

Ulster County Economic Development Alliance
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2014 CORPORATION MISSION AND GOALS MEASUREMENT REPORT

Name of Corporation:

Ulster County Economic Development Alliance (UCEDA)

Corporation's Mission Statement:

The Ulster County Economic Development Alliance (UCEDA) acts as the catalyst to promote Ulster County as the premier location to expand and grow business for the creation of wealth, to improve the quality of life and to foster strong, sustainable, diverse economic opportunities for Ulster County and its communities. The UCEDA works to achieve its mission by attracting, retaining, and growing businesses through technical and financial assistance (including administration of the revolving loan funds), marketing, facilitation of capacity building and infrastructure programs, and collaboration with community, regional, state, and municipal partners and leaders.

List of Performance Goals and Measurement of Progress in Meeting Goals

In 2014 the Ulster County Development Corporation (UCDC) changed names to the Ulster County Economic Development Alliance (UCEDA) in an effort better align the organization with its goals and mission. UCEDA's current goals include:

1. Support economic development in Ulster County.

UCEDA initiated a marketing campaign to market Ulster County as a great place to start and expand business; Focus Media was contracted with to lead this effort. UCEDA also provided financial support to the Hudson Valley Economic Development Council (HVEDC) and participated in numerous economic development-related events, including HVEDC events.

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

As part of the marketing initiative with Focus Media, UCEDA produced all new marketing materials geared at attracting outside businesses to Ulster County and promoting the services available to local businesses. Additionally, UCEDA and Focus Media did external outreach to businesses and site selectors outside the County through three separate mailings and advertisements in trade publications. UCEDA has also started publishing a quarterly newsletter in conjunction with the Office of Economic Development, as well as a monthly "Featured Properties" newsletter to site selectors.

UCEDA has also hosted several events geared toward increasing economic development in Ulster County, including a seminar for Spanish-speaking entrepreneurs and launching a the “Building Ulster County Together” series, a quarterly networking breakfast geared towards businesses in the construction, real estate, and banking sectors.

3. Administer Revolving Loan Funds

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

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