

Business Name and Applicant	Business Category	Type of Business	Use of Funds	Cost of Project	Requested Amount	Job Creation	Open by December	Strengths	Observations	Notes	Vote Y/N
<b>Carmen's Sabor Latino</b> Carmen Oquendo & Eric Abraham Napanoch	Service for locals Tourism	Puerto Rican Eatery	start up costs, building, equipment & supplies	\$ 486,955	\$ 99,586	4 FT, 1 PT employee	yes but ambitious	<ul style="list-style-type: none"> <li>• Business plan is very detailed even including written estimates for equipment. Very strong.</li> <li>• Promoting the establishment as a lower cost food option in the Ellenville Wawarsing area.</li> <li>• Ellenville has a growing Latino /Hispanic population (as of 2016 - 29% of the population of Ellenville is Hispanic/Latino) that could help the success of the restaurant.</li> <li>• Resumes for key personnel are attached.</li> <li>• Plan calls for opening the restaurant before the end of the year.</li> <li>• Calls for the creation of 4-5 jobs.</li> </ul>	<ul style="list-style-type: none"> <li>• My assumption is that they are going to use the grant from the Jump Start competition as leverage to obtain a bank loan. I would pursue this further to see if they have had any preliminary conversations.</li> <li>• Are they in business already? There is an invoice for the purchase of the land across from Walmart. It seems this may be going ahead regardless of funding from UCEDA. This may explain all the letters in support. Or...they may simply have purchased the land.</li> <li>• While there are numerous letters in support, do they need any permits for the establishment of the restaurant? Does this mean any UCEDA funding is contingent upon obtaining the funding? Also the plan calls for outdoor seating, does that require an additional permit? Finally the mix of indoor versus outdoor seating requires a bit more of an explanation as it is related to their business plan. Do they have a liquor license?</li> <li>• While it appears they have acquired a site, why didn't they locate within the village as part of the cluster of restaurants? From the village's point of view it would have added to the impact of a "restaurant row" destination.</li> </ul>		
<b>Business Incubator Galileo</b> Technology Group Vincent Cozzolino- Heather Brady Rieker-Petra Klein Ulster/Orange County	Service for locals Manufacturing?	Business incubator with a focus on outdoor activities and healthy living - Will house approx. 10 start ups	Incubator operation support for 1st year, marketing and promotions	at least \$303,500	\$ 190,000	10 from tenants	6 months from time of award	<ul style="list-style-type: none"> <li>• Prior experience in the formation of a business incubator</li> <li>• Location - They believe they have identified a space that is adjacent to the hospital which would be suitable for the incubator.</li> <li>• The proposal calls on a theme for the incubator that is based upon an area analysis done by their team that revealed that "Outdoor Activities/Healthy Lifestyle" could work as a "cluster" in the Ellenville Wawarsing area</li> <li>• Resumes for key personnel are attached</li> </ul>	<ul style="list-style-type: none"> <li>• Requested amount is above the total available for distribution. Original spreadsheet seemed to indicate that they were requesting \$60,000.....the full application indicates they are seeking \$190,000....need to clarify.</li> <li>• Business plan calls for 10 tenants - is there a market to fill those 10 spaces?</li> <li>• Business incubator is a step removed from job creation. The intention is to create a structure from which jobs could be created. This is potentially very good or may not be what the UCEDA board intended.</li> <li>• Unclear on the number of jobs created</li> </ul>		

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<b>Kinaloha Arts, Kinaloha LLC</b> Heidi Wagner & Charles Roberson Cragsmoor	Service for locals/kids Tourism	Art School and retreat	Start up costs, renovations, equipment and supplies	\$ 49,882	\$ 43,000	2 FT + unknown # of PT. Expected to grow when year-round operations begin.	Currently operate April - October. Plan to request permission to expand to year-round	<ul style="list-style-type: none"> <li>• A very well thought out business plan.</li> <li>• The backgrounds of the principals are very strong.</li> <li>• As it grows, there will be additional part time employees.</li> <li>• They did a very good market study to understand what exists in Ulster County.</li> </ul>	<ul style="list-style-type: none"> <li>• While requesting \$43,000, there appears to be owner equity of only \$7,000</li> <li>• The location of the facility is in a barn in Cragsmoor. Would have liked to see the display of artwork within the village or some classes conducted within the village. (opinion)</li> <li>• There is mention of a lease pending. What does this mean as the location is owned by one of the partners?</li> <li>• Must re-examine their special use permit to see if it can accommodate their expanded needs.</li> </ul>		
<b>ExploreVille</b> Agnieszka Ratajska (aka AGA) and Pablo Zolny Ellenville	Service for locals Tourism	Webiste that would offer "experience" packages for tourists or locals that are led by a local	equipment, webiste creation, advertising	not clear	\$ 32,000	possible in the future as new "experiences" are added	Yes	<ul style="list-style-type: none"> <li>• It is a unique promotional tool for the Ellenville Wawarsing area. Combined with other Ellenville Million promotional efforts this could be a very good add on.</li> <li>• Resumes are included which suggest the ability to create the website.</li> </ul>	<ul style="list-style-type: none"> <li>• This is a project that might lead to more business. They are seeking to create a website with a unique opportunity for users.</li> <li>• The plan calls for the creation of three jobs but the business plan is not clear how these will be funded.</li> <li>o It appears that as the need grows they will add more "experiences" that are led by other individuals-how will they be vetted?</li> <li>• (Dont' like typos in a proposal for a website - but that is just me)</li> <li>• It would be nice to know if they had relations with other area attractions that might pay them for each hit they get on the website so that this can grow as a business. (suggestion)</li> </ul>		
<b>Hudson Valley Organic</b> John Adams Wawarsing	Tourism	Rail-Trail Café and Farm Stand	Option 1 - Food prep room -electrical, refrigeration, oven, counter and requirements to meet code. Option 2 - Farm Stand and cafe - building, installation, and signage. Option 3 - rustic benches and gazebo to start café.	all in \$27,500	Option 1: \$10,000. Option 2 - \$10,000. Option 3 \$7,500	Part time/seasonal	Yes	<ul style="list-style-type: none"> <li>• This is an expansion of an existing small farm business that also caters to NYC Greenmarket customers</li> <li>• As their business plan suggests this will be a unique way to provide a food service along a rail trail. It is seasonal, which for the concept makes sense.</li> <li>• There is an existing business at the farm. The funds will be used to convert it to a food kitchen and then create a farm stand 50 feet away on the rail trail.</li> <li>• There is a good business plan</li> <li>• Clearly appears doable within the proposed time frame</li> </ul>	<ul style="list-style-type: none"> <li>• Do they really believe they have enough traffic to sustain their plan?</li> <li>• Does this create any new jobs?</li> <li>• Do food service establishments need other permits that might impact the opening or the timeline? If recommended by UCEDA, do you make it contingent on obtaining all necessary permits?</li> <li>• Are any special permits required to do this on the rail trail?</li> </ul>		

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<b>Carbie's Hot Pepper Jelly</b> Matthew Mackey + 3 partners Kerhonkson	Manufacturing	Production and distribution of hot pepper jelly	Start up costs including equipment, space rental, advertising and product costs	\$ 105,280	\$ 100,000	5 to 10	Yes	<ul style="list-style-type: none"> <li>Applicant has experience opening new stores - but not this specific type.</li> <li>Concept of letting people watch the preparation is intriguing.</li> <li>There is a business pro-forma.</li> </ul>	<ul style="list-style-type: none"> <li>This is an effort to bring a product to market.</li> <li>Goal is to create a manufacturing and retail establishment for equipment.</li> <li>While they list the equipment needs, other applicants have provided specific pricing.</li> <li>There is a discussion of a potential market - but untested.</li> <li>Very little equity. Not clear specifically what the money is for....I would assume everything.</li> </ul>		
<b>Humble Gym</b> Anthony Covelo Stone Ridge	Service for locals	Fitness Center/Gym	Renovations to building, also needs to purchase building and equipment	not clear	\$ 70,000	6 employees and 4 independent contractors	Yes	<ul style="list-style-type: none"> <li>The owner is investing \$40,000 for the down payment of the building.</li> <li>Will be improving a derelict structure.</li> <li>He has two other facilities in Woodstock and Stone Ridge</li> <li>Market analysis suggests there is not another similar facility nearby.</li> <li>Would create several jobs plus additional part time</li> <li>Based upon other facilities seems to know what it would take financially to make it work.</li> <li>His fee structure in the other gyms is higher than what he is proposing in Ellenville.</li> </ul>	<ul style="list-style-type: none"> <li>From his total cost and his ask from UCEDA, there is a \$60,000 note being held by the owner of the building.</li> <li>Not as detailed a business plan as others but he has done this twice before.</li> <li>Due diligence at the other two facilities could be conducted.</li> </ul>		
<b>Arkadiya Distillery</b> Arkady Aleksandryants Ellenville	Manufacturing Tourism	Distillery	Lease, equipment, construction, etc.	\$ 710,800	\$ 300,000	8	Yes	<ul style="list-style-type: none"> <li>They say they have an existing craft distillery in Ulster. It says they have four lines of production.</li> </ul>	<ul style="list-style-type: none"> <li>***The most concerning part of the application is an "exit plan"</li> <li>The marketing plan seems a bit of a stretch as it includes the NYC metro area.</li> <li>Their reference to colleges are, I am assuming, New Paltz, which is not in the town.</li> <li>They propose the creation of 8 positions (no salaries)</li> <li>They are asking for funds beyond the capacity of the competition.</li> </ul>		

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<b>RFM Designs</b> Robert F. Marcinik Wallkill	Manufacturing	Manufacturer of configurable/customized furniture	Location rental, website creation, salaries and materials	\$ 240,000	\$ 100,000	Not clear how many jobs or if this is based upon he being the only employee (2 in long term goals)		<ul style="list-style-type: none"> <li>This is a strong concept with the capacity to grow. It is based upon an internet concept for the custom design of furniture. It recognizes the decline of retail.</li> <li>He has provided, a not overly ambitious floor plan, to open with.</li> <li>He explains carefully his inspiration for his concept is based upon two other locations of similar efforts in Connecticut and Long Island.</li> <li>The applicant is from Wallkill and recognizes that he must open his facility in the Town of Wawarsing.</li> </ul>	<ul style="list-style-type: none"> <li>The company has not been formally launched.</li> <li>While there is a list of start up costs, there is not a traditional business plan.</li> <li>Not clear how many jobs or if this is based upon he being the only employee.</li> <li>The principal has years of business experience (he is also an engineer) but not in woodworking. Need to question him about this.</li> <li>If UCEDA is interested in this proposal, could he accept half the requested money and then use it to obtain the other half in a bank loan.</li> </ul>		
<b>MTB Empire Trails Project</b> Christopher Bennett Bloomingburg (Orange County)	Tourism	Marketing & website presence	event equipment, trailer? Filming & computer equipment, advertisement and business insurance.	not clear	\$ 25,300	it seems like a 1 time event so there really would be no job creation	Yes	<ul style="list-style-type: none"> <li>The target is mountain biking which should fit within the goals of Ellenville/Wawarsing</li> </ul>	<ul style="list-style-type: none"> <li>The goal seems to be, but there is not much of a business plan, to promote mountain biking in Ellenville/Wawarsing</li> <li>They are really asking for support of an annual event to promote mountain biking in Ellenville/Wawarsing</li> </ul>		