

Dutchess County **DCIDA** Industrial Development Agency

3 Neptune Road, Suite A21, Poughkeepsie, NY 12601
Tel. # - (845) 463-5400 / Fax # - (845) 463-0100

NOTICE AND CONFIRMATION **BOARD OF DIRECTORS REGULAR MEETING**

Wednesday, January 12, 2022
8:10 a.m.

DATE: January 6, 2022

TO: Mark Doyle, Vice Chair
Kathleen Bauer, Secretary/Treasurer
Amy Bombardieri
Jamie Piccone II
Don Sagliano
Al Torreggiani

FROM: Tim Dean, Chairman

A regular meeting of the Dutchess County Industrial Development Agency [DCIDA] has been scheduled for **Wednesday, January 12, 2022 at 8:10 a.m.** via zoom or in-person at 3 Neptune Road, Suite A21, Poughkeepsie, NY 12601.

In compliance with NYS Senate Bill S88, signed into law on August 27, 2019 and effective as of January 2020, this meeting will be recorded.

PLEASE TAKE NOTICE that the Dutchess County Industrial Development Agency (the "Agency") Board Meeting scheduled for January 12, 2022 can also be viewed electronically via conference call by the public. Members of the public may listen to the Board meeting by logging into the Zoom Platform at <https://zoom.us/j/82370688496> or calling 1-929-436-2866 Meeting ID: 823 7068 8496. The meeting will be recorded and will be posted to the Agency's website.

The purpose of the meeting is to consider the following:

1. Conflict of Interest Disclosures
2. Proof of Meeting Notice
3. Bills and Communications
4. Approval of Minutes
December 16, 2021
December 23, 2021
5. Report of the Treasurer
 - A. Financial Report
6. Reports of Committees
7. Unfinished Business
8. New Business
 - A. 2021 Review of Activities by Hudson Valley Agribusiness Development Corporation
 - B. Consideration and Approval of a Resolution Authorizing the Executive Director of the IDA to enter into an Agreement with Dutchess Tourism for Professional Services
 - C. Authorization for approval for check signing as of January 12, 2022 are Tim Dean, Chairman; Mark Doyle, Vice Chair; Kathleen Bauer, Secretary & Treasurer; Sarah Lee, CEO; and Jane Denbaum, CFO

Information Copy		
Marcus J. Molinaro, DC Executive A. Gregg Pulver, Chairman, DC Legislators Ronald Hicks, Dutchess County	Sarah Lee, Executive Director Jane Denbaum, CFO Donald Cappillino, Counsel Elizabeth Cappillino, Counsel	B. Hunter, WEOK/WPDH H. Gross, MidHudson News

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BOARD OF DIRECTORS REGULAR MEETING

Wednesday, January 12, 2022
8:10 a.m.

AGENDA

1. Roll Call
2. Conflict of Interest Disclosures
3. Proof of Meeting Notice
4. Bills and Communications
5. Approval of Minutes
December 16, 2021
December 23, 2021
6. Report of the Treasurer
 - A. Financial Report
7. Reports of Committees
8. Unfinished Business
9. New Business
 - A. 2021 Review of Activities by Hudson Valley Agribusiness Development Corporation
 - B. Consideration and Approval of a Resolution Authorizing the Executive Director of the IDA to enter into an Agreement with Dutchess Tourism for Professional Services
 - C. Authorization for approval for check signing as of January 12, 2022 are Tim Dean, Chairman; Mark Doyle, Vice Chair; Kathleen Bauer, Secretary & Treasurer; Sarah Lee, CEO; and Jane Denbaum, CFO
10. Adjournment

In compliance with NYS Senate Bill S88, signed into law on August 27, 2019 and effective as of January 2020, this meeting will be recorded.

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Dutchess County **DCIDA** Industrial Development Agency

3 Neptune Road, Poughkeepsie, NY 12601
Tel. # - (845) 463-5400 / Fax # - (845) 463-0100

BOARD OF DIRECTORS SPECIAL MEETING

Thursday, December 16, 2021

Present: Mark Doyle, Vice Chairman
Jamie Piccone II
Al Torreggiani
Don Sagliano

Unable to Attend: Tim Dean, Chairman
Kathleen Bauer, Secretary/Treasurer
Amy Bombardieri

Also Present: Sarah Lee, Executive Director
Jane Denbaum, CFO
Jasmin Haylett, Office Administrator
Rachel Welch, Communications Coordinator
Don Cappillino & Elizabeth Cappillino (Counsel)
Jacob Reckess (Arthur May Redevelopment)
Jim Beretta & Doreen Tignanelli, Members from the public

On Thursday, December 16, 2021, a special meeting of the Dutchess County Industrial Development Agency [DCIDA] Board of Directors was called to order by Vice Chairman Doyle at 8:06 a.m. Present was: Mark Doyle, Jamie Piccone II, Al Torreggiani and Don Sagliano. Unable to attend was Tim Dean, Kathleen Bauer and Amy Bombardieri. Quorum was established.

CONFLICT OF INTEREST DISCLOSURES

Vice Chairman Doyle asked board members if they had any conflicts with items on the agenda. Vice Chairman Doyle noted he is presiding over the meeting because Tim Dean has a conflict of interest with this project.

PROOF OF MEETING NOTICE

Meeting notice was published on December 8, 2021.

BILLS AND COMMUNICATIONS

None

APPROVAL OF MINUTES

None

REPORT OF THE TREASURER

None

REPORTS OF COMMITTEES

None

UNFINISHED BUSINESS

None

NEW BUSINESS

A. Consideration and Approval of a Resolution for Arthur May Redevelopment Holdings, LLC (Town of Poughkeepsie) authorizing an amendment to the project description to reflect recent changes made to the Site Plan, including 1) increasing the residential apartments by 10 units (total 197 units) 2) removing the 66,300 square foot hotel; and 3) adjusting the square footage of the residential and commercial portions of the Project, reflecting a 5.7% reduction in total square footage for the Project.

Ms. Lee noted the following:

- Arthur May Redevelopment is requesting an amendment to the project description
- The original project included a construction of a hotel, residential and mixed use commercial
- The applicant stated that due to the general reluctance by investors to construct new hotels they have revised their project scope to remove the hotel element from the project and instead replace it with the adaptive reuse of the school building and the construction of 10 additional residential units than original described in the project as well as some additional commercial space
- The project originally had a little less than 324,000 square feet. It will now encompass a little more than 305,000 square feet.
- There will be a total of 197 residential units and about 21,000 square feet of mixed use commercial
- The project proposes to be completed in four phases rather than five phases as originally planned and received planning and zoning approval from the Town of Poughkeepsie
- There is no changes to the benefits.

Questions, responses and comments ensued.

A motion was made by Mr. Torreggiani, duly seconded by Mr. Sagliano to consider and approve the Resolution for Arthur May Redevelopment Holdings, LLC (Town of Poughkeepsie) authorizing an amendment to the project description to reflect recent changes made to the Site Plan, including 1) increasing the residential apartments by 10 units (total 197 units) 2) removing the 66,300 square foot hotel; and 3) adjusting the square footage of the residential and commercial portions of the Project, reflecting a 5.7% reduction in total square footage for the Project. Roll call vote was taken. All voted in favor and the motion was carried.

ADJOURNMENT

There being no further business to discuss on the agenda, the meeting was adjourned by Vice Chairman Doyle at 8:15 a.m.

Respectfully submitted,

Kathleen M. Bauer, Secretary/Treasurer

Date

Meeting	<u>12-16-2021</u>
Approved	_____
Certified	_____





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Tel. # - (845) 463-5400 / Fax # - (845) 463-0100*

BOARD OF DIRECTORS SPECIAL MEETING

Thursday, December 23, 2021

Present: Tim Dean, Chairman
Mark Doyle, Vice Chairman
Kathleen Bauer, Secretary/Treasurer
Jamie Piccone II
Al Torreggiani
Don Sagliano

Unable to Attend: Amy Bombardieri

Also Present: Sarah Lee, Executive Director
Jane Denbaum, CFO
Jasmin Haylett, Office Administrator
Rachel Welch, Communications Coordinator
Don Cappillino & Elizabeth Cappillino (Counsel)
Tom Mulroy, Steve Jeraci & Larry Peltier (T-Rex Hyde Park)
Jim Beretta & Doreen Tignanelli, Members from the public

On Thursday, December 23, 2021, a special meeting of the Dutchess County Industrial Development Agency [DCIDA] Board of Directors was called to order by Chairman Dean at 8:05 a.m. Present was: Tim Dean, Mark Doyle, Kathleen Bauer, Jamie Piccone II, Al Torreggiani and Don Sagliano. Unable to attend was Amy Bombardieri. Quorum was established.

CONFLICT OF INTEREST DISCLOSURES

Chairman Dean asked board members if they had any conflicts with items on the agenda. No conflict of interest was noted.

PROOF OF MEETING NOTICE

Meeting notice was published on December 17, 2021.

BILLS AND COMMUNICATIONS

None

APPROVAL OF MINUTES

November 10, 2021
December 7, 2021

Chairman Dean asked for a motion to approve the November 10, 2021 and December 7, 2021 minutes of the Dutchess County Industrial Development Agency.

A motion was made by Mr. Torreggiani, duly seconded by Mr. Doyle to approve the November 10, 2021 and December 7, 2021 meeting minutes of the DCIDA Board of Directors. Roll call vote was taken. All voted in favor and the motion was carried.

REPORT OF THE TREASURER

None

REPORTS OF COMMITTEES

None

UNFINISHED BUSINESS

None

NEW BUSINESS

- A. For Consideration and Approval of a Final Resolution for T-Rex Hyde Park Owner, LLC (Town of Hyde Park) for an amendment to existing agreements to provide for a Mortgage Recording Tax Exemption of \$107,365 for the construction of a visitor center and related infrastructure for Phase II of the project.

Ms. Lee noted the following:

- T-Rex is requesting a mortgage tax exemption to secure financing for phase two of the Bellefield project
- Phase two will entail the construction of a sales/welcome center as well as related infrastructure
- They are projecting to create five jobs with phase two

Questions, responses and comments ensued.

A motion was made by Ms. Bauer, duly seconded by Mr. Piccone to consider and approve the Final Resolution for T-Rex Hyde Park Owner, LLC (Town of Hyde Park) for an amendment to existing agreements to provide for a Mortgage Recording Tax Exemption of \$107,365 for the construction of a visitor center and related infrastructure for Phase II of the project. Roll call vote was taken. All voted in favor and the motion was carried.

ADJOURNMENT

There being no further business to discuss on the agenda, the meeting was adjourned by Chairman Dean at 8:15 a.m.

Respectfully submitted,

Kathleen M. Bauer, Secretary/Treasurer

Date

Meeting 12-23-2021
Approved _____
Certified _____





HVADC
507 Warren St – 2nd Floor
Hudson, NY 12534
518.432.5360
888.317.5556 fax
www.HVADC.org

Report to Dutchess County IDA on HVADC 2021 Activities

Program Goals

To enhance the agricultural sector in Dutchess County by assisting both new and existing agri-businesses and supporting policies and regulations that recognize and support the Hudson Valley's agricultural economy. Our services are designed to promote Dutchess County as an integral part of the Hudson Valley as an attractive, viable region for agriculture. We support growth and development in the agricultural sector through a creative program of marketing, promotion, and the provision and coordination of financial and other resources.

Scope of Services

- 1.) Technical assistance to farmers and farm-related/farm-dependent businesses applying for funding or implementing awards from various public and private sources to include but not limited to USDA Value Added Grants, USDA Rural Business Enterprise Grants, SBA, EDA, NYS Consolidated Funding Applications, etc.
- 2.) Business planning services to local farmers and farm-related/farm-dependent businesses seeking to diversify production.
- 3.) Business expansion counseling to local farmers and farm-related/farm-dependent businesses seeking to add processing capacity and expand operations to make room for next generation.
- 4.) New farm and farm-related/farm-dependent business referrals for site search selection opportunities to locate in the county.
- 5.) Referrals to Dutchess County IDA of viable agribusiness projects for consideration of funding support.
- 6.) Representation and technical support to ensure farms and farm-related/farm-dependent business interests are included in NYS Regional Economic Development Councils' plans and implementation.
- 7.) Local farm product sourcing for co-packing and other regional commercial and institutional buyers.
- 8.) Development and promotion of farm and local business sourcing to support agri/culinary-tourism and educate community members and markets on the role local sourcing plays in economic development through the Hudson Valley Bounty Program and regional branding.

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HVADC Programs Overview

Incubator Without Walls (IWW)

Incubator without Walls (IWW) is a key feature of HVADC where new and existing agriculture-related businesses apply to receive individualized assistance. Qualified businesses that are admitted into our IWW program can tap into a wide range of services to accelerate their growth and increase their chances of long-term success. These services can include business and financial planning, value-added infrastructure services, financing and networking. Through IWW, HVADC has assisted over 270 farms and businesses since 2007. The various types of services HVADC has provided through IWW include general business planning; strategic planning for growth and development; financial analysis; marketing and promotion through print, media, Facebook and Twitter; project planning; matchmaking services (i.e. referrals for consumer/chefs to appropriate farm businesses); food safety certification/planning and permitting.

Applicants to the program complete an intake form to provide basic information about their business. HVADC staff then meets with the applicant to review and conduct an assessment of their needs. Upon completion of the assessment, HVADC develops an individualized program of services for the client. This process results in a highly effective and timely delivery of services designed to accommodate the varying schedules and availability of our clients.

IWW: 2021 Project Updates

Branchwater Farms is owned by Kevin Pike and Robin Touchet who found the land in the town of Milan and began their plan to transform the abandoned farm through integrated, organic and regenerative practices in 2013. Their goal is to craft spirits as the purest, most complex liquid expressions of place, as a way to draw people closer to the land. HVADC had previously assisted Branchwater with a business plan and financing; now with the distillery open and fully operating, Kevin and Robin have turned their attention to an expansion of their livestock program. HVADC assisted with business plan counseling and research on funding opportunities for the farm.

Dream Team Butchers is a start-up concept by a team who is considering the establishment of a slaughterhouse and meat processing operation to take advantage of the shortage of processing options in the area. The team has an investor who has expressed interest in financing the venture and they are also considering debt financing. They approached HVADC to review existing financial projections and help with development of a business plan for the venture. HVADC will also assist the team in considering funding options and evaluating investor financing.

Four Corners Community Farm and SunRunner Farm are two farms founded by Sam Rose, an experienced farmer who was looking to establish an organic heritage grain operation and a future non-profit with the goals of growing community connections through agriculture,

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fighting food insecurity and providing a platform for ecology education. Sam worked with an HVADC advisor to build a business plan that met his goals and with well-known organic grain grower Thor Oechsner of Oechsner Farm in Newfield, NY to develop a growing system and crop rotation program. Four Corners and SunRunner are located on rented land in the Town of Red Hook.

Great Song Farm, located in Milan, is a CSA farm operated by Maggie Thomas and Emily Eder. They grow a variety of vegetables, flowers, and herbs on 1.5 acres, using organic, regenerative, and biointensive growing practices. Maggie and Emily were participants in HVADC's Farm and Food Funding Accelerator program in 2019-2020. The farm sold 90 shares in 2020 and expanded to 145 shares in 2021. Emily and Maggie came back to HVADC for assistance with PPP funding.

McRez is a proposed startup meatpacking business seeking to locate in Dutchess County. Founder Dr. Rezk (Rez) Abdelrahman has chosen to establish the business in the Hudson Valley, as he believes that there is a market for supplying the NYC metro area with custom, locally sourced meats and serving the growing livestock industry in the area. He is seeking \$500,000 to move forward with his plan. HVADC assisted Rez with business plan review and options for sources of funding for his venture, including the HVADC Agribusiness Loan Fund.

Obercreek Brewing is located on Obercreek Farm, a USDA certified organic located in the hamlet of Hughsonville in the Town of Wappinger, NY, and has been in production since 2012. Obercreek grows diversified seasonal vegetables, herbs and hops. The brewery began brewing and putting products on the market in late 2017, primarily selling on-site in the tasting room. Obercreek approached HVADC in late 2021 for assistance with an expansion plan as they have outgrown their existing tasting room space. HVADC will be providing guidance on a business plan and financing option for the expansion.

Wild Hive is a processor of locally grown, small-scale, organic grain that offers a wide variety of products. HVADC continues to work with owner Don Lewis to monitor monthly financial results and cash flow to successfully manage sales variations and growth from the mill's largest customer.

HVADC Agricultural Loan Fund

HVADC has been operating this fund since 2020 as an intermediary lender for the New York Job Development Authority (JDA), which operates under Empire State Development (ESD). The Agriculture Loan Fund Program is another tool to help provide access to capital for small agribusinesses that otherwise may face limited opportunities, not only supporting the success of these businesses but also improving the economic outlook for rural and surrounding communities.

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In 2021, HVADC has been able to enhance our loan fund with a \$2.6 million award from the US Department of Commerce Economic Development Administration, \$2.1 million of which will be available for lending. This award has enabled HVADC to develop additional loan products that will be marketed in 2022.

Eligible borrowers of program funds include value-added processors, food distribution companies, food aggregators, wineries, breweries, distilleries, cider producers, farms and Food Hub participants. Projects qualifying for loans primarily include the purchase of machinery and equipment used in support of the New York State agricultural industry.

Application materials for the loan fund are available at <https://www.hvadc.org/hvadc-agriculture-loan-fund-program>.

FeedHV

FeedHV, administered by HVADC, is the Hudson Valley's food rescue and harvesting network dedicated to meeting the food security needs of neighbors while mitigating the impacts of food waste. The network serves seven New York counties: Dutchess, Columbia, Greene, Orange, Putnam, Sullivan and Ulster. The NYS DEC estimates 7.8 billion pounds of food is wasted in New York each year, while 2.2 million people are food insecure. Hunger in the Hudson Valley often goes unseen in this diverse region, and FeedHV serves to connect donors, volunteers and agencies serving the food insecure throughout the seven counties.

Since inception, FeedHV has rescued over 395,677 pounds of food, an equivalent of 329,731 meals, and has achieved a greenhouse gas benefit equivalent to reducing 1,009,804 car miles driven.

FeedHV continued its partnership with Scenic Hudson in 2021 on two opportunities that supported farm and food businesses while assisting several food security agencies in and out of the County. The first opportunity enabled HVADC to purchase and donate approximately 1,200 pounds of locally grown steelhead trout from Hudson Valley Fisheries. The second opportunity enabled HVADC to purchase frozen products from Hudson Harvest at a reduced cost to distribute to nine agencies with food assistance programs. It is important to note that the sale of this food opened up freezer space at Hudson Harvest's facility in Athens, which provided refrigeration capacity for ten farmers who had lost space at another local facility that had recently closed. HVADC was able to make these connections through the programs we offer and the relationships we have developed.

As a result of the Scenic Hudson-HVADC collaboration, Dutchess County agencies received approximately 1,700 pounds of food.

Dutchess County's FeedHV network includes 57 donors, 36 agencies and 117 volunteers.

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Dutchess County Agricultural Advisory Committee

The Dutchess County Agricultural Advisory Committee reports to and advises the County Executive on issues and policies regarding agriculture and agri-business in the county. This committee also facilitates implementation of the programs outlined in the Dutchess County Agricultural and Farmland Protection Plan. HVADC Executive Director Todd Erling is a member of the committee, providing advice and guidance as part of the team working on agricultural issues for the County.

For the Committee's Farming in Dutchess Virtual Series, HVADC was asked to coordinate a panel on food security which occurred in December. The purpose of this roundtable was to network and discuss solutions regarding farm and feeding agency matching possibilities, learn about takeaways from adjacent program leaders, discover the potential in Dutchess County for these kinds of efforts, and identify possible avenues of support and partnership. Moderated by HVADC Deputy Director Mary Ann Johnson, an outstanding panel of experts participated including Lianna Booth, Food Industry Relations & Food Drive Coordinator from the Regional Food Bank of the Hudson Valley; Jamie Levato, Executive Director of Fareground Beacon; Brianna Merrill, FeedHV Program Coordinator from HVADC; Sarah Salem, Director of Development & Strategic Initiatives of Dutchess Outreach; Jordan Schmidt, Food Program Director from the Northeast Community Center and Jeung-il Tsumagari, Executive Director of Red Hook Responds.

Hudson Valley Bounty (HVB)

Hudson Valley Bounty (HVB) remains the region's most comprehensive local farm and food portal. HVADC continues to successfully use the Hudson Valley Bounty program to promote its farmer and chef members including those in Dutchess County. With an average of 2,000 site users per month, the website is actively providing consumer exposure to our members.

Due to HVADC's multi-year investment in HVB, it is a well-recognized brand in the Hudson Valley. In addition to informing our members of important information such as grant opportunities and education/training sessions, we have developed a consumer newsletter to alert the region to the many happenings at our farms and restaurants.

Participation in Hudson Valley Bounty is free, and farms and food businesses may submit their information at hudsonvalleybounty.com. As the region's go-to resource for local food and farm offerings, Hudson Valley Bounty provides participants with exposure on its high-traffic website used by local consumers, tourists, chefs, farmers, wholesalers, and institutional buyers; the opportunity to be featured on Hudson Valley Bounty social media, email newsletters, and blog; and access to Hudson Valley Bounty's curated newsletters containing information on grant and financing opportunities, training workshops, events, and opportunities to promote their business or sell their product.

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The Cultivator

HVADC launched a monthly newsletter in 2017 that provides insights into our clients, our partners and the work we do with farms and food related businesses. The 2021 Cultivator has featured articles on several Dutchess County clients and partners including business advisor Greg Mruk, Steve Rosenberg from Scenic Hudson, SunRunner and Four Corners Community Farm and Branchwater Farms. Past articles include Rock Steady Farm, Sara Lee (Dutchess County IDA), Great Song Farm, Screamin Onionz, Hudson River Housing POK and Beverage Academy, Wild Hive Farm, Dutchess Creamery and Del's Dairy Farm Harlem Valley Farm & Food Alliance, Fishkill Farms storm damage, Poughkeepsie Farm Project, Jason Foscolo, PLLC, Ronnybrook Farm, the Northern Dutchess Alliance, and FFBA participants Josh Morganteau and Jennifer Soukup. Please see HVADC's website (www.hvadc.org) to review past articles and to sign up to receive the **Cultivator** in your inbox.

Regional Initiatives and Opportunities for HVADC Partner Counties

HVADC staff participate in the opportunities and activities below in support of regional food systems and development of HVADC program offerings. Some activities offer direct opportunities for farms and food business in our footprints and others serve to raise awareness and promote the concept of business technical assistance for farm and food entrepreneurs. All are designed to enhance economic opportunity within the counties we serve.

Agricultural Viability Alliance

HVADC is excited to announce its involvement as a founding collaborator of the newly formed Agricultural Viability Alliance. The Alliance, which brings together agricultural agencies and service providers from across the Northeast, is enthusiastically focused on bringing diverse world-class Business Technical Assistance (BTA) to the farmers and food producers who need it to maintain, grow, and transition their businesses in an ever-changing world.

Business Technical Assistance is a catch-all term covering a wide range of one-to-one services offered to farm and food business by non-profits, state agencies, private consultants, and extension services. Customized to meet the unique needs of individual businesses, these services provide coaching, skill development, and planning around financial and labor management, marketing and business strategies, farm transfer and succession, and access to new land and capital. BTA services give businesses the skills and support needed to achieve long-term success.

At the onset of the pandemic, many food businesses lost markets overnight, while others saw demand skyrocket beyond their capacity. Businesses who received BTA over the past year were far more equipped to pivot their operations to access new markets, meet new demand, address customer and employee safety, and improve financial record keeping in order to access relief funding and make informed decisions.

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While some of the Alliance entities do provide BTA services to their constituencies, currently, there is no single-source program specifically dedicated to funding BTA for farm and food businesses. Rather, service providers such as HVADC generally rely on smaller, short-term sources of funding offered through a wide array of programs. This leaves many businesses which could benefit from BTA services without the direct, sustained support they need to succeed.

Along with its hard-court press to secure new and additional funding for BTA, the Alliance member organizations are also working to expand their networks of core service providers and establish consulting relationships with the region's foremost business experts.

Todd Erling Testimony Before the US Congress Subcommittee of the House Agricultural Committee

Chaired by Congressmen Antonio Delgado (NY-19), the Committee met with the task of "Examining Opportunities for Growth and Investment in Rural America." This testimony builds on work that HVADC and the Agricultural Viability Alliance have done to promote \$300 million in American Recovery and Reinvestment Act stimulus funding through the United States Department of Agriculture (USDA), dedicated to new programs that will bring vital one-on-one BTA to farmers and agriculture businesses throughout the Hudson Valley, the Northeast and beyond.

Erling testified on behalf of HVADC and the Alliance. It was a crucial opportunity for him to explain the need for BTA on a national stage. Erling's testimony stressed the value of supporting BTA services with Federal funding through the USDA, particularly through long-term Rural Development programs that can be administered by non-profits like HVADC and its Alliance partners.

During his testimony and questioning by subcommittee members, Erling spoke to the issue of how the Rebuild Rural America Act introduced in both houses of Congress earlier this year (in the House of Representatives by Representative Delgado and in the Senate by Senator Kirsten Gillibrand (D-NY)) could provide a roadmap for sustained strategic investment in our rural communities that could be modeled after existing successful programs aiding urban areas.

COVID-19 Support and Relief Efforts

Since the start of the Covid-19 pandemic, HVADC has undertaken efforts to support the agricultural industry. HVADC assisted businesses with Federal relief programs, such as the Paycheck Protection Program (PPP), the Economic Injury Disaster Loans (EIDL) and the Coronavirus Food Assistance Program (CFAP). HVADC currently monitors Federal efforts on the American Rescue Plan Act and the Build Back Better bill to understand opportunities through the USDA and other Federal agencies for farm and food businesses.

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Hudson Valley Food Systems Coalition

The Hudson Valley Food Systems Coalition (HVFSC) is a transdisciplinary & regional coalition with representatives from Agriculture, Government, Community, Processing, Distribution, Health, Education, Food Access, Food Business, Environment, Funding, and the Culinary Arts. The mission is to realize a more equitable and regenerative Hudson Valley food system by connecting food production, processing, distribution, consumption, and waste management practices while encouraging the use of our region's food resources to ensure the long-term health and sustainability of our community. The HVFSC is open to all interested in the Hudson Valley's regional food system. HVADC is a founding member and HVADC Deputy Director Mary Ann Johnson is current facilitator of the Land and Agriculture interest group.

Hudson Valley Farmlink Network

Agriculture and conservation groups came together to create the Hudson Valley Farmlink Network in response to farmland loss, the challenges faced by farmers in accessing farmland, and the difficulties faced by families as they try to transfer their farms. The Hudson Valley Farmlink Network is a partnership of 17 organizations, coordinated by American Farmland Trust, which offers the Hudson Valley Farmland Finder website, training and networking events, and one-on-one assistance for farmers and landowners. HVADC joined the network in 2018 and will be providing technical assistance to farmers. This effort has led to referrals from partnering organizations such as the Ag Stewardship Association to provide the services needed to reduce farmland loss and increase access to farmland for beginning farmers.

The Hudson Valley Farmlink Network serves 13 counties: Albany, Columbia, Dutchess, Greene, Orange, Putnam, Rensselaer, Rockland, Saratoga, Sullivan, Ulster, Washington, and Westchester.

National Farm Viability Conference

The fifth biannual National Farm Viability Conference (NFVC) was a virtual affair in October 2021, and HVADC joined a community of over 400 national agribusiness development and policy leaders coming together to take part in dozens of workshops and conversations that will define policy and planning in years to come. As a former host of the conference, HVADC Executive Director Todd Erling noted that the digital platform increased the number of workshops and participants this year.

U.S. Senator Patrick Leahy, U.S. Representative Antonio Delgado, and United States Under Secretary of Agriculture for Marketing and Regulatory Programs Jennifer Moffitt participated with Erling in a session on the urgent necessity for the funding of BTA. The opportunity to reiterate HVADC's programmatic values in meetings with these key policy makers and senior members of their staff is a core benefit of the conference and leads to lasting productive relationships for HVADC and all other attendees.

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Erling also participated in a session centered on ways to build the Agricultural Viability Alliance into a national presence. Erling is a co-founding executive committee member as well as co-chair of the Alliance's policy group. He impressed upon attendees the power of regional collaboration. He said the success of the conference itself is proof that the industry works best when it is working together. Pooling resources and advocating for BTA with one voice has brought the Alliance to the national stage in a matter of months. Erling said the Alliance can be an example for regional programs coast to coast.

Staff Contact Information:

Phone: 518-432-5360

Todd Erling, Executive Director, x 301 (for strategic initiatives)

Mary Ann Johnson, Deputy Director, x 302 (for technical assistance and loans)

Avalon Bunge, Program Associate, x 303 (general inquiries)

Brianna Merrill, Program Coordinator, x 402 (for FeedHV)

AGREEMENT

Dutchess County Industrial Development Agency/ Dutchess Tourism Inc.

Program: Tourism

THIS AGREEMENT, made as of the 1st day of January, 2022 by and between **DUTCHESS TOURISM INC.**, a New York not-for-profit corporation with offices at Three Neptune Road, Poughkeepsie, New York 12601 (hereinafter “DTI”) and the **DUTCHESS COUNTY INDUSTRIAL DEVELOPMENT AGENCY**, a New York public benefit corporation, with offices at Three Neptune Road, Poughkeepsie, New York 12601 (hereinafter “DCIDA”).

WHEREAS, DTI is a New York State not-for-profit corporation whose purposes include the promotion of tourism in Dutchess County, New York; and

WHEREAS, the DCIDA is a public benefit corporation whose purpose is to promote economically sound commerce and industry and economically sound projects and promote the expansion and retention of business in and attraction of business to Dutchess County, New York; and

WHEREAS, DTI is a tenant of certain premises known as Three Neptune Road, Poughkeepsie, New York 12601; and

WHEREAS, DTI provides tourism services and administrative services in support of tourism to the DCIDA and the parties wish to continue their relationship.

NOW, THEREFORE, the DCIDA and DTI agree as follows:

1. Services. The DCIDA hereby agrees to reimburse DTI for services to be provided as more fully set forth on Schedule A attached, the sum of Four Hundred Twenty-Five Thousand and 00/100 Dollars (\$425,000.00) for the year 2022 commencing January 1 through December 31, 2022, as follows:

- a. Payment of \$212,500 to be paid upon execution of this contract.
- b. Payment of the balance of \$212,500 to be paid on or about June 15, 2022, upon submission of first quarter financial statements certifying expenditures. Notwithstanding the above, DTI shall submit quarterly financial reports certifying expenditures within 30 days of the end of each quarter along with a copy of their annual audit prepared by an independent auditing firm.
- c. DTI shall enter into subcontracts with Arts Mid-Hudson, Inc. for \$100,000 and Hudson Valley Film for \$25,000 for the services they will provide as outlined in the Scope of Services, attached as Schedule A.

2. Independent Contractor. All work performed by DTI on behalf of the DCIDA under this Agreement shall be that of an independent contractor. The DCIDA and DTI each agree that each party does not have the authority to enter into contracts or enter into agreements on behalf of the other party. This Agreement does not constitute a joint venture or partnership between the DTI and the DCIDA.

3. Additional Responsibilities. All office equipment, information technology, office supplies, utilities and similar services shall be supplied by the DTI to the DCIDA and the DCIDA shall not be responsible for the payment of any cost or expenses for the maintenance, cost or repair of the same.

4. Taxes. DTI agrees, in accordance with the terms of this Agreement, that the DCIDA shall not be responsible for: (i) any federal, state or local income taxes or any payroll taxes of any kind provided by the DTI staff to the DCIDA; (ii) any of the DTI's pension, health or other fringe benefit plans, if any, for the DTI's administrative support staff. DTI agrees that it will be solely responsible for the payment of all costs and expenses associated with providing the services and administrative support to the DCIDA hereunder.

5. Insurance. At all times during the term of this Agreement, DTI and its sub-contractors shall maintain, at their own cost, the following insurance and shall provide proof thereof to the DCIDA, in the form of a Certificate of Insurance, prior to commencing work under this agreement. DTI shall maintain comprehensive general liability insurance in the amount typically maintained by businesses of the same type but with limits not less than \$1,000,000 per occurrence and \$2,000,000 in the aggregate and shall name the DCIDA as an additional insured. DTI shall maintain Employer's Liability in compliance with the Workers' Compensation Law of the State of New York. Prior to cancellation or material change in any policy, a thirty day notice shall be given to the DCIDA at the address listed below.

6. Term. This Agreement shall begin as of January 1, 2022 and shall remain in full force and effect until December 31, 2022, except that this contract may be terminated by DCIDA upon ninety (90) days' written notice to DTI.

7. Cost Allocation. Each party to this Agreement acknowledges that the cost reimbursements on the attached Schedule A is a fair and accurate representation of the services and administrative support incurred by the DTI to provide the services, use of its premises, equipment, supplies and administrative staff to the DCIDA.

8. Procurement of Services. The services and support to be provided to the DCIDA by DTI are unique because of the similar corporate purposes and the special qualifications the DTI staff has to support the DCIDA.

9. Qualification of DTI. The DTI specifically represents that it and its members, officers, employees, agents, servants, consultants and subcontractors have the experience, knowledge and character necessary to perform their particular duties under this Agreement.

10. Declaration by DTI. The DTI declares that it has complied with all federal, state and local laws regarding business permits, certificates and licenses that may be required to carry out the work to be performed under this Agreement.

11. Non-Discrimination. No services to be rendered pursuant to, or in connection with, this Agreement may be refused to any person because of age, race, color, creed, sex, national origin, disability or marital status.

The DTI shall take all affirmative steps necessary to ensure equal employment opportunities without discrimination because of age, race, creed, color, sex, national origin, disability or marital status and to comply with all federal, state and local civil rights laws including, but not limited to, the Americans with Disabilities Act.

12. Retention of Records. The DTI agrees to maintain and have available for audit such records as may be required by the County of Dutchess, New York State or United States governmental agencies. These records shall be available for inspection by properly identified personnel of the above governmental agencies upon reasonable notice, and shall be maintained for a period of six (6) years after termination of this Agreement, or such longer period as may be required by law.

13. Non-Assignment. (a) This Agreement may not be assigned by the DTI nor its right, title or interest therein assigned, transferred, conveyed, sublet or disposed of without the previous written consent of the DCIDA.

(b) Any assignment of this Agreement shall not relieve the DTI of its obligations hereunder. In the event of assignment, all the provisions hereof shall be binding upon and inure to the benefit of the respective successors and assignees to the same extent as if each successor or assignee were named as a party to the Agreement.

14. Notices. All notices, certificates, or other communications hereunder shall be sufficient if sent: (i) by registered or certified United States mail, postage prepaid, (ii) by a nationally recognized overnight delivery service, charges prepaid, or (iii) by hand delivery, addressed as follows or such other addresses as either party may specify in writing to the other:

To DTI: Dutchess Tourism Inc.
Three Neptune Road
Poughkeepsie, New York 12601
Attention: President
Telephone: (845) 463-4000

To DCIDA: Dutchess County Industrial Development Agency
Three Neptune Road
Poughkeepsie, New York 12601
Attention: Executive Director
Telephone: (845) 463-5400
Facsimile: (845) 463-5401

Any notice, certificate or other communication hereunder shall, except as may expressly be provided herein, be deemed to have been delivered or given: (i) three (3) business day following posting if transmitted by mail, (ii) one (1) business day following sending if transmitted by a nationally recognized overnight delivery service, or (iii) upon delivery if given by hand delivery.

15. Complete Understanding. This Agreement constitutes the entire agreement between the parties with respect to the subject matter hereof.

16. Governing Law. This Agreement shall be subject to and governed by the laws of the State of New York. It is further agreed that the DTI shall comply with all applicable laws, rules and regulations on the use of the monies and that the undersigned shall not attempt to prevent the establishment of an industrial and manufacturing plant within the State of New York and that none of the funds shall be used for advertising or promotional materials which depicts elected or appointed government officials in either print or electronic media.

17. Headings. Headings are inserted in this Agreement for convenience only and not to be considered in interpreting the provisions thereof.

18. Counterparts. This Agreement may be executed in two or more counterparts, each of which shall be deemed an original but all of which together shall constitute one and the same instrument.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the date first written above.

Dated as of: January 1, 2022

DUTCHESS COUNTY INDUSTRIAL
DEVELOPMENT AGENCY
Poughkeepsie, New York

By: _____
Sarah Lee
Executive Director

Dated as of: January 1, 2022

DUTCHESS TOURISM INC.
Poughkeepsie, New York

By: _____
Melaine Cancellari Rottkamp
President

DRAFT



SCHEDULE A

Scope of Services 2022

DUTCHESS COUNTY INDUSTRIAL DEVELOPMENT AGENCY

Dutchess Tourism Inc.

Mission

Drive visitation to Dutchess County to generate the maximum impact through hotel stays and visitor spending for the benefit of our community.

Vision

To make Dutchess County the premier destination choice of travel in the Hudson Valley, New York State, and the Northeast, with increased emphasis on overnight stays while managing the destination to foster sustainable and responsible growth.

Goals: Dutchess Tourism will act as a conduit to create marketing strategies to reflect themes of outdoors, arts, food, agritourism and history. Through business support and marketing efforts DTI will increase tax revenues, jobs, increase overnight visitation and serve as the central point of contact for visitors coming to Dutchess.

Scope

International Marketing:

- Implement international marketing campaigns to include promo, itinerary placement in tour operator product catalogs
- Host familiarization tours for travel writers and tours operators to generate stories and tours
- Attend international trade shows, sales missions, conduct agent trainings and generate trade leads
- Increase international visitors to Dutchess Tourism website

Domestic Marketing and Advertising:

- Generate increase in bed tax with targeted advertising plan to drive overnight stays
- Drive visitors to website through targeted multi-media advertising plan
- Earn visitor spend in Dutchess County
- Earn Sales Tax revenue through tourism activities

Special Events and Programs:

- Support and promote special events in Dutchess County which attract visitors
- Continue training front line and small businesses to better market themselves through series of workshops and meetings
- Increase communications with tourism businesses through website and e-newsletter platform

3 NEPTUNE ROAD, SUITE A11A, POUGHKEEPSIE, NEW YORK 12601-5545
845/463-4000 • 800/445-3131 • www.dutchesstourism.com

The programs provided by this agency are partially funded by monies received from the County of Dutchess.

SCHEDULE A

Scope of Services 2022

Hudson Valley Film Commission:

- Track film-related JOBS created for Dutchess County based film professionals.
- Track number of room nights used for productions in Dutchess County
- Track film, TV, print and other media production days in Dutchess County.
- Track number of Dutchess County locations used by film productions.
- Track direct spending by film & TV productions in Dutchess County
- Promote, scout and catalogue Dutchess County locations
- Promote film and TV production via direct emails, blogs, facebook, instagram, twitter, pinterest & other social media
- Promote film and TV through mixers, zoom meetings, networking opportunities and potential screenings

Arts Mid-Hudson:

Major Work Activities:

1. Dutchess County Partners in the Arts and marketing opportunity: call for proposals from nonprofit arts organizations, provide one-on-one and group application assistance, invite panel members from informed Dutchess County community to review/rank proposals and make funding recommendations. Present awards at public event, track progress of funding and receive final reports.
2. Administer Bardavon funding for general support: review proposal, track progress and receive final reporting.
3. Arts & Cultural Marketing – support marketing for quality arts experiences across Dutchess County to inform residents and visitors of experiential opportunities.
4. Arts & Cultural Retention – connect arts community, practicing artists, and Dutchess County residents with arts and culture; provide professional development to artists and community-led arts/culture organization; and provide logistical support for the folk arts programs.
5. Dutchess County Poet Laureate program: Call for public nominations, gather and lead panel of community volunteers who recommend one poet, receive approval from Dutchess County Executive and coordinate marketing through Dutchess County Executive’s office. Host Dutchess County Poet Laureate page on AMH website with dates of activities, readings and accomplishments.

Program Outcomes:

1. Funding number of Arts Partners dependent on amount of applications: competitive process that awards funding to promote arts and cultural events and programs.

SCHEDULE A

Scope of Services 2022

- a. Provide support for 600 quality arts experiences: exhibitions, music concerts, events, film series, live theatre and other unique performances and experiential activities for Dutchess County visitors and residents.
 - b. Build audiences across the Dutchess County residents and tourists – tracking numbers of attendees
2. Bardavon support focuses on marketing annual programs across multiple channels.
3. Arts & Cultural Marketing provides infrastructure funding to ensure services are in place to build campaigns, promote services, programs, and opportunities.
- a. Expand media reach through news media: 26 bi-monthly Poughkeepsie Journal columns on the art scene published in the Lifestyle section (circulation 103,339 daily), and provide 12 articles on the local art scene to Hudson Valley News.
 - b. Provide media reach through radio: 10 WAMC radio spots, and 4 interviews with other regional radio programs.
 - c. Expand local, regional, state arts and cultural events media coverage through 40 media releases.
 - d. Print: 1,625 printed full-color oversize ArtScene postcards mailed/distributed quarterly: 2000 AMH gallery postcards, (500 quarterly).
 - e. Webpage – 72K page views that highlight Dutchess County and draw tourists from Hudson River Valley Region and major metropolitan areas.
 - f. Targeted e-newsletters (12) highlighting: arts and cultural events in Dutchess County; artist opportunities; and spotlights on Dutchess County creative workforce to an email list of over 4000.
 - g. Video-sampling, (six 2-4 minute features) on gallery exhibits, performances, and family-friendly cultural events.
4. Arts & Cultural Retention: community-led arts and culture organizations, nonprofits, and artists receive staff and program support to provide quality experiences across Dutchess County.
- a. Manage Dutchess Handmade, an annual retail shop featuring Dutchess County artisans in a “shop local” campaign that develops entrepreneurial skills in 50 artists and adds dollars into local economy.
 - b. Provide 100 individual consulting sessions to implement new funding streams, compete for opportunities, management and marketing assistance and encourage collaboration amongst arts organizations and artists.



SCHEDULE A

Scope of Services 2022

- c. Host 10 learning workshops to strengthen and retain existing arts organizations within Dutchess County. Themes may include; creating budgets, marketing, event management and social media for arts.
- d. Provide assistance in launching and support for arts/creative projects in Dutchess County through 10 consultations.
- e. Capture regional tourism through Folk Arts cultural programming with support for 8 free events: “La Guelaguetza,” “Kakizome, Japanese First Writing of the Year,” “Dia de los Muertos Celebration,” “Around the Valley,” “Puppet Workshop,” and more to be confirmed.

**Dutchess County Industrial Development Agency
Partnership Program
Outcomes Report**

Agency: Dutchess Tourism, Inc.

Program: **International Marketing**

Program Year: 2022

Outcome Statement List benefits to be achieved by participants during & after the program.	Projected Target # The projected achieved outcome during the program year.	Actual Customers				Total to Date	
		1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	#	% of Target
Implement international marketing campaigns to include promo, itinerary placement in tour operators product catalog	12					0	0%
Host familiarization tours for travel writers and tours operators to generate stories and tours	30 People					0	0%
Attend international trade shows, sales missions, conduct agent trainings and generate trade leads	530					0	0%
Increase international visitors to DT website (325,335 in 2021)	3% (Target 335,095)					0	0%

**Dutchess County Industrial Development Agency
Partnership Program
Outcomes Report**

Agency: Dutchess Tourism, Inc.

Program: **Marketing & Advertising**

Program Year: 2022

Outcome Statement List benefits to be achieved by participants during & after the program.	Projected Target # The projected achieved outcome during the program year.	Actual Customers				Total to Date	
		1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	#	% of Target
Generate increase in bed tax with targeted advertising plan to drive overnight stays	Increase in bed tax collection over 2021 (Target \$3,125,465)					0	0.00%
Drive visitors to website through targeted multi-media advertising plan	100,000					0	0.00%
Earn visitor spending in Dutchess County (417,800,000 in 2020)	Visitor spend in 2021 (target 438,690,000)					0	0%
Earn Sales Tax revenue through tourism activities (40,200,000 in 2020)	Local sales tax in 2021 (target 42,210,000)					0	0.0%

DCIDA Partnership Program

Bed Tax #s aren't available until the 20th of the month following the end of the quarter.

usually available from NYS in Q3

**Dutchess County Industrial Development Agency
Partnership Program
Outcomes Report**

Agency: Dutchess Tourism, Inc.

Program: **Special Events and Programs**

Program Year: 2022

Outcome Statement List benefits to be achieved by participants during & after the program.	Projected Target # The projected achieved outcome during the program year.	Actual Customers				Total to Date	
		1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	#	% of Target
Support & promote special events in Dutchess County which attract visitors	2,000 visitors to events					0	0%
Continue training front line and small businesses to better market themselves through series of workshops and meetings	6 workshops					0	0%
Increase communications with tourism businesses through website and e-newsletter platform (10% increase in subscribers over 12,237 subscribers in 2021)	13,460 page visits and newsletter opens					0	0%

DCIDA Partnership Program

**Dutchess County Industrial Development Agency
Partnership Program
Outcomes Report**

Agency: Dutchess Tourism, Inc.

Program: **Hudson Valley Film Commission**

Program Year: 2

2022

Outcome Statement List benefits to be achieved by participants during & after the program.	Projected Target # The projected achieved outcome during the program year.	Actual Outcomes				Total to Date	
		1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	#	% of Target
Track direct spending by film & TV productions in Dutchess County	10,000,000					0	0%
Track number of room nights used by productions in Dutchess County	10,000					0	0%
Track film, tv, print and other media production days in Dutchess County	100					0	0%
Track number of Dutchess County locations used by production companies	50					0	0%
Track film-related jobs created for Dutchess County based film professionals	200					0	0%
Promote, scout & catalogue and promote Dutchess County locations	100					0	0%
Promote film & TV through local mixers, networking opportunities and screenings in Dutchess County	4					0	0%
Promote local production via direct emails, blogs, facebook, instagram, twitter, pinterest & other social media	1,250,000					0	0%

**Dutchess County Industrial Development Agency
Partnership Program
Outcomes Report**

Agency: Dutchess Tourism, Inc.

Program: **Arts Mid-Hudson**

Program Year: 2022

Outcome Statement List benefits to be achieved by participants during & after the program.	Projected Target # Projected achieved outcome during the program year.	Actual Outcomes				Total to Date	
		1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	#	% of Target
Support quality arts exhibitions, music concerts, events, film series, live theatre and other unique performances and experiential activities for Dutchess County visitors and residents.	600					0	0%
Capture regional tourism through Folk Arts cultural programming through eight free events: "La Guelaguetza," "Kakizome, Japanese First Writing of the Year," "Dia de los Muertos Celebration," "Around the Valley," Hudson Valley Gospel monthly virtual events and more to be confirmed.	8 folk arts events including La Guelaguetza, Kakizome, Dia de los Muertos, Around the Valley, Puppet Workshop, and more					0	0%
Host learning workshops to strengthen and retain existing arts organizations within Dutchess County, for instance; creating budgets, marketing, event management.	10 workshops					0	0%
Provide assistance in launching and support for arts/creative projects in Dutchess County through consultations	10					0	0%

Outcome Statement List benefits to be achieved by participants during & after the program.	Projected Target # Projected achieved outcome during the program year.	Actual Outcomes				Total to Date	
		1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	#	% of Target
Provide individual consulting to implement new funding streams, compete for opportunities, management and marketing assistance and encourage collaboration amongst arts organizations and artists.	100 consultations					0	0%
Expand media reach through print: 26 bi-monthly Poughkeepsie Journal Enjoy! columns (daily circulation: 39,984) and provide 12 articles on the local art scene to Hudson Valley News, and other media.	38					0	0%
Expand media reach through radio: 10 WAMC radio spots, and 4 interviews with other regional radio programs	14					0	0%
Expand local, regional, state arts and cultural events media coverage through media releases	40					0	0%
Marketing through 1,625 printed full-color oversize ArtScene postcards mailed/distributed quarterly : 2000 AMH gallery postcards, (500 quarterly)	8,500					0	0%

Outcome Statement List benefits to be achieved by participants during & after the program.	Projected Target # Projected achieved outcome during the program year.	Actual Outcomes				Total to Date	
		1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	#	% of Target
Marketing through webpage - fresh weekly feeds that highlight Dutchess County and draw tourists from Hudson River Valley Region and major metropolitan areas	18,000 quarterly page views (72,000 annual)					0	0%
Manage Dutchess Handmade, an annual retail shop featuring Dutchess County artisans in a "shop local" campaign that develops entrepreneurial skills in 50 artists and adds dollars in to the local economy	50					0	0%
Marketing through monthly e-newsletters highlighting arts and cultural events in Dutchess County to an email list of 3,500	12					0	0%
Marketing through quarterly ArtsCast and 6 video samplings - online video showcasing the region's monthly cultural events	6					0	0%
Connect Poet Laureate with local community for 5 annual public readings, poetry projects, and other community engagement events	5					0	0%