

Hudson Valley Pattern for Progress - 2018 Update to the UCEDA Board

I wish to apologize for the scheduling conflict that prevents me from being at the board meetings in person. I teach a course on Tuesdays from 4-6 pm in Newburgh.

As this project is winding down I hope that these written reports will be sufficient to inform you of the remainder of the work that needs to be accomplished. There are three subject areas that Pattern was contracted to provide support to the Ellenville Million through a contract with the UCEDA.

STATUS:

1. PARKS:

This element is complete.

2. INFRASTRUCTURE:

During the course of the contract, Pattern has sought to determine how the Town and Village could collaborate on the delivery of infrastructure improvements to support economic development. Unfortunately, the amount of money allocated in this category would only be able to supply assistance for planning for the development of infrastructure projects and not their physical construction. There have been multiple attempts to gather the Town and Village to discuss how they might work together. On January 5th, I convened a meeting which included: the new Town Supervisor Terry Houck, Town councilman Stephen Bradley, the town's consultant Marc Blauer and representatives of the Village (unfortunately Joe Stoeckler was unable to attend). Also attending on behalf of the county was Tim Weidemann.

We went through every scenario for water and sewer to determine if there was still a need for the study of sewer and water collaborations. The consensus of the attendees was that there was nothing left to do as the town has continued to move on their own to complete the modernization of the sewer needs and that their water needs are adequately being addressed.

RECOMMENDATION:

At this time any remaining funds in this category would be better spent to assist the Town and Village in any future needs to match either studies or planning efforts. In the event that the UCEDA board does not wish to transfer monies for this purpose, then consideration should be given for another topic area.

3. Business Competition (NEW)

At the request of the UCEDA board, Pattern has been considering the structure and management for a business competition. It is Pattern's understanding that there is \$100,000 available for this initiative.

Pattern recommends that the competition be set up in the following manner:

The competition should be open to anyone in order to cast the widest net. However, the process will include in its rules, that the winner must either establish a business in the Village of Ellenville or expand an existing business within the Village. It is to be explained that the competition will only fund new business efforts that commence after the announced date of the competition. In the event that an expansion is chosen, the applicant must demonstrate that the plan truly covers new efforts.

The competition will be done in two phases:

1. Phase One - Solicitation of Concepts

In order to generate as many ideas as possible, this first phase will require a written proposal of 500 words or less and an early estimate of the number of jobs to be created and the overall cost of the project. During this phase Pattern will engage in marketing efforts and workshops to try and cast as wide a net as possible.

2. Phase Two

Proposals will be read and presented to the UCEDA board. The Board will select three (3) proposals to move forward as finalists. During this phase applicants will have to present a business plan, refined job creation and budget numbers. The UCEDA board can decide to divvy up the \$100,000 to one or more of the finalists. The Mid-Hudson Small Business Development Center will assign a counselor to each of the three finalists to help prepare more detailed written presentations. All three will then present their plan on a date determined by UCEDA. The proposal should also include the potential to leverage the concept with both private and public sector funding.

If the UCEDA board seeks additional technical expertise for the judging then Pattern will seek such expertise.