

# ChronogramMedia

## 30-DAY NATIVE SOCIAL CAMPAIGN REPORT: ULSTER COUNTY ECONOMIC DEVELOPMENT ALLIANCE

January, 2022

To:  
Tim Weidemann, Samantha Liotta  
Ulster County Economic Development Alliance  
244 Fair Street 6th Floor  
Kingston, NY 12401

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### Feeding the Future: The Impact of Farms, Food, and Drinks

UC2040 Plan will build on the success of agriculture and local purveyors of food and beverages.

Presented with Ulster County Economic Development Alliance

Last Updated: 12/03/2021 11:30 am

click to enlarge



Image courtesy of Arrowood Farms

Arrowood Farms is a sustainably-minded farm brewery, distillery, and dining/event space.

It starts with the soil. Abundant farmlands provide Ulster communities with access to fresh local food, as well as economic diversity. According to the 2017 Census of Agriculture, Ulster County's average total income per farm is \$87,477, as compared to the state average of \$23,362. Ulster County is ranked third statewide in fruits, tree-nuts, berries, apples, and sweet corn production. On a national level, Ulster County is ranked 15th overall for apple production. Building on that, [Ulster County's 2040 plan](#) foresees the county as the most dynamic and resilient food system in the nation, where local growers will work together with local food and beverage manufacturers, distributors, and retailers—like the ones below—to supply an array of healthy products that not only sustain our residents, but provide food security for New York City and the surrounding region.

## UCEDA - Ag, Food, & Beverages SOCIAL CAMPAIGN REPORT DECEMBER 2021



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PAGE VIEWS: 129

Ulster County's 2040 plan foresees the county as the most dynamic and resilient food system in the nation, where local growers ...See more



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Feeding the Future: The Impact of Farms, Food, and Drinks [CLICK HERE TO VIEW](#)



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### UCEDA - Health, Wellness, & Care SOCIAL CAMPAIGN REPORT DECEMBER 2021

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#### Paving the Way Toward a More Healthful Population

UC 2040 plans to bolster residents' minds, bodies, and spirits  
Presented with Ulster County Economic Development Alliance  
Last Updated: 12/03/2021 11:28 am

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Photo: Roy Brueckner

The goal of River and Mountain Midwives is to provide safe, dignified birthing care.

Healthcare is one of Ulster County's largest economic sectors, in terms of sheer size, number of jobs, and economic output. Helping people to get well and stay that way is a multifaceted effort that takes a community to pull together and create. [Ulster County 2040](#) envisions a local care system where seniors can age in their communities, and children can grow up healthy in body, mind, and spirit. That system includes local wellness experts like these, who have made this area their home.

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PAGE VIEWS: 148

Ulster County 2040 envisions a local care system where seniors can age in their communities, and children can ...See more



TIME: 4:48



Paving the Way Toward a More Healthful Population

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### UCEDA - Makers and Creators SOCIAL CAMPAIGN REPORT DECEMBER 2021

Sponsored Content: » UCEDA

November 15, 2021

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#### UC2040: Helping Makers and Creators Elevate “Made in the Hudson Valley”

Plan will spur innovation and outreach for artisan businesses  
Presented with Ulster County Economic Development Alliance

Last Updated: 12/03/2021 11:29 am

click to enlarge



Image courtesy of R&F Handmade Paints

Maddison Ginter mills Cobalt Teal paint at R&F Handmade Paints.

Ulster County is a longtime haven for artists, makers, and creators. Its proximity to the New York City market has proven lucrative, and artisans who locate here find locals who appreciate the high-quality services, products, and performances that are right in their own backyard. By encouraging affordable business space and improving workforce training and business support, the [Ulster County 2040](#) plan aims to make the “Made in the Hudson Valley” brand known worldwide. Below are some businesses whose reach embraces their local community and beyond.



By encouraging affordable business space and improving workforce training and business support, the UC2040 plan aims to ...See more



PAGE VIEWS: 149



TIME: 4:05



UC2040: Helping Makers and Creators Elevate “Made in the Hudson Valley”

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UC2040: Elevating “Made in the Hudson Valley”

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### Appreciating and Maintaining Our Natural Resources

Ulster County is a clean energy leader. The UC2040 plan aims to continue that goal. Presented with Ulster County Economic Development Alliance

Last Updated: 12/02/2021 1:40 pm



Image courtesy of Frost Valley YMCA

The Frost Valley YMCA promotes healthy living and social responsibility.

Naturalist and essayist John Burroughs grew up in the Catskills, and loved the mountains and fresh water that surrounded him at Slabside, the Ulster County cabin he built in 1895. Even earlier, Ulster County has been at the forefront of defining the cultural value of protecting our landscapes and our natural resources. In recent years, the county has emerged as a clean energy leader, becoming the first carbon-neutral county government in New York State, supporting the deployment of renewable energy and building out a robust network of electric vehicle charging stations. The UC 2040 plan includes positioning businesses and the local workforce to invest in 21st-century green infrastructure, and developing centers of excellence in the research and development of clean energy and water technologies. These local businesses exemplify the aim of that plan.

## UCEDA - Clean Energy & Environment SOCIAL CAMPAIGN REPORT DECEMBER 2021



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PAGE VIEWS: 62

UC2040 includes positioning businesses and the local workforce to invest in 21st-century green infrastructure, and ...See more



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Appreciating and Maintaining Our Natural Resources

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### UCEDA - Social/Economic Infrastructure SOCIAL CAMPAIGN REPORT DECEMBER 2021

#### Building the Framework for a Socially Just Economy

UC 2040: Invest in economic and social infrastructure to enable success  
Presented with Ulster County Economic Development Alliance  
Last Updated: 12/02/2021 12:47 pm



Image courtesy of Good Work Institute

The Good Work Institute is a worker self-directed nonprofit aiming for an equitable economy.

In order for the local economy to provide widespread benefits, investment must be made in the basic economic and social infrastructure that enables that success. **Ulster County 2040** recognizes that, just as the region pioneered modern forms of municipal infrastructure, it must now serve as a pioneer in building the new infrastructure that enables equitable growth: effective job training programs, broadband access, affordable housing, quality care for kids and seniors, restorative justice, and vibrant arts, culture, and recreation. These businesses and agencies share that socially conscious mindset.



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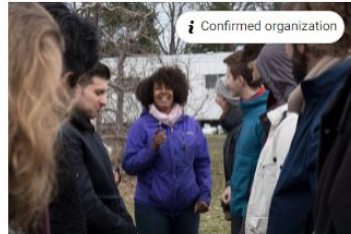


PAGE VIEWS: 525

UC2040 recognizes that, just as the region pioneered municipal infrastructure, it must pioneer new infrastructure that ...See more



TIME: 2:01



Confirmed organization



Building the Framework For a Socially Just Economy

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William Noguera



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slio@co.ulster.ny.us

Product	Rate	Discount	Taxable	Net
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<b>Ulster 2040 strategy and cluster development Content Marketing Campaign</b>				\$8,500.00
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**Digital Native Feature**

Chronogram.com: Health, Wellness, and Care

UpstateHouse.com: Clean Energy

Chronogram.com: Makers &amp; Creators

Chronogram.com: Food / Agriculture / Beverage

Upstater.com: Social / Economic Infrastructure

Sub Total	\$8,500.00
Discount	\$0.00
Tax	\$0.00
<b>Total</b>	<b>\$8,500.00</b>

**NOTES/AMENDMENTS**

All five features to promote Ulster 2040 strategy and cluster development. All Features will include interview, copyediting and curation by Chronogram Editors. All Features to be published on Chronogram Media Websites, included in Eat. Play. Stay. newsletter and month long targeted social media campaign as well as comprehensive performance report at campaign completion. 500- 750 words, 3-5 photos / feature.

**Schedule of Payments**

Due On	Notes	Status	Amount	Balance
Dec 01, 2021		Pending	\$8,500.00	\$8,500.00

**Terms and Conditions**

Chronogram Media requires prepayment before work begins.

Invoice date is the 1st of the month preceding publication print date, (ie. 9/1 for the October Issue of Chronogram).

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Bank account/card on file will be charged one week after invoice date.

A \$250 production rush fee will be charged to accounts that require artwork design within 5 business days of press date.

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**Ulster County Office of Economic Development Representative**