/>

Commented [DB5]: In meta text on search results page, it stated \$6-10 per sq ft but text didn't appear on URL.

Commented [DB6]: These two images will change – new 'evergreen' content to come.



90 MINUTES FROM NYC

Ulster County is only 90 minutes from New York City. With direct buses, nearby Amtrak and MetroNorth train service, and the N.Y.S. Thruway, getting here couldn't be easier.

While Ulster County has long been attractive for manufacturers, it is now a hub for small tech and digital media businesses too. With millions of square feet of both office and industrial space available at a fraction of New York City prices, Ulster County's designers, makers and entrepreneurs have a significant competitive advantage: lower overhead. Many in the tech industry choose Ulster County for its natural beauty and quality of life. Only 90 minutes from New York City, Ulster County residents and businesses still benefit from easy access to one of the largest markets—for customers AND for talent—on the planet.

VIDEO: ADD NEW NICHE MANUFACTURING VIDEO ABOVE DENNIS CROWLEY'S VIDEO

VIDEO: Living in Ulster County – Dennis Crowley Testimonial

Profiles

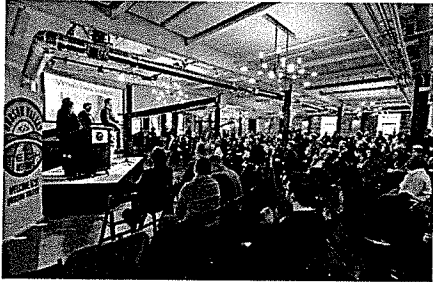
PHOTO OF FALA DOESN'T APPEAR ON MY SCREEN – SHOULD BE ONE OF FRANK WITH YOUNG PEOPLE

Fala Technologies

CONTENT FOR THIS WILL BE FURTHER UPDATED

Fala Technologies designs and builds innovative components for a variety of high-tech applications, from the electric car to next-generation helicopters. Global-scale manufacturers look to Fala for its expertise and demonstrated capability. Recently, owner Frank Falatyn has been working with Kingston High School to design programming classes that will train the local workforce for next-generation careers in advanced manufacturing.

Formatted: Highlight



Hudson Valley Tech Meetup

CONTENT FOR THIS WILL BE FURTHER UPDATED...

Digital entrepreneurs Kale Kaposhilin and Dan Stone of Kingston's Evolving Media Network co-founded the Hudson Valley Tech Meetup in 2014. It has since gained thousands of members, and each Tech Meetup convenes app developers, programmers, graphic designers and other members of the tech community for networking and presentations by industry leaders. Meetups have featured many of the area's tech luminaries, such as Dennis Crowley, co-founder of Foursquare, and Tim Brown, Head of Typography for Adobe Typekit and Adobe Type. A spin-off group, StartupHV, hosts a monthly event to put startups in the hot seat for crowd-sourced refinement of their business models.

<http://ulstercountyny.gov/ulsterforbusiness/filmmaking>

Filmmaking

With tax credits of up to 45%, incredible local talent, and diverse shooting locations, Ulster County is the place to be for film and T.V.



TAX CREDIT

Ulster County boasts a tax credit of up to 45%, making the location internationally competitive for production and post-production.



DIVERSE SHOOTING LOCATIONS

Ulster County's mix of urban and rural spaces provides filmmakers with a variety of shooting locations.



GROWTH

Ulster County's film industry is expected to grow as much as tenfold in the coming years as a result of the tax credit.

ADD "ULSTER IS CAMERA READY" VIDEO & TEXT TO THIS PAGE

Ulster County is no stranger to the silver screen, and with a nationally competitive tax credit of up to 45% and no M.T.A. payroll tax, it has taken center stage. From Kingston's urban cityscape to the Catskills Mountains and Mohonk Mountain House's elegant, natural beauty, you'll find a wealth of diverse filming locations to suit almost any project. With inexpensive lodging and a lower cost of goods and services, filming in Ulster County just makes sense.

Profiles



Hudson Valley Film Commission

Since 2000, the Hudson Valley Film Commission (H.V.F.C.) has worked consistently to develop sustainable economic initiatives in the Hudson Valley and Catskill region.

Founder and director, Laurent Rejto, works directly with filmmakers to make it as easy as possible to choose Ulster County for their next project. The H.V.F.C. is a tremendous asset to any production and supports productions by helping to secure crew, cast, locations, vendors, post-production facilities and more. They have worked with more than 500 productions and tracked well over \$100-million in direct local spending

INSERT Photo
Woodstock Film Festival

Hailed as “a true American Maverick among fests,” the Woodstock Film Festival (W.F.F.) was founded in 1999 and is named among the world’s top 50 film festivals. Co-founded by Meira Blaustein and Laurent Rejto, the W.F.F. premieres exceptional films and hosts the most talented emerging and established movie industry professionals. The W.F.F. presents an exceptional lineup of fiercely independent films, as well as A-list concerts, panels and parties at their annual festival, and creates stimulating, innovative programming throughout the year. The festival attracts visitors from all over the world to film screenings and special events in Woodstock, Rhinebeck, Kingston, Saugerties and Rosendale. The W.F.F. is a non-profit, 501 c3 located in the cultural heart of Ulster County.



B.C.D.F. Pictures

B.C.D.F. Pictures is an internationally recognized film production and post-production organization headquartered in Kerhonkson. B.C.D.F.'s New York facilities span more than 50,000 sq. ft. and were created through meticulous renovation of a 35-acre horse farm—including an equestrian barn and arena—into a Hudson Valley epicenter for state-of-the-art filmmaking. Since its first movie, *Higher Ground*, debuted at Sundance in 2011, it has made a name for itself, producing highly acclaimed, character-driven movies for audiences across the globe. Recently B.C.D.F. was set to film *Departures* in South Africa, but moved filming to Kingston as soon as the N.Y.S. Film Production Tax Credit was enacted. Solar panels power their studio, and they maintain a small garden to provide employees with fresh fruits and vegetables. B.C.D.F. is proud to use local vendors and support Ulster County's economy.

Commented [DB7]: INSERT CLOSED LINK

INSERT Photo

Stockade Works

Mary Stuart Masterson (Founder) and Beth Davenport (Co-founder) established Stockade Works in 2016. The 501 c3 non-profit fosters the further potential of film and tech in the Hudson Valley at its production hub in a repurposed warehouse in Midtown Kingston. Stockade Works provides a creative environment where large-scale production and tech projects may incubate and operate on a long-term basis. They train the local workforce for employment in the film industry via Crew Boot Camps and specialized workshops taught by seasoned film and television professionals.

<http://ulstercountyny.gov/ulsterforbusiness/funding>

SERVICES – This page •should• be a landing page for the entire section on Services, yet content only features Find Funding. Can you create a new URL for it with the following content (and keep the URL for Find Funding)?

NEW CONTENT

Needs intro paragraph and bulleted list with links to each of the section's pages:

• Find Funding

<http://ulstercountyny.gov/ulsterforbusiness/funding>

Take advantage of grants, loans and financial incentives.

• Find a Site

<http://ulstercountyny.gov/ulsterforbusiness/find-a-site>

You need an Ulster County site and we can help.

• Meet Staffing Needs

<http://ulstercountyny.gov/ulsterforbusiness/find-capital>

Find a competitive workforce, right here in Ulster County.

• Business Coaching

<http://ulstercountyny.gov/ulsterforbusiness/business-coaching>

Let our experienced team help you tackle your toughest business challenges.

<http://ulstercountyny.gov/ulsterforbusiness/funding>

Find Funding

Take advantage of grants, loans and financial incentives.

Our staff helps local businesses secure the funding they need to succeed. We make introductions to local bankers and other funding sources, and Ulster County's Revolving Loan Funds provide loans that help businesses to create jobs, leverage private investment, and ensure a diverse, stable local economy. These low interest loans can help complete a business financing package.

We also maintain a list of available grant opportunities. Our staff helps businesses identify sources of funding, align their grant proposals with key local and regional initiatives, and develop a competitive application. Each year, we assist dozens of Ulster County businesses, nonprofits and municipalities with grant proposals.

<http://ulstercountyny.gov/ulsterforbusiness/find-a-site>

NEEDS A NEW PHOTO

Find a Site

You need an Ulster County site and we can help.

The Ulster County Office of Economic Development maintains a database of properties and buildings suited to all business needs. Our staff works with businesses from throughout the United States and abroad to establish their new base of operations in Ulster County.

Whether your company is in tech, commerce, food production, media or manufacturing, we will work with you to find and secure shovel-ready sites with the amenities you need to thrive. Sites like Tech City in the Town of Ulster offer thousands of square feet of indoor space, many with industrial-grade utilities.

The Ulster County of Economic Development offers business consultation on business transition plans, and can help navigate the approval processes to avoid unnecessary delays.

Expanding or relocating your business can be difficult, but it is much easier with the support of our staff: We make introductions to contractors, business specialists and other professionals to smooth the transition.

<http://ulstercountyny.gov/ulsterforbusiness/find-capital>

Meet Staffing Needs

Find a competitive workforce, right here in Ulster County.

The Ulster County Office of Economic Development has a network of workforce partners, including the Ulster County Office of Employment & Training, local high schools, P-Tech, B.O.C.E.S., S.U.N.Y. Ulster and S.U.N.Y. New Paltz. These learning organizations frequently collaborate and tailor training programs for local businesses. From accountants and engineers to truck drivers and bakers, our staff helps local businesses find the right person for the job.

S.U.N.Y. Ulster, Ulster County's community college, was named #5 of New York's 25 Top community colleges in 2018 by BestColleges.com. S.U.N.Y. New Paltz continues to garner awards from across the country for the quality of its education and its affordability. The county also benefits from close proximity to world-class colleges in the Hudson Valley region, including Vassar, Marist, Bard, Mount Saint Mary and The Culinary Institute of America.

<http://ulstercountyny.gov/ulsterforbusiness/business-coaching>

Business Coaching

Let our experienced team help you tackle your toughest business challenges.

The Ulster County Office of Economic Development acts as a tireless concierge for business, and offers counseling based on our staff's extensive professional experience. Some of the services we provide include:

- Networking opportunities
- Business, financial and strategic planning
- Market research
- GIS and mapping
- Liaison to New York State departments and agencies to provide access to

programs and incentives for funding, training and other business needs.

The Office of Economic Development frequently partners with the Mid-Hudson Small Business Development Center, S.C.O.R.E., Hudson Valley AgriBusiness Development Corporation (H.V.A.D.C.) and other organizations so that businesses receive high quality free assistance with business plans and counseling services.

Commented [DB8]: INSERT CLOSED LINKS

We can help you open up new opportunities for your business.

<http://ulstercountyny.gov/ulsterforbusiness/film-spaces>

OPPORTUNITIES – This page should be a landing page for the entire section on Opportunities, yet content only features Film and Event Spaces. Can you create a new URL for it with the following content (and keep the URL for Film & Event Spaces)?

NEW CONTENT

<http://ulstercountyny.gov/ulsterforbusiness/film-spaces>

Film Locations

With generous tax credits (up to 45%), filming here has never been more affordable.

With Ulster County's generous tax credit, filming here has never been more affordable. The county's cinematic landscapes make it perfect for on-site filming and events. Kingston, the county seat, is a colorful urban center with a mosaic of historical and industrial architecture, bordered by lush, verdant farmland, forests, streams, meadows, and mountains. Mohonk Mountain House is a towering, castle-like 19th century spa resort built at the top of the Shawangunk Ridge. The charming Saugerties Lighthouse sits on the Hudson River and may be rented for any production. New Paltz is a bustling university town and its campus offers many state-of-the-art facilities. Lastly, the county's small towns, like the world famous Woodstock and Marlboro, are quaint, charming and offer beautiful scenery of their own. Regardless of location type, Ulster County has it.

Featured Filming Sites – CAN WE ADD ADDITIONAL PHOTOS/TEXT TO THIS SECTION?



Mohonk Mountain House

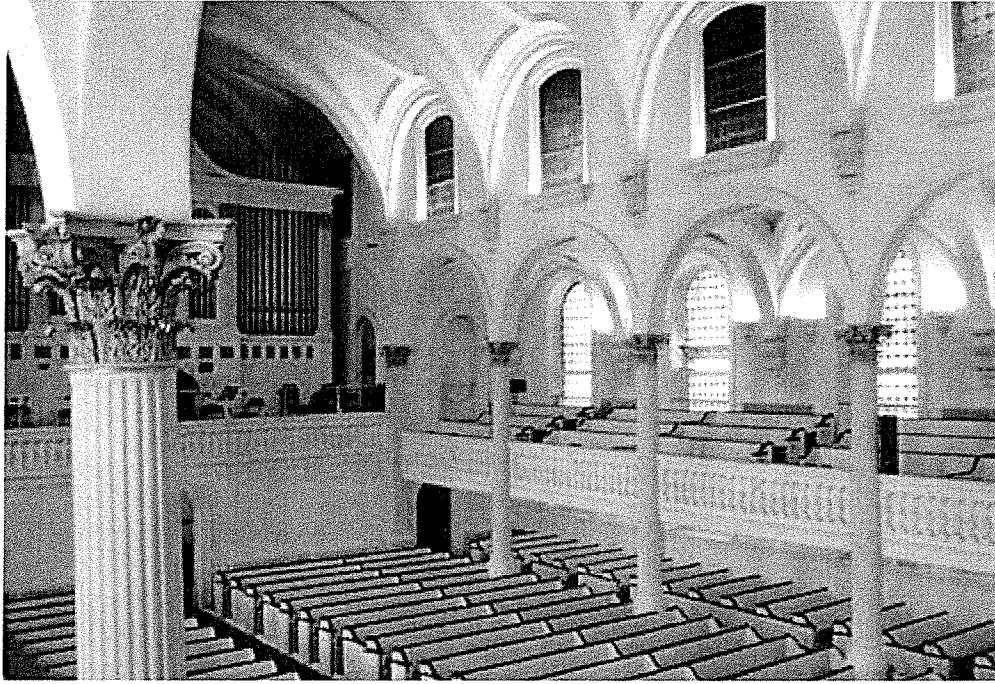
A 19th century Victorian castle spa resort surrounded by 40,000 acres of protected

forest, hiking/biking trails and a lake for swimming, kayaking and ice skating.



Saugerties Lighthouse

A restored lighthouse on the Hudson River offers panoramic views of the Hudson Valley and the Catskill Mountains.



Old Dutch Church

A National Historic Landmark in Uptown Kingston surrounded by a Revolutionary War-era cemetery.



Lake Minnewaska

A scenic one-mile long lake – and 33 miles of carriage roads and 50 miles of footpaths – in the Minnewaska State Park Preserve along the Shawangunk Ridge.

<http://ulstercountyny.gov/ulsterforbusiness/featured-properties>

Featured Properties

From farmland to factory space, Ulster County offers hundreds of affordable options.

Ulster County has millions of square feet of commercial and industrial space available immediately. With New York State and local incentives, businesses are taking advantage of government support and abundant, affordable real estate. Whether your business requires a small storefront or 18,000 square feet of light industrial space, the Ulster County Office of Economic Development can help you find what you need.



📷📷

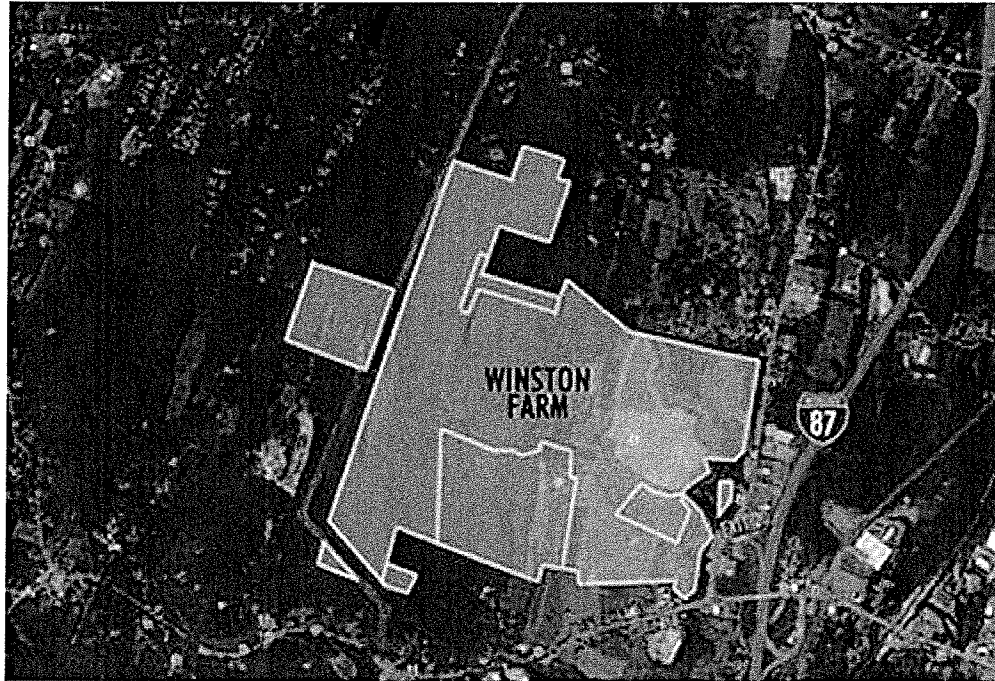
NEED A BETTER IMAGE FOR THIS SITE

📷**Enterprise Corporate Park / Tech City** 101-899 Enterprise Drive, Kingston,
N.Y. 12401📷[more >>](#)📷

HOTEL W/ SPA /
 CONFERENCE CENTER /
 RESTAURANT
 ADAPTIVE REUSE &
 NEW RETAIL OFFICE
 & RESTAURANT
 RETAIL / COMMERCIAL
 COURT OVERSEER
 PLACES OF WORSHIP
 OUTDOOR CHURCHES
 RESIDENTIAL -
 APARTMENTS
 RESIDENTIAL -
 TOWNHOMES
 WASTE WATER
 TREATMENT FACILITY
 TRAILHEAD
 HUDSON RIVER
 HIGH ROUTE 9W
 BLUE MOUNT RD
 DRAIN SYSTEM



Hudson Valley Wine Village 191-200 Blue Point Road,
 Highland, N.Y. 12528



Winston Farm 119 Augusta Savage Road, Saugerties, N.Y.
12477 more >>

<http://ulstercountyny.gov/ulsterforbusiness/properties/enterprise-corporate-park-tech-city>

Enterprise Corporate Park / Tech City
101-899 Enterprise Drive, Kingston, N.Y. 12401
<http://ulstercountyny.gov/ulsterforbusiness/properties/ulster-valley-wine-village>

Size

156 acres as one parcel or subdivided

Condition

Existing building and shovel-ready sites

Sale or Lease

Lease/Sale

Key Features

Easy access to N.Y.S. Interstate 87 (Exit 19) in Kingston. The site has access to water/sewer, natural gas, phase 3 electricity, and broadband/dark fiber access; also

CSX rail access and heliport.

Possible Uses

Technology development, manufacturing, research & development facility, data center, media post-production, or indoor farming

Hudson Valley Wine Village ☐

191-200 Blue Point Road, Highland, N.Y. 12528

Size

Pre-approvals for this 437-acre development site include:

Light industrial - 450,000 SF

Commercial and office - 155,000 SF

Hotel & conference center

Residential - 800 Units

Condition

Shovel-ready

Sale or Lease

Lease/Sale

Key Features

The site is located at the midpoint between New York and Albany and across the Hudson River from Poughkeepsie. It is a 90-minute drive to Manhattan, a 65-minute drive to Albany, a 50-minute drive to White Plains, and provides easy access to every major market in the Northeast.

Possible Uses

Commercial, light industry and hotel/conference center development

<http://ulstercountynyny.gov/ulsterforbusiness/properties/winston-farm>

Winston Farm

119 Augusta Savage Road, Saugerties, NY 12477

Size

736 acres as one parcel or subdivided

Condition

Shovel-ready

Sale or Lease

Sale

Key Features

Easy access to N.Y.S. Interstate 87 (Exit 20) at the intersection of Route 32 in Saugerties. The site has access to water/sewer, natural gas, phase 3 electricity, and broadband.

Possible Uses

Technology development, manufacturing, research & development facility, eco-tourism or indoor farming

<http://ulstercountynyny.gov/ulsterforbusiness/grants>

Grant Opportunities

Let us help you find the right grant for your business or project.

Ulster County's businesses have access to a wide variety of public and private grant funding resources. The county maintains a current list of available opportunities on its website, and Ulster County Office of Economic Development assists businesses with completing grant applications. For more information, visit the county's grant page.

<http://ulstercountyny.gov/ulsterforbusiness/events>

Upcoming Events

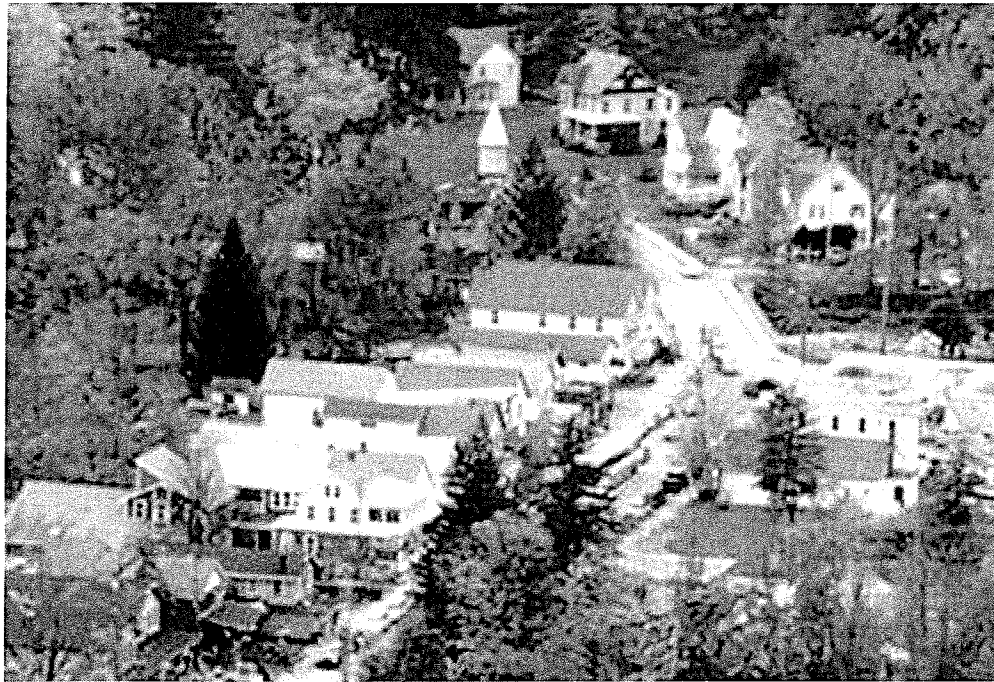
Featured events for current and prospective business owners.

Ulster County hosts and features a variety of events to help businesses succeed. From grant writing workshops and meet-and-greets to food and craft beverage showcases and tours of new manufacturing facilities, Ulster County offers frequent opportunities to network and learn valuable skills.

Upcoming Events

DISREGARD TEXT FOR THE REMAINDER OF THIS SECTION, STILL A WORK IN PROGRESS. I see it changes in some automatic way...this was a cut and paste from earlier. Let's discuss formatting changes for future.

Commented [DB9]: Year needs to be added to listings – perhaps organize into years – so past events are clearly archived. Also, EventBrite links are still active for archived past events—though non functional throughout. Would be good to archive in some way that's not confusing to a random visitor.



**Helping Communities by Helping Local Businesses
(Shandaken|Hardenburgh|Denning Workshop)**

Thu, Jun 21, 6:00 pm

Town Hall in Shandaken

7209 NY-28

Shandaken, NY

County Executive Mike Hein and the Ulster County Office of Economic Development invite residents of the Shandaken area to learn more about the services we offer to support local businesses, nonprofits, and communities. Topics of discussion include:

- Funding assistance through grants and loans;

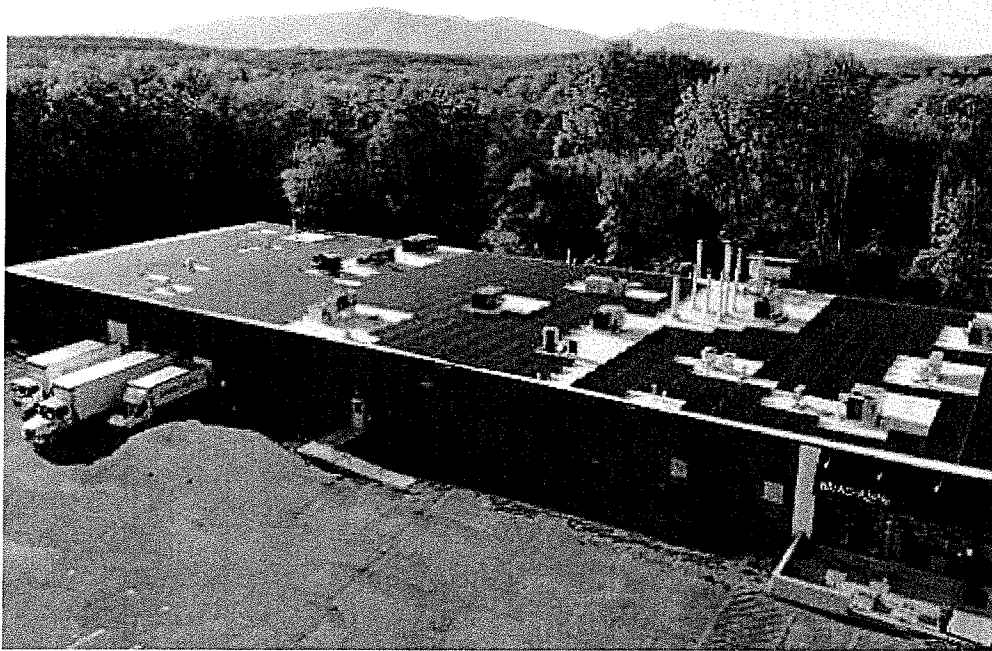
- Site assistance through site research and planning;

- Business counseling, training and networking; and

- Tax incentives, such as Payments-In-Lieu-Of-Taxes (PILOTs), tax credits, and tax abatements.

Come learn and discuss how county and local efforts to boost business can be an important part of helping our local economy grow and thrive!

This event is co-hosted by the Towns of Shandaken, Denning, and Hardenburgh; the Catskill Watershed Corporation and the Central Catskill Chamber of Commerce. The event is part of the Office of Economic Development's ongoing Community Economic Development initiative, which aims to engage with residents and business owners to help shape locally-driven economic development priorities. Future events are planned throughout 2018 at various locations across Ulster County. For more information, or for a list of other upcoming events organized by the Ulster County Office of Economic Development, visit UlsterForBusiness.com.



Building Ulster County Together

Wed, Jun 27, 7:30 am

Best Western Plus Kingston

503 Washington Avenue

Kingston, NY

Ulster County Executive Mike Hein, the Ulster County Climate Smart Committee, and the Ulster County Office of Economic Development invite you to attend the launch of the Green Business Challenge (GBC). The event will highlight local green business leaders such as Bread Alone and will take place at Best Western, 503 Washington Ave., Kingston. Breakfast will be served at 7:30 a.m., and presentations will begin at 8:00 a.m. Attendees will have a chance to speak with vendors, presenters and GBC Ambassadors.

Cost: \$20 (includes breakfast)

The Ulster County Green Business Challenge is designed to encourage businesses, organizations and municipalities to reduce greenhouse gas emissions, mitigate climate change and reap considerable savings. This program also supports local green building contractors, renewable energy providers and other businesses that implement sustainability practices. Learn more about the Challenge at <http://ulstercountyny.gov/greenbusinesschallenge>.

Past Events



Hudson Valley Film and Television Industry Mixer

Sat, May 5, 3:30 pm

Hudson River Maritime Museum

50 Rondout Landing

Kingston, NY

Ulster County Executive Michael P. Hein is pleased to invite you to an industry mixer for Hudson Valley film and television professionals. The event includes a roundtable with producers, a panel discussion and a networking reception co-hosted by Stockade Works, the Producers Guild of America, the Hudson River Maritime Museum and the Ulster County Film Office.

Local film/TV professionals are encouraged to take advantage of this opportunity to collaborate and discuss ways to increase the number of film/TV productions made locally.

WHAT: Hudson Valley Film and Television Industry Mixer with Producers Roundtable and Panel Discussion

WHEN: Saturday, May 5th, 2018

3:30 PM: Producers Roundtable offering advice and conversation with industry veterans Alison Beckett (*The Nutcracker & the Four Realms*), Janet Grillo (*Jack of All*)

Hearts), Julie Goldman (Life, Animated) and William Horberg (The Talented Mr. Ripley); presented by the Producers Guild of America

5:00 PM: Panel Discussion on the film/TV industry in the Hudson Valley, featuring Meira Blaustein, Jonathan Burkhart, and Mary Stuart Masterson; moderated by Beth Davenport

Networking reception follows

WHERE: Hudson River Maritime Museum, 50 Rondout Landing, Kingston

[Reserve your free tickets online by clicking here](#), and please encourage your friends and colleagues from the industry to participate.

NOTE: Seating is limited for the Producers Roundtable, so register today.

Light fare, beer and wine will be provided by our generous sponsors: Bread Alone, Keegan Ales, the Stone Pony, and Whitecliff Vineyard and Winery.



Ulster County Craft Food and Beverage Industry Mixer

Tue, Apr 17, 5:30 pm

The Falcon

1348 US Route 9W

Marlboro, NY

To help Ulster County's food and beverage manufacturers address the challenges of logistics and distribution, County Executive Mike Hein and the Office of Economic Development are excited to present Michael Rozyne, founder of the innovative local

food distribution company Red Tomato, and Todd Erling, Executive Director of the Hudson Valley Agri-business Development Corporation.

Light appetizers will be served, with a cash bar and items from a limited dinner menu available for purchase.

Before and after the presentations we invite you to mix, mingle and network with other food and beverage leaders from throughout Ulster County and the region.

[Click here to RSVP.](#)

Speaker Bios

Michael Rozyne has been a marketer of family farm products for three decades. He worked on conventional and organic farms in Maine, and was Purchaser and Marketer for a regional food distributor in New England. He was cofounder of the fair trade coffee company, Equal Exchange. He started [Red Tomato](#), a decentralized food hub in the Northeast, in 1996 and now works as Red Tomato's Evangelist focusing on the growers, new business development, and product development. Following Michael's remarks, **Todd Erling**, Executive Director of [Hudson Valley Agribusiness Development Corporation](#) will unveil the results of a recent study on food and beverage processing in Ulster County. With HVADC's Board of Directors, Todd has developed the first regional entity to focus on farms and local food business as economic development in the Hudson Valley. HVADC provides assistance to ag-related and ag-dependent businesses through contracts with seven counties throughout the Hudson Valley. Since 2007 HVADC has assisted projects in accessing over \$30 million in funding.



Helping Saugerties by Helping Local Business

Tue, Apr 10, 6:00 pm

Saugerties Senior Center

207 Market St

Saugerties, NY

County Executive Mike Hein and the Ulster County Office of Economic Development invite residents of the Saugerties area and local business owners to learn more about the services we offer to support local businesses, nonprofits and communities.

Topics of discussion include:

- Funding assistance through grants and loans;
- Site assistance through site research and planning;
- Business counseling, training and networking; and
- Tax incentives, such as Payments-In-Lieu-Of-Taxes (PILOTs), tax credits, and tax abatements.

Come learn and discuss how county and local efforts to boost business can be an important part of helping our local economy grow and thrive!

This event is co-hosted by the Saugerties Chamber of Commerce and the Town of Saugerties. The event is part of the Office of Economic Development's ongoing Community Economic Development initiative, which aims to engage with residents and business owners to help shape locally-driven economic development priorities. Future events are planned throughout 2018 at various locations across Ulster

County. For more information, or for a list of other upcoming events organized by the Ulster County Office of Economic Development, visit UlsterForBusiness.com. [Click here to RSVP.](#)



Helping New Paltz by Helping Local Businesses

Mon, Apr 9, 6:00 pm

Hampton Inn by Hilton New Paltz

4 South Putt Corners Road

New Paltz, NY

NOTE: This event was previously scheduled for March 7, but was rescheduled due to weather. The new date/time is Monday, April 9th from 6:00-8:00 PM. To ensure that we have your registration information, please RSVP below even if you had previously registered for the March 7th event. Thank you!

County Executive Mike Hein and the Ulster County Office of Economic Development invite residents of the New Paltz area and local business owners to learn more about the services we offer to support local businesses, nonprofits and communities.

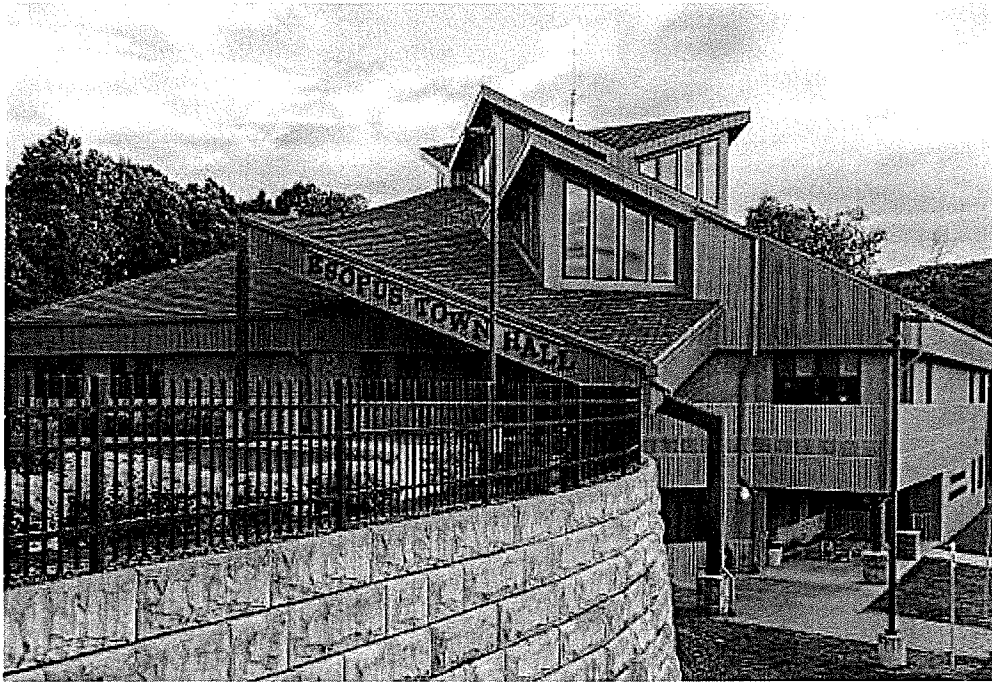
Topics of discussion include:

- Funding assistance through grants and loans;
- Site assistance through site research and planning;
- Business counseling, training and networking; and
- Tax incentives, such as Payments-In-Lieu-Of-Taxes (PILOTs), tax credits, and tax

abatements.

Come learn and discuss how county and local efforts to boost business can be an important part of helping our local economy grow and thrive!

This event is co-hosted by the New Paltz Regional Chamber of Commerce and the Town of Esopus. The event is part of the Office of Economic Development's ongoing Community Economic Development initiative, which aims to engage with residents and business owners to help shape locally-driven economic development priorities. Future events are planned throughout 2018 at various locations across Ulster County. For more information, or for a list of other upcoming events organized by the Ulster County Office of Economic Development, visit UlsterForBusiness.com. [Click here to RSVP.](#)



RESCHEDULED: Helping Esopus by Helping Local Businesses

Wed, Apr 4, 5:30 pm

Esopus Town Hall

284 Broadway

Ulster Park, NY

NOTE: This event was previously scheduled for March 21, but was rescheduled due to weather. The new date/time is Wednesday, April 4th from 5:30-7:30 PM. If you RSVPed for the original date, you do not need to re-register. If you have registered but do not plan to attend on the new date, please email twei@co.ulster.ny.us to

notify us.

County Executive Mike Hein and the Ulster County Office of Economic Development invite residents of the Esopus area and local business owners to learn more about the services we offer to support local businesses, nonprofits and communities.

Topics of discussion include:

- Funding assistance through grants and loans;
- Site assistance through site research and planning;
- Business counseling, training and networking; and
- Tax incentives, such as Payments-In-Lieu-Of-Taxes (PILOTs), tax credits, and tax abatements.

Come learn and discuss how county and local efforts to boost business can be an important part of helping our local economy grow and thrive!

This event is co-hosted by the Esopus Business Alliance and the Town of Esopus. The event is part of the Office of Economic Development's ongoing Community Economic Development initiative, which aims to engage with residents and business owners to help shape locally-driven economic development priorities. Future events are planned throughout 2018 at various locations across Ulster County. For more information, or for a list of other upcoming events organized by the Ulster County Office of Economic Development, visit UlsterForBusiness.com.

[Click here to RSVP.](#)



Supporting Local Agribusiness

Mon, Apr 2, 6:00 pm

Town of Rochester Community Center

15 Tobacco Road

Accord, NY

County Executive Mike Hein, the Ulster County Office of Economic Development and Town of Rochester Supervisor Mike Baden invite you to a presentation and discussion of local services available to support farms and food/beverage producers in the Town of Rochester.

WHEN: Monday, April 2nd from 6:00 – 7:30 PM.

WHERE: Town of Rochester Community Center, 15 Tobacco Road, Accord, NY 12404.

WHO: Farmers and growers, food processors/manufacturers, and beverage-makers, plus businesses that support local farms and food/beverage producers.

WHAT: An overview of services offered by Ulster County and the Town of Rochester, the Mid-Hudson Small Business Development Center, and Hudson Valley Agribusiness Development Center, with an opportunity to ask questions or connect with us for further discussion about your business' needs.

This event is hosted by the Town of Rochester and the Ulster County Office of Economic Development. For more information about the UCOED, visit us online at <http://ulstercountyny.gov/economic-development>. Special thanks to the Mid-

Hudson Small Business Development Center and the Hudson Valley Agribusiness Development Center for their participation.
[Click here to RSVP.](#)



Helping Communities by Helping Local Businesses (New Paltz Workshop)

Wed, Mar 7, 6:00 pm

Hampton Inn by Hilton New Paltz

4 South Putt Corners Road

New Paltz, NY

UPDATE: As of 6pm on 3/6/2018 this event has been CANCELLED due to predictions of a winter storm in our area. The event will be rescheduled.

County Executive Mike Hein and the Ulster County Office of Economic Development invite residents of the New Paltz area to learn more about the services we offer to support local businesses, nonprofits and communities. Topics of discussion include Payments-In-Lieu-Of-Taxes (PILOTs), tax abatements, site assistance, grants, business counseling and more. Come learn and discuss how county and local efforts to boost business can be an important part of helping our local economy grow and thrive!

This event is co-hosted by the New Paltz Regional Chamber of Commerce and the Town and Village of New Paltz. The event is part of the Office of Economic Development's ongoing Community Economic Development initiative, which aims

to engage with residents and business owners to help shape locally-driven economic development priorities. Future events are planned throughout 2018 at various locations across Ulster County. For more information, or for a list of other upcoming events organized by the Ulster County Office of Economic Development, visit UlsterForBusiness.com.

THIS EVENT HAS BEEN CANCELLED DUE TO WEATHER.



How Ulster County Does Business Differently

Wed, Nov 15, 6:00 pm

Ulster County Legislative Chambers

244 Fair St

Kingston, NY

What are we doing to support local businesses in Ulster County, you ask? To find out, join staff from the Ulster County Office of Economic Development and the City of Kingston for an overview of the services provided to businesses, nonprofits and communities. Topics of discussion include Payments-In-Lieu-Of-Taxes (PILOTs), sales and mortgage tax abatements, site assistance, grants, business counseling and more. Come learn how your government helps existing businesses in our area grow and thrive. With special thanks to KingstonCitizens.org.

To RSVP, [click here](#).



Riding the Film Wave: How Your Business Can Benefit (11/1)

Wed, Nov 1, 6:00 pm

SUNY New Paltz, Lecture Center Room 1001

New Paltz, NY

Whether you've worked with film productions already, or are new to the game; whether you're an accountant, a medic, a caterer or a landscaper; whether you own a building you think is film-worthy or a home that you'd like to make available for film cast and crew - this event is for everyone!

Have you noticed the film crews roaming throughout Ulster County this year? Thanks to the recent expansion of the NYS Film Tax Credit, which was spearheaded by Ulster County Executive Mike Hein, business is booming with more productions and spending in the first quarter of 2017 than in the entirety of 2016 and years prior.

But the million dollar question is "how does MY business get a piece of the pie?" Ulster County Executive Mike Hein, the Ulster County Office of Economic Development and the Hudson Valley Film Commission are pleased to invite you to attend one of the two upcoming workshops on how you can do more business with the film industry. During the workshop, our team will answer questions such as:

- What kind of vendors does the film industry need?
- How do I get my business onto production vendor lists?

- What else can I do to put my business in front of the decision-makers in the film industry?

NOTE: This event will be held twice, at different locations and times. Both events will cover the same material, so we encourage you to pick the date/place that is most convenient for you.

[Click here to RSVP for the 10/24 workshop in Saugerties](#)

[Click here to RSVP for the 11/1 workshop in New Paltz](#)



Riding the Film Wave: How Your Business Can Benefit (10/24)

Tue, Oct 24, 4:00 pm

The Stone Pony Delicatessen and Pizzeria

963 Kings Highway

Saugerties, NY

Whether you've worked with film productions already, or are new to the game; whether you're an accountant, a medic, a caterer or a landscaper; whether you own a building you think is film-worthy or a home that you'd like to make available for film cast and crew - this event is for everyone!

Have you noticed the film crews roaming throughout Ulster County this year?

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by Ulster County Executive Mike Hein, business is booming with more productions and spending in the first quarter of 2017 than in the entirety of 2016 and years prior.

But the million dollar question is "how does MY business get a piece of the pie?"

Ulster County Executive Mike Hein, the Ulster County Office of Economic Development and the Hudson Valley Film Commission are pleased to invite you to attend one of the two upcoming workshops on how you can do more business with the film industry. During the workshop, our team will answer questions such as:

- What kind of vendors does the film industry need?
- How do I get my business onto production vendor lists?
- What else can I do to put my business in front of the decision-makers in the film industry?

NOTE: This event will be held twice, at different locations and times. Both events will cover the same material, so we encourage you to pick the date/place that is most convenient for you.

<http://ulstercountyny.gov/ulsterforbusiness/why-ulster>

LIVING HERE – This page should be a landing page for the entire section on Living Here, yet content only features Why Ulster. Can you create a new URL for it with the following content (and keep the URL for Why Ulster)?

NEW CONTENT PENDING

<http://ulstercountyny.gov/ulsterforbusiness/why-ulster>

Why Ulster County?

We have world-class scenery, outstanding recreation and a vibrant focus on the arts, culture and history.

Situated between the iconic Hudson River and the beautiful Catskill Mountains, Ulster County has beautiful scenery and world-class outdoor recreation. Residents enjoy easy access to the outdoors, close proximity to New York City, and a creative culture steeped in history and the arts.

Besides being a great place to live, Ulster County is also a great place to establish or grow your business. With close proximity to New York City, and easy access to the New York State Thruway and major air-and-rail transportation hubs, Ulster County's businesses are connected to some of the largest markets in the world. Inexpensive real estate and a lower cost of living give Ulster County's businesses a competitive advantage, helping them thrive. Whether you're running a small mom-and-pop operation or serving Fortune 500 clients around the world, Ulster County is the perfect place for your business.

Visit Ulster County Tourism for more information about the area's many attractions.



35 mountain peaks

Reaching elevations of more than 3,500 feet.



350 miles of hiking trails

Mountain treks, casual woodland walks and urban greenways.



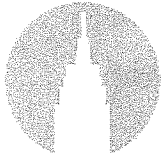
world-class

Rock climbing and mountain biking—plus a growing network of rail trails which will connect to the statewide Empire State Trail.



12 golf courses

including the award-winning Mohonk Golf Course and several public courses.



90 min. from NYC

With direct buses, nearby Amtrak and MetroNorth train services, and easy access to major airports and the N.Y.S. Thruway, getting here couldn't be easier.



\$215,000

Median sale price of homes in 2017. Compared to \$616,250 in Westchester County or \$500,000 in Nassau. ([click here for source](#))

Commented [DB10]: Probably delete this reference for 'evergreen' focus on facts/statistics.

<http://ulstercountynyny.gov/ulsterforbusiness/cities>

Cities and Towns

Ulster County's cities and towns are vibrant and filled with history, culture and attractions.

The Hudson River Communities

Saugerties, Kingston, Marlboro, Lloyd, Highland, Esopus, Hurley, Ulster

The Hudson River, one of the world's most iconic waterways, creates Ulster County's eastern border. Since Henry Hudson's first exploration in 1609, the Hudson River has been a locus of American innovation: It played a pivotal role in the early colonies' fight for independence, fueled the nation's westward expansion and gave birth to both the Hudson River School of American art and, thanks to the efforts of such luminaries as Pete Seeger and Robert Kennedy Jr., the modern environmental movement. Today, Ulster County's riverside communities are revitalized as more and more people join them. Kingston, the historic heart of Ulster County, is brimming with creative energy. It is home to artists and entrepreneurs, and is quickly becoming a hub for the Hudson Valley's tech industry. Saugerties is an old mill town with beautiful industrial architecture and a vibrant, eclectic arts scene. Farther south, the Town of Lloyd in Highland is the entry point for many coming to Ulster County from the east. Sitting at one end of the Walkway Over the Hudson, it attracts millions of visitors every year. Marlboro is a charming small town surrounded by verdant, rolling hills, acres of farmland and orchards, and several exceptional wineries. The Town of Ulster is known as the "Business Hub" of the county, though it's also characterized by several quiet hamlets and residential neighborhoods. To the south and west, respectively, of Kingston, the Towns of Esopus and Hurley offer outdoor recreation, historic attractions and a number of picturesque neighborhoods, hamlets and villages within their borders.



The Catskills

Woodstock, Phoenicia, Shandaken, Denning, Hardenburgh, Olive

Ulster County's towering Catskill Mountains offer breathtaking scenery and incredible views. Small, charming towns like Phoenicia and Shandaken—and the lightly populated westernmost communities of Denning and Hardenburgh—are popular for four-season outdoor recreation, with easy access to some of the best hiking, skiing, mountain biking, fishing and kayaking in the Northeast. The demand for pure, clean drinking water for New York City inhabitants changed the course of history for the Town of Olive: The Ashokan Reservoir now divides the sprawling town into hamlets that border the shoreline of the massive handmade dam and its forever wild Catskill forest lands. At the foot of the Catskill Mountains lies Woodstock, world-famous for nurturing the creative spirit of American icons like Bob Dylan. Today, Woodstock remains a cultural hub for artists and musicians. It hosts the Woodstock Film Festival, a yearly celebration of independent film frequented by A-list actors and film industry veterans in a casual, down-to-earth atmosphere, and Woodstock Bookfest, an annual gathering of aspiring writers, book lovers, publishers, agents and award-winning authors.



The Rondout and Wallkill Valleys

Ellenville, Kerhonkson, Accord, High Falls, Stone Ridge, Marbletown, Plattekill, Rochester, Wawarsing

The beautiful Rondout Creek and Wallkill River valleys cut a corridor from the Hudson River to Ulster County's southwestern borders. Charming, historic towns like Stone Ridge, High Falls and Accord punctuate acres of rolling farmland. The Village of Ellenville is primed to become one of the region's economic drivers due to the Ellenville Million, a funding initiative from the County Executive's office. This infusion of funding is helping to jumpstart local development and investment, and includes funding for businesses looking to expand or relocate to the area. Real estate is already very affordable and, with the added incentives, there's never been a better time to invest in Ellenville's future.



The Shawangunks

New Paltz, Gardiner, Rosendale

The breathtaking Shawangunk Ridge has given inspiration to the area's residents for centuries. New Paltz, a colorful college town with some of the region's best restaurants, sits at the base of the ridge. S.U.N.Y. New Paltz is an economic driver for the region, and has received national attention for the quality, breadth and affordability of its academic programs—not to mention its innovative 3-D Printing Center. Rosendale is a quaint and charming small town with an active community. Further south, Gardiner has become a hub for craft beverages, with several wineries and Tuthilltown Distillery, the first new whiskey maker to open in New York State since Prohibition.

<http://ulstercountyny.gov/ulsterforbusiness/video>

VIDEOS

[Subscribe to the Ulster for Business YouTube Channel here.](#)

Is this the correct link – on 'here' above - for the Ulster for Business YouTube channel – or is it coded as my channel?

https://www.youtube.com/channel/UCX_vXOjrhXky-9tTb6wG2Rg

Ulster County Welcomes Niche Manufacturers! Small manufacturing is thriving here in Ulster County, thanks to the support and resources offered by the Ulster County Office of Economic Development. Four diverse niche manufacturers talk about why Ulster County is the best place for their businesses to gain strength, expand and succeed.

Do Business Differently in Ulster County Less than 100 miles from midtown Manhattan, in Ulster County, New York, tech industry leaders are discovering new

ways to successfully manage their businesses, raise their families and enjoy a better quality of life—all at a lower cost of living.

Ulster is Camera Ready - The Film Industry in Ulster County More and more film and television productions are choosing Ulster County, N.Y., for its diverse shooting locations, its proximity to N.Y.C. and its experienced and professional local talent pool. Tax credits of up to 45% provide added incentives. Find out about how you can shoot your next film here!

Living In Ulster County - The Tech Community Ulster County is a vibrant tech center just 100 miles north of New York City. A robust community of interactive professionals meets regularly in the beautiful and historic Stockade District of Kingston, N.Y.

Living in Ulster County - Dennis Crowley Testimonial Dennis Crowley of Foursquare talks about how Ulster County and New York City are connected via just a quick ride on the N.Y.S. Thruway. After a brief period of settling in and establishing himself, he now enjoys easy connectivity with other entrepreneurs in the tech industry in the same vicinity.

Living in Ulster County: Garnet Heraman & Karina Cousineau Testimonial Garnet Heraman & Karina Cousineau talk about how Ulster County is a great place to live and launch a fashion-related manufacturing business in Phoenicia, N.Y., with a retail storefront in Uptown Kingston.

Living in Ulster County: Norm Magnusson Testimonial Norm Magnusson, a freelance creative director, talks about how Ulster County offers the best of both worlds: 'wilderness' within easy reach and quick accessibility to N.Y.C. He enjoys abundant opportunities to network with creatives and technologists right here in Ulster County.

<http://ulstercountyny.gov/ulsterforbusiness/blog>
BLOG

TEXT FOR THIS "BLOG" SECTION IS STILL A WORK IN PROGRESS – NO NEED TO CHANGE TODAY—WILL SEND UPDATED CONTENT LATER.

Business Blog

News and resources for current and prospective Ulster County businesses.

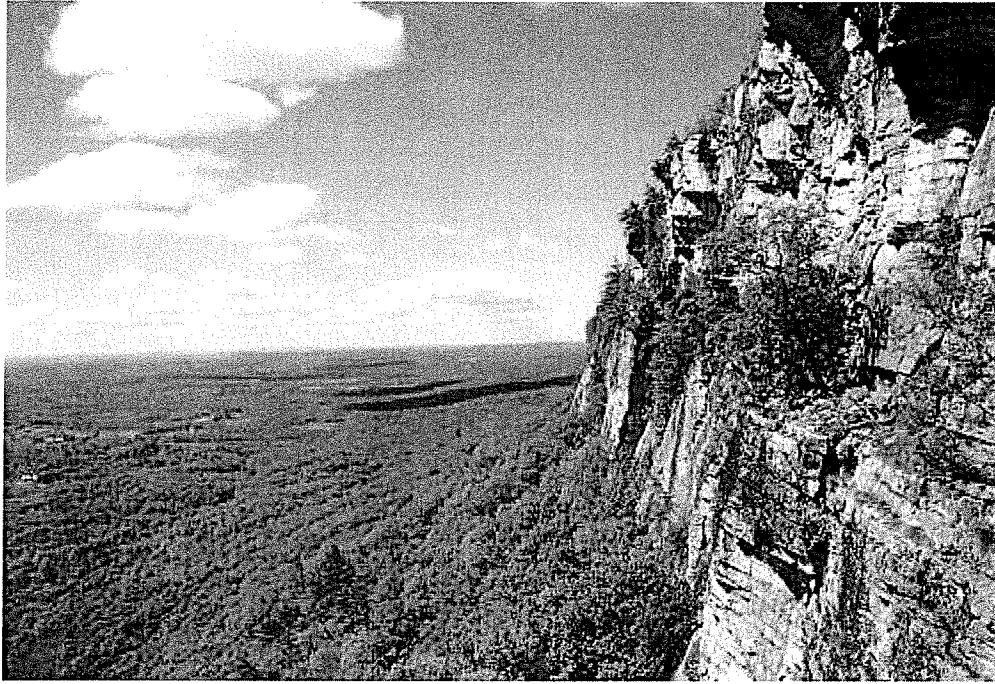
Recent Posts



For the Love of Film: The Woodstock Film Festival

From its humble origins, the Woodstock Film Festival has grown into a cultural tour de force, attracting big names from across the world. And once they experience Ulster County, many of them come back.

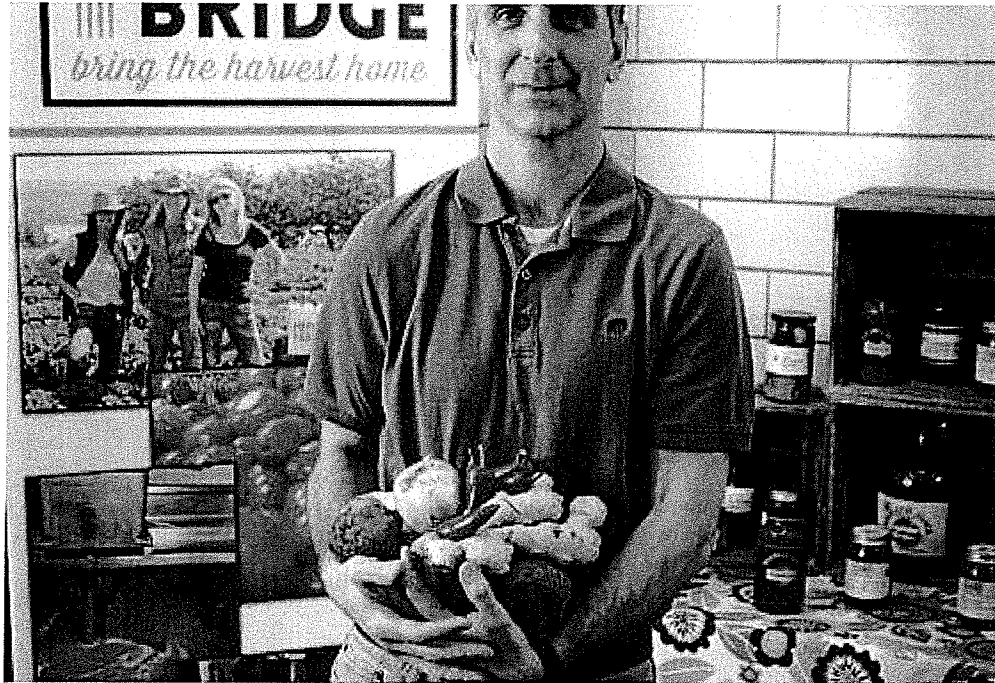
[more >>](#)



Going Green: Ulster Is the Most Environmentally Friendly County in New York State

Fiscal responsibility and environmental sustainability are not mutually exclusive concepts to Ulster County Executive Mike Hein.

[more >>](#)



Farm to Fabulous: Putting the Value in Value-Added

With vast and fertile farmland, knowledgeable local farmers, a welcoming community, and local

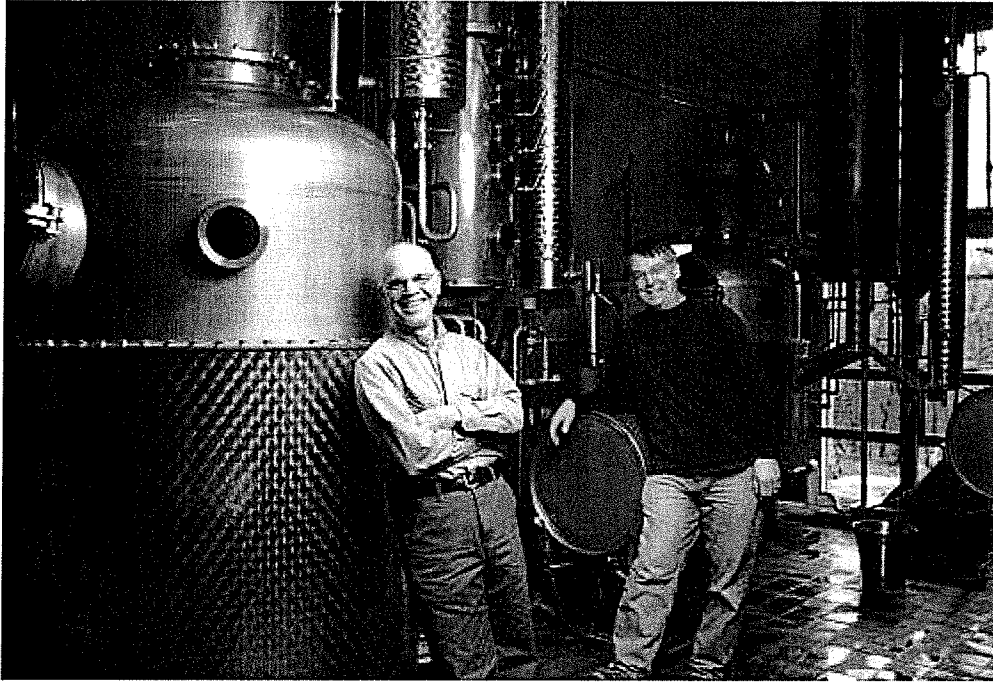
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Star-struck: Charles Ferri's New Destination Distillery in Esopus

"I'm going to make the smoothest, most refined vodka in the marketplace," says Charles Ferri,

[more >>](#)



Tuthilltown: The Birthplace of Craft Distilling in New York State

New York State's craft beverage industry is booming. Locally distilled spirits contribute more than \$27

more >>



It Takes an Artist to Know an Artist: Bailey Ceramic Supplies

For more than 42 years, Anne Shattuck Bailey and Jim Bailey have been revolutionizing the professional

more >>

<http://ulstercountyny.gov/ulsterforbusiness/blog/love-film-woodstock-film-festival>

For the Love of Film: The Woodstock Film Festival

From its humble origins, the Woodstock Film Festival has grown into a cultural tour de force, attracting big names from across the world. Each year, actors like Alec Baldwin, Paul Rudd, Parker Posey, and Steve Buscemi gather with other famous directors and producers for a celebration of independent film. Woodstock Film Festival's founders, Meira Blaustein and Laurent Rejto, launched the festival 18 years ago. "It's not a red-carpet, stretch-limousine kind of thing," says Blaustein. "People come here for the love of film and the love of filmmaking."

And many end up staying. Dozens of visitors buy homes, or come back for their next production. "People fall in love with the area," she says. "They come for the festival and then come back to make films." The result is steady growth in the local film industry, year over year—and with a new tax credit of up to 45%, more filmmakers are attracted to Ulster County than ever.

In the past nine years, filmmakers have spent more than \$70 million on productions in the region, including more than \$8 million in 2016 alone. However, those numbers only account for direct spending; coupled with indirect spending at local hotels, restaurants, and shops the industry's local impact adds up to nearly \$15 million. The film industry also benefits a variety of local tradespeople, including sound engineers, camera operators, carpenters, electricians, and musicians. Currently, filmmakers hire 15 percent to 20 percent of their crews locally, but this number is projected to grow as the film industry in Ulster County continues to expand.

Ulster County has come a long way since the Woodstock Film Festival began in 2000. "It was arid ground in terms of film production," says Blaustein. "It's a very vibrant place now." And as more and more visitors from the film industry fall in love with Ulster County, making films is becoming even easier. "Now there is a lot of infrastructure to support film production," Blaustein says. "And it's growing." More recently, County Executive Mike Hein was instrumental in extending a massive tax cut to filmmakers, making Ulster County one of the most inexpensive places to film in New York State. Production has already seen a huge boost in 2017, bringing investment into local communities. If you're a filmmaker looking for an amazing place for your next project, call the Ulster County Office of Economic Development at 845-340-3556 to see how we can help.

The 2017 Woodstock Film Festival will take place on October 11-15, 2017. For tickets and more information go to www.woodstockfilmfestival.org.

<http://ulstercountyny.gov/ulsterforbusiness/blog/going-green>

Going Green: Ulster Is the Most Environmentally Friendly County in New York State
Ulster County Executive Mike Hein does not believe that fiscal responsibility and environmental sustainability are mutually-exclusive concepts. Instead, under his guidance, the County is leading the way as the most environmentally-friendly county in New York State, and its commitment to clean energy has garnered national attention. In 2009, Ulster partnered with the nonprofit Green Infrastructure Center to develop comprehensive habitat mapping in order to preserve natural habitat while facilitating ecotourism. In 2015, Ulster earned a spot on the EPA's list of top 30 local governments for green energy. And last December, the county was featured in National Geographic for its ongoing efforts in renewable energy, energy efficiency, and nature conservation. The article highlights successes like the John Burroughs Black Creek Corridor, which filled a gap in the wildlife pathway for Blueback herring and provided hundreds of acres of new trails for hikers.

Ulster County officials recognize the benefits of environmental preservation, not only to the ecosystem but to the local economy; in 2015, tourism revenues in the county reached their highest levels on record. Ulster's attractions generated more than \$530 million in tourism spending from visitors across the globe.

From border to border, the County converted its bus fleet to biodiesel, switched to LED street lighting, and is installing solar arrays to become even more efficient. Ulster purchases 100% of its electricity from renewable resources, making it the

first and only net-carbon-neutral county so far in New York State. Ulster also boasts more than a dozen electric car-charging stations, the most municipal-sponsored locations in the State. It is also steadily converting its official vehicle fleet to fuel efficient and electric cars to cut carbon emissions.

SUNY Ulster's Kingston Center was renovated from a former elementary school to Leadership in Energy and Environmental Design (LEED) standards, and boasts energy-efficient heating and cooling, LED lighting, car-charging stations, and permeable pavement and bioretention ponds that reduce stormwater runoff. County Executive Mike Hein envisioned and oversaw the project. "Ulster County is leading the way as the most environmentally friendly county in New York State," he says. "I firmly believe that government must lead by example."

Ulster County is doing business differently. If you think that what's good for the environment can also be good for the bottom line, we want to help your business grow in Ulster County. Call us to see how we can help.

<http://ulstercountyny.gov/ulsterforbusiness/blog/farm-to-fabulous>

Farm to Fabulous: Putting the Value in Value-Added

With vast and fertile farmland, knowledgeable local farmers, a welcoming community, and local government willing to go to bat for businesses, Ulster County has earned its reputation as the epicenter of the farm-to-table movement. Farm Bridge's Jim Hyland has never looked back since starting his business in Ulster County 10 years ago. "I've been really happy since we've been here. It's been the best move I've ever made, for my business and for my family," he says. "Ulster is just an ideal spot. We're close to the city, Albany, and Boston. People can get to us very easily."

Farm Bridge partners with local farmers to create value-added, shelf-stable products, and helps them sell what they grow without it spoiling. "We're a bridge between farmers and the people who want their products," says Hyland. They offer food production facilities, assistance with food regulations and co-packing and private labeling services for farmers and other food manufacturers. Farm Bridge also buys local produce like surplus tomatoes for salsa, basil-tomato sauce, or tomato juice, which it sells through wholesalers and area CSAs, such as Field Goods. Over the past decade, Hyland has had a front row seat to the region's changing food economy, and Farm Bridge's output expanded by 55% between 2012 and 2015. "People are much more interested in where their food comes from," he explains. Today, Ulster County is "a destination for people who care about their food." Ulster County actively supports its growing food and beverage market, notes Hyland. "They've been supportive since the very beginning," he says. "They're there for you if you have an issue." Business owners have access to a variety of financial assistance, including tax abatements and grants, and recently Ulster County targeted a low-interest loan program toward the food and beverage industry, and simplified the application process.

Farmers and food producers are already feeling the impact, including Hyland, who says he recently received a loan through the county and is taking advantage of the opportunity to help grow Farm Bridge.

There are countless stories of Ulster County officials supporting businesses in other ways as well. Frequently, officials offer assistance in identifying and applying for grants, including the State's highly competitive Consolidated Funding Application grants. One such recipient was Charles Ferri, who is preparing to open the Star Distillery and Estate in Esopus. The County Executive and Ulster County's Office of Economic Development helped Ferri secure over \$750,000 through State funding. "Without all of them working together, we might not be where we are now," Ferri says.

To learn how we can help your business, [contact us](#) today.

<http://ulstercountyny.gov/ulsterforbusiness/blog/charles-ferri>

Star-struck: Charles Ferri's New Destination Distillery in Esopus

"I'm going to make the smoothest, most refined vodka in the marketplace," says Charles Ferri, leaning forward on an antique couch in the back room of his wife's real estate office. Ferri plans to open Star Distillery at the site of a former monastery on the Hudson River in Esopus, distilling ultra-premium vodka, gin, and whiskey. A hotel and wedding venue are also planned for the site.

Ferri created the Star Vodka concept five years ago as a gift he could leave with VIPs at the Star Room, his Hamptons' nightclub. The project took him to Moscow so he could see firsthand how some of the world's most renowned brands make vodka. Ferri was unimpressed. "They were creating something as inexpensively as possible and telling people to mix it," Ferri explains. He wanted a vodka so smooth it could be drunk on the rocks, and he realized he'd have to make it himself.

Opening a destination distillery in New York State was part of the plan all along, but Ferri was delighted that the stars aligned to bring him to the Hudson Valley, about 40 minutes' drive from his childhood home in East Fishkill. "We're right on the Hudson River, the most iconic river in the country," he says. Plus, the area's natural resources made it a perfect fit. "It's about the water—the Northeast has some of the best water in the country," he says. And the Hudson Valley is resistant to drought or water shortages that plague other areas.

Star Distillery's location couldn't be more advantageous. "The great thing about the Hudson Valley is, you're right between Albany, Saratoga, and New York City," Ferri explains. Because of interstates and several regional airports, sellers' markets in Boston, Philadelphia, and Canada are easy to access. Another unexpected bonus is the outpouring of support from local governmental officials from across the Hudson Valley, especially Ulster County.

Ulster County Executive Mike Hein and Suzanne Holt, director of the Office of Economic Development, have done everything in their power to make the process of opening Star Distillery as painless as possible, Ferri says. "When you're coming to a new region as a business owner it's so important to be welcomed, and they have really made this a nice and pleasant experience," Ferri says. But Ulster County officials gave Ferri more than just a welcome. They also offered financial incentives, and even helped Ferri secure \$750,000 in highly competitive state funding. "Without all of them working together, we might not be where we are now," Ferri says.

As plans come together for the distillery, Ferri anticipates having the first batch of Hudson-Valley-made vodka and gin within 18 months. Almost immediately, he says, they'll also begin producing and barreling whiskey in the hopes of launching a new line as soon possible. Ulster County helps new businesses like Ferri's every day. Whatever it is your business needs, officials at Ulster County are here to help. Give us a call today to see the difference we can make.

<http://ulstercountyny.gov/ulsterforbusiness/blog/tuthilltown>

Tuthilltown: The Birthplace of Craft Distilling in New York State

New York State's craft beverage industry is booming. Locally distilled spirits contribute over \$27 billion to the State's economy, and in the past five years alone, the number of distillers has grown by 500 percent. Governor Cuomo and State lawmakers have recognized the industry's contributions by enacting legislation to make it easier to break into the business, and from Montauk to Fredonia, new breweries, distilleries, cideries and wineries are opening up at a blistering pace. But few people know that the boom began at a small craft distillery in the Ulster County town of Gardiner.

Founded in 2003, Tuthilltown Spirits Distillery was the first legal whiskey producer in New York State since Prohibition. For decades, legislation had made it extremely difficult for new distilleries to open, with licensing fees alone near \$60,000.

Everything changed, however, when Tuthilltown founders Ralph Erenzo and Brian Lee happened upon an obscure law allowing distilleries to get a license for only \$1,450. Their discovery sparked a revolution, with dozens of distillers following their lead almost overnight. Erenzo and Lee lobbied legislators and convinced them of the benefits that distilling could bring to local economies—and New York State's craft beverage renaissance began with the full support of leaders in government. Today, Tuthilltown distributes throughout the tri-state area, and bars as far away as San Francisco carry its products. In April, Tuthilltown was acquired by independent family-owned Scottish distiller William Grant & Sons, with plans to expand production and distribution even further. The distillery has won numerous accolades, including Distillery of the Year from Whiskey Magazine and American Distillery of the Year from the American Distilling Institute. Tuthilltown has expanded into a variety of other spirits, including gin, vodka, and cordials made from local ingredients. But perhaps its biggest contribution has been putting the Hudson Valley on the map as a craft beverage leader.

Thanks in large part to Tuthilltown, Ulster County sits at the epicenter of New York's burgeoning craft beverage movement, home to dozens of mouth-watering options for imbibers. Keegan Ales in Kingston got its start around the same time as Tuthilltown, and has enjoyed increasing popularity year after year. New to the scene, Arrowood Farms in Accord is at the vanguard of the farm-to-beer movement, growing hops and rye on site. Coppersea Distillery in New Paltz is handcrafting spirits the old-fashioned way, offering some incredible raw whiskies that cannot be found anywhere else. And as one of the nation's largest apple-producing regions, it's no surprise that new cideries are springing up across the county, too.

Ulster County officials have long supported new breweries, distilleries, cideries and wineries, recognizing the benefit to the local economy in sales, tourism, and sustainable jobs. Their support has allowed the craft beverage industry to thrive and has helped make Ulster County a destination for beverage enthusiasts. "Ulster County has a wonderful collection of breweries, wineries, cideries, and distilleries," says County Executive Mike Hein. "Besides producing some of the best beer, wine, cider and spirits, they also contribute to our vibrant tourism industry, combining food offerings with tastings and tours, and providing beautiful outdoor spaces while visitors enjoy time spent with friends and family. Ulster County is quickly becoming the premier craft beverage destination for tourists in the Northeast."

Even as the county's craft beverage movement matures, there's still millions of dollars of unmet demand both locally and in easily accessible metropolitan markets. Interested in learning more about how you can start, grow or relocate your business to Ulster County? If so, let our dedicated economic development team help you succeed. Reach out today to see how we can help!

<http://ulstercountyny.gov/ulsterforbusiness/blog/bailey-ceramic>

It Takes an Artist to Know an Artist: Bailey Ceramic Supplies

For over 42 years, Anne Shattuck Bailey and Jim Bailey have been revolutionizing the professional pottery world from a quiet side street in Midtown Kingston. In 1975, Jim released the 30-inch Bailey Slab Roller, unrivaled at the time for its ease-of-use and uniformity, even with dense clay. After an enthusiastic reception, business has been booming at the Bailey Ceramic Supplies & Bailey Pottery Equipment Corporation.

As professional potters, the Baileys have made an impact simply by making equipment they'd use themselves. As well as being a renowned potter, Jim has been designing custom tools since 1974; Anne's work has been featured in books, museums, and even the White House. Today, the Baileys have more lines of pottery equipment and ceramics supplies than any other manufacturer in the industry. The company's central location in Kingston has contributed to the Baileys' success. Housed on Ten Broeck Avenue in midtown Kingston in a 100-year-old brick factory, Bailey's Pottery is in good company among neighborhood artists' studios and arts organizations; world-class art supply outfit R&F Handmade Paints is headquartered down the street. "Collaboration is an important part of the arts culture in Kingston," Anne says.

Like many local creative arts organizations, Bailey's finds the natural beauty of Ulster County to be a source of constant inspiration. "The city's environment and quality of life are important to the company and its employees," says Anne. The company also benefits from a pipeline of qualified workers graduating from SUNY New Paltz's nationally recognized arts programs. Having employees who are all working artists themselves is important, notes Anne, because that helps them anticipate the needs of their customers.

Midtown Kingston is fast becoming a destination for the arts. There's the recently created Midtown Arts District, which promotes the area as an artist-friendly place to live and work. Nonprofit development organization RUPCO rehabbed an abandoned factory and created the Lace Mill artists community, which offers subsidized

housing for artists and frequently hosts gallery openings and tours. Along with other longstanding creative arts businesses like R&F Paints, Bailey's has served as a catalyst for the neighborhood's burgeoning arts scene, hosting pop-up shows and workshops to engage the community, donating equipment and time to local schools and causes, and working with both city and county government to promote the Midtown Arts District. In the past several years, they've been joined by other entrepreneurs in the arts, including Art Workshop Fabricators, Lite Brite Neon, and Black Creek Mercantile Trading Co.

"County and local leaders could not have been more supportive," Anne says. Ulster County worked with other local business owners like developer Mike Piazza and architect Scott Dutton to help them find the perfect location at an affordable price. Today, County officials continue to aid other businesses in taking advantage of the area's reasonable real estate. The Baileys continue to work with Kingston and Ulster County to support local artists, helping to make the region an even more attractive place to live.

Through partnerships with local businesses like Bailey's, County support is giving rise to a thriving creative community in Kingston. Whether you're a business owner, an artist, or both, Ulster County's here to help. Call us today to see how we can make a difference.