MEMORANDUM

TO: Mike Hein, County Executive

Ulster County

Kenneth Ronk, Chairman

Ulster County Legislature

FROM: Suzanne Holt, President

Ulster County Economic Development Alliance (UCEDA)

DATE: June 1, 2016

RE: ELLENVILLE MILLION UPDATE

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| **COMPONENT** | **ALLOCATION** |  | **STATUS** |
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| Tourism and Marketing Campaign | $100,000 |  | Following an RFP, the UCEDA selected and is contracting with BBG&G Advertising for $100,000 to promote the Ellenville/Wawarsing area. This contract is designed to fulfill the criteria of this component. It began in April 2016 and $8,350 has dispersed to date. |
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| Hunt Memorial Preservation Committee | $100,000 |  | The UCEDA Board approved the Committee’s plan for the allocated $100,000. The Committee is in the process of renovating the Hunt Memorial Building per the plan. $59,913 has been dispersed to date. |
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| Shadowland Theatre | $75,000 |  | Shadowland Theatre will use the allocated Ellenville Million funds as a match for its successful grant application to NYS. The funds will be used to continue renovations on the Theatre’s second stage, which will allow for additional shows and classes for the community. |
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| Economic Development “Soft Landing” Fund | $175,000 |  | In order to administer the Fund, rules and an application have been created and approved by the UCEDA Board. One application for funds has been received to date, but the applicant did not qualify. |
| **COMPONENT** | **ALLOCATION** |  | **STATUS** |
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| Main Street Façade Program | $25,000 |  | Rules and an application were created and approved by the UCEDA Board. The UCEDA contracted with the Village of Ellenville to oversee the Main Street Façade Program. Information about the program was provided to all business owners in the 14-block business district in February 2016. Four building owners were each awarded $6,250. The Village of Ellenville has requested that the UCEDA Board and the Ulster County Legislature allocate additional funding to this Program. |
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| Project Management | $75,000 |  | The UCEDA is contracting with Hudson Valley Pattern for Progress to assist with implementation of the following three components: Water/Sewer Infrastructure Improvements, Improvements to Outdoor Recreational Opportunities, and High Speed Internet/Broadband. Pattern for Progress is responsible for seeking grants for a number of the components as well. |
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| Water/Sewer Infrastructure Improvements  Improvements to Outdoor Recreational Opportunities | $150,000  $150,000 |  | Pattern for Progress is expected to submit a plan to the UCEDA Board for its approval at the June 9, 2016 meeting.  The Town and Village each appointed members to a new Parks Committee, which is being staffed by Hudson Valley Pattern for Progress. The Committee is charged with prioritizing the parks’ needs and reviewing the potential impacts on economic development. The Committee is expected to submit a plan for the $150,000 to the UCEDA Board for its approval at the June 9, 2016 meeting. |
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| High Speed Internet/Broadband | $150,000 |  | The UCEDA and Pattern for Progress have held meetings with broadband providers and large users such as the local hospital and the school district in order to determine how best to increase Ellenville’s broadband capacity. In addition, Hudson Valley Pattern for Progress submitted a grant application on Ellenville’s behalf to the USDA for technical assistance related to Broadband. Like most of the rest of the County, Ellenville is waiting to see if the FCC approves the acquisition of Time Warner Cable by New Charter and how that will affect broadband capacity. |