



## Cattaraugus County Department of Economic Development, Planning & Tourism

# 2008 Annual Report

### Department Overview

Joseph J. Williams, Jr., Interim Director

The mission of the Department of Economic Development, Planning and Tourism is three fold:

- 1) **Economic Development** – to encourage job creation and investment in our communities through business retention, expansion and attraction.
- 2) **Planning** - to achieve a sustainable balance between rural preservation and urban development through proper planning tools in each individual community.
- 3) **Tourism** – to promote Cattaraugus County, with all of its natural beauty and abundance of four season outdoor activities, as a tourism destination.

The Department serves as a source of information and technical assistance for County residents (pop. 79,201 est. 2006), 32 Towns, 13 Villages and 2 Cities, businesses of all types, Chambers of Commerce and many other agencies, County Departments and the County Legislature. The demands for services, project management, grant research and support and technical assistance continues to increase. The Department staff (*see listing below*) has continued and increased its use of the ever-changing technology such as GIS and GPS for computer mapping and database management.

#### A Year of Celebration and Change

2008 was a year for celebration and for many changes within the Department. Cattaraugus County celebrated its **Bicentennial** with major assistance from the Department's staff with planning and promotion of the yearlong activities and events (*see the Tourism Highlights and Photo sections for further information on the Bicentennial and Tourism activities*).

The Department's Director resigned his position in July and three other staff members resigned their positions during the year. New staff was hired and the **Cattaraugus County Business Development Corporation (CCBDC)** moved its office out of the Department to a new location at 214 Main Street, Little Valley (*see the CCBDC section for its report on activities*).

The **Cattaraugus County Procurement Technical Assistance Program** saw staff changes and an increase in funding allowing the program to provide more businesses with the knowledge and tools to bid on government contracts (*see the Procurement Highlights section for a report on its activities in 2008*).

#### Cattaraugus County Department of Economic Development, Planning and Tourism Staff

- Joseph J. Williams, Interim Director/Procurement Specialist
- Thomas M. Livak, Director (resigned 7/08)
- Deborah L. Miller, Junior Accountant
- Kristine M. Phinney, Junior Accountant (resigned 8/08)
- Chris G. Crawford, Senior Planner (resigned 10/08)
- James H. Isaacson, Senior Planner
- Paul R. Bishop, Planner
- Margaret E. Puszcz, Stenographic Secretary
- Lenora A. Leasure, Development Specialist
- Thomas F. Nuss, Development Specialist (resigned 3/08)
- Jeremy M. Knab, Web Technician
- Debra L. Opferbeck, Tourism Specialist
- Becky L. Smith, Tourism Assistant

#### Cattaraugus County Business Development Corporation Staff

- Daniel Harris, Executive Director
- Jackie I. Norton, Business & Operations Manager (resigned 3/08)
- Mathew J. Keller, Small Business Specialist
- Laurie Andrews, Office Manager and Business Counselor

The **Planning Division, the Cattaraugus County Planning Board and the Agricultural and Farmland Protection Board** had changes with staff and Board member losses and a change in the Chairmanship of each Board. The many different services and activities provided by the Planning Division continued to increase and continued to have a positive impact on the quality of life in Cattaraugus County (*see Planning Highlights for an in-depth review of activities in 2008*).

The County's **website** changes on a daily basis and is becoming an ever increasing important tool for promoting Cattaraugus County to the world (*see the Web Technician's Highlights for more information on the County's websites*).

#### Points of Interest (POI)

The Department established a Points of Interest (POI) web page (<http://www.enchantedmountains.info/downloads/gps-map>) to assist guests and residents while touring the County by using GIS to convert POIs for use with most GPS units. Visitors and residents can now download over 30 free POI files from the web site onto

## Cattaraugus County Department of Economic Development, Planning & Tourism

303 Court St., Little Valley, New York 14755  
Phone: (800) 331-0543 Website: [www.cattco.org](http://www.cattco.org)

their computers and with the free software available from most GPS manufacturers install the POIs onto their GPS. Most businesses listed display the business or location name, address and phone number. We have tried to include all tourism related businesses located in Cattaraugus County. We are exploring the use of GPS to be used as a Tour Guide. Units today have the capability to play MP3 files and show pictures so we can utilize these features to put together a special file that will describe a feature or attraction.

The snowmobile crossings and snowmobile business file includes a proximity alarm. While driving on a major highway as you are approaching a snowmobile crossing, most GPS will provide a visual and audio alert to warn you of the crossing. This will make the snowmobile trails safer for both snowmobile riders and cars on the road. The New York State Office of Parks, Recreation and Historic Preservation, the Cattaraugus County Federation of Snowmobilers and Cattaraugus County are constantly looking for ways to make the trails safer. This could be a key component. The New York State Office of Parks, Recreation and Historic Preservation and Cattaraugus County have teamed to develop a statewide major road snowmobile-crossing file, which could be used throughout New York State.

### New York State Snowmobile Grant

The Department again assisted the Cattaraugus County Federation of Snowmobile Clubs in securing trail grant funding from NYS Parks in the amount of \$229,075.00. This funding helps the nine area snowmobile clubs to improve and maintain the over 350 miles of funded snowmobile trails in Cattaraugus County. The registration fee paid by snowmobilers provides this funding. The department and OPRHP are in discussions for a pilot program that will put GPS into groomers so we will have the capability to show real time trail conditions and the program could eliminate clubs having to complete groomer logs.

The Department utilizes a number of tourism promotion efforts to build the snowmobiling economy here in the County. A new and improved snowmobiling brochure was again printed and distributed this year providing free trail maps to visitors which in addition to trails, identifies numerous small businesses along the trail that offer snowmobilers assorted services. This is just one of a broad range of integrated marketing tools that are utilized by the Department to generate tourism revenues from snowmobiling and other niche markets. Examples of snowmobile marketing include: the County Travel Guide, Snowmobile Trail Guide, Enchanted Mountains website, toll free Tourism Information Line, NYSSA Spring Forum and [www.SnowTrailTV.com](http://www.SnowTrailTV.com). Last March the County and NYSSA contracted with Mike Grant to produce a video that was shown on PBS stations through the northern United States.

### Tourism Grant Program

The Tourism Grant Program continues to evolve. Guidelines and reporting requirements have been continually refined in order to create the best return on investment for the bed tax funds dedicated to this program. Chambers of Commerce are the recipients of these funds which allow them to better execute tourism promotion endeavors.

### Casino Revenue Sharing Background

Casino revenue funds flow to the County via New York State and the City of Salamanca as per a Gaming Compact between the State and the Seneca Nation of Indians. The initial share of revenue funds from the Casino arrived in late 2005, which the Department subsequently went to work on implementing during 2006 as per the pre-approved spending plan. These first year funds were tied to the

Casino's first eight months of operation in 2004. The funds were mainly used for tourism promotion activities including: Enchanted Mountains Advertising, I86 Info Center staffing, Specialty Tourism "Theme" Brochure printing, Countywide Video production and Consulting funds to "implement" concepts of the Allegany State Park Perimeter Study.

A Casino Spending Plan is completed for each projected payment and submitted to New York State for approval. We have not yet been asked by New York State to submit a plan for the 2008 payment.

### GRANT FUNDS BROUGHT INTO THE DEPARTMENT IN 2008

DoD Procurement Technical Assistant Program	\$ 89,070.00
New York State Tourism Matching Funds	75,323.00
New York State Snowmobile Grant	229,075.00
Agri-Tourism Grant	20,000.00
Bicentennial Stagecoach Run Grant	<u>2,000.00</u>

**Total Grant Funds \$415,468.00**



*Pictured from left to right: Deputy Kevin McMillen, Deputy Brian Mohr, Federation President Thomas Hill, Federation Vice-President Al Bekiels, Chairman Crystal Abers, Jesse Bradley, Sarah Garner, NYSSA Vice-President Gary Broderick, Director Thomas Livak, Legislator Jim Ellis and Federation Secretary Lisa Foster. Photo by EDPT*

### Summary of Cattaraugus County's 2007 Casino Revenue Funds Economic Development Spending Plan

#### Expenditure Category:

- Tourism Advertising
- Tourism Promotion, PR & Education
- Information Center and Festival Staffing
- Ag & Farmland Protection Plan
- ED Advertising and Promotion
- Recreational Trail
- Further Develop Onoville Marina as Economic Hub
- Equine Initiative
- Economic Development Fund

**Note:** Each category contains a number of specific "action item" components.

## Procurement Highlights

Joseph J. Williams, Jr.  
Program Manager – Industrial Program Specialist

Lenora Leasure  
PTAC Small Business Counselor – Development Specialist



### Cattaraugus County Procurement Technical Assistance Center (PTAC)

The *Cattaraugus County Procurement Technical Assistance Program* is a special economic development tool used to obtain federal, state and local government contracts by the Cattaraugus County Department of Economic Development, Planning & Tourism, and small businesses in Cattaraugus, Allegany, Chautauqua and Wyoming Counties. The PTAC offers training to businesses on how to research and bid on government solicitations and assists them in registering and using e-commerce. The services provided are free of charge. The PTAC is designed to help HUBZone, small, small disadvantaged, women-owned, veteran-owned and service disabled veteran businesses compete for their share of government contracts.

New to our staff this year is Ms. Lenora Leasure. Ms. Leasure joined us in June of 2008 and is serving as the PTAC Small Business Counselor. Her background includes serving as the Office Manager for a once local small manufacturing firm that completed government contracts and most recently serving as a Business Counselor for the Cattaraugus County Business Development Corporation. Ms. Leasure holds a Bachelor's of Science Degree in Management Science from Houghton College. As the PTAC Small Business Counselor, Ms. Leasure provides assistance to our small business clients with a mission of selecting three or four small businesses in Cattaraugus County to provide more in depth assistance in order to walk them through the entire process of government contracting.

The PTAC program offers many services to our clients. Mr. Williams and Ms. Leasure work with a software program called Softshare to provide clients with a web mail bid matching program. Softshare includes a bid matching service called MyBidMatch and it allows clients the ability to access their web page and bid match notices from any computer. The software is continually being improved. Another great feature of the software is that when a client calls and asks for assistance regarding a specific notice, we have access to the client's web mail and can talk them through issues or problems.

The PTAC has participated in many seminars, trainings, and presentations throughout the year. In 2008, the PTAC personnel once again, assisted the Cattaraugus County Business Development Corporation (CCBDC) by presenting the Government Marketing program and Web Site marketing and web related training to small business owners at the CCBDC's training classes. In addition to CCBDC presentations, we also instructed a training to help attendees prepare for the SBA Small Business Matchmaker event. Several presentations were held throughout the year, including a presentation hosted by the Buffalo chapter of the National Tooling and Machining Association.

**PTAC Staff:** Joseph J. Williams, Jr., Program Manager; Lenora Leasure, PTAC Small Business Counselor; Jeremy Knab, Web Technician; Deborah Miller, Junior Accountant.



2008 PTAC Check Presentation from left to right: Mr. James Boser, Vice-Chair, Development & Agriculture Committee; Mr. Ralph Vinciguerra, Assistant Director Small Business, Defense Contract Management Agency; Ms. Crystal Abers, Chairman, Cattaraugus County Legislature; Ms. Lenora Leasure, PTAC Small Business Counselor.

Photo by EDP&T



Pictured from left to right: Ms. Jane Setlock, Property Administrator, DCMA; Mr. Ralph Vinciguerra, Assistant Director Small Business, DCMA; Ms. Lenora Leasure, PTAC Small Business Counselor; Mr. Michael O'Connor, Administrative Grants Officer, DCMA; Mr. Joseph Williams, PTAC Program Manager.

Photo by EDP&T



The Department of Economic Development, Planning and Tourism was once again awarded a Cooperative Agreement Award from the Department of Defense in the amount of **\$121,025**. The funding is awarded on a competitive basis annually. The award is for the base year (2008) and three option years. The total program costs of \$161,367 are funded by the Cooperative Agreement Award, Cattaraugus County and other in-kind contributions from the Cattaraugus County Business Development Corporation. The contract includes an increase in funding provided by the Department of Defense. Over the twenty-one years of the PTAC program, total program costs have increased by \$64,797 while the County's cash outlay for the program have actually decreased by \$10,742, thanks in large part to the efforts of Mr. Williams, Program Manager. The Defense Contract Management Agency audits the program and submits a recommendation to the Defense Logistics Agency for the upcoming year. The **Cattaraugus County Procurement Technical Assistance Center** will begin its twenty-first year of assisting small businesses on January 16, 2009. Mr. Ralph Vinciguerra, Small Business Assistant Director, of the Defense Contract Management Agency, stated, "Once again the Cattaraugus County PTAC has done an exceptional job and the members of the Legislature are to be commended for its continued support of the program."

#### Government Marketing Information

The PTAC utilizes the Internet for much of the information made available to businesses. The web site contains links for every department in the federal government and the Department of Defense, including links for purchase cardholders, drawings, agency forecasts, contacts, registration links and research information. The program works closely with the Small Business Administration to market the SBA and PTAC programs.

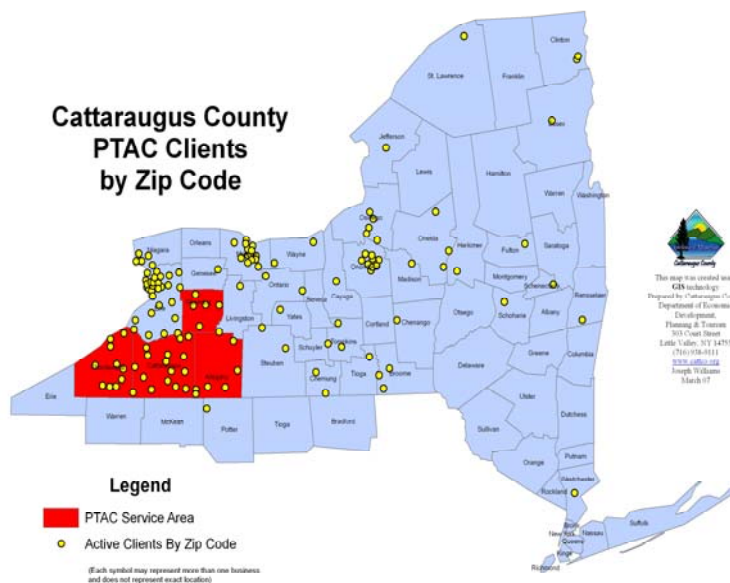
#### PTAC Consultations and Clients

The Center processed nearly two hundred initial and over two hundred thirty follow-up consultations with small business concerns from the area. The PTAC currently has over three hundred active clients that are using the Center's resources. The MyBidMatch bid-matching program, which includes daily solicitations sent to businesses via email, had one hundred thirteen active businesses participating. The monthly average of solicitations sent to business concerns was over 2,500. The PTAC database contains over fourteen hundred contacts. The PTAC helped build awareness and assisted businesses with registering on several Federal web sites including CCR, Small Business Dynamic Search, HUBZone and GSA as well as participated in the planning and training for the SBA and Business First Expo and Matchmaker in the Buffalo Convention Center in May 2008.

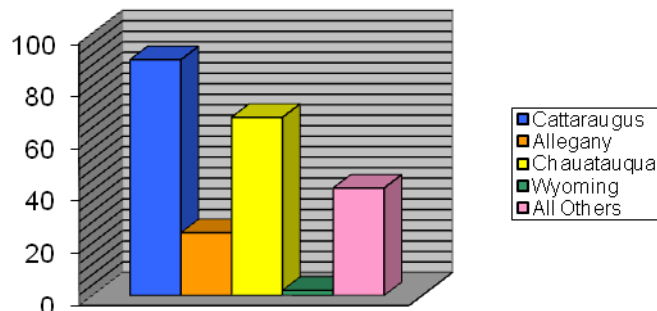
#### PTAC Contracts

Our PTAC clients were awarded over \$19,400,000 in contracts during 2008. Cattaraugus County businesses received over \$13,000,000 in federal, state or local contracts. A total of two-hundred-twenty-five contracts were awarded to our clients, with Cattaraugus County businesses receiving ninety of these contracts. According to the Department of Defense, the PTAC is credited with creating or maintaining 330 jobs in the area it serves.

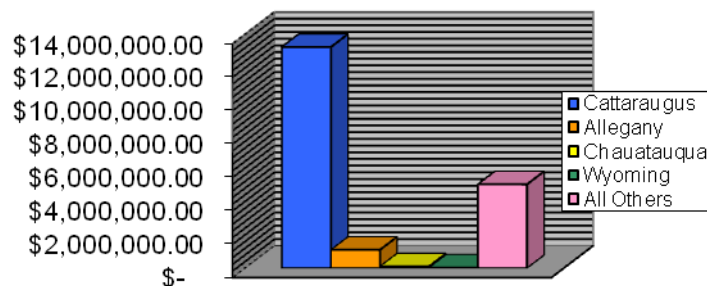
**Cattaraugus County  
PTAC Clients  
by Zip Code**



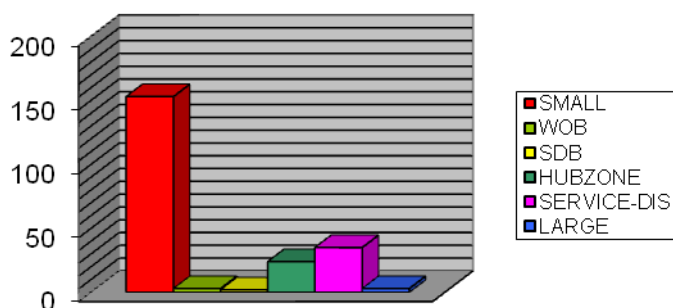
**Number of Contracts**



**Total Contract Dollars Awarded**



**Number of Contracts by Business Type**





## Planning Highlights

James H. Isaacson and Christopher G. Crawford, Senior Planners  
Paul R. Bishop, Planner, Margaret E. Puszcz, Stenographic Secretary

The Planning Division serves the County, its 47 municipalities, and its citizens with many different services that are designed to provide a positive impact on the quality of life in the County. The Division's activities have been grouped into functional areas to provide a clearer understanding of the many different services they provide. These functional areas include **Countywide Planning, Cattaraugus County Planning Board, Local Technical Assistance, Agriculture, Geographic Information Systems (GIS) and Information Services, and Additional Activities.**

### Countywide Planning

The County is involved in many inter-municipal and countywide plans and development projects. Work in this area is often performed with partners where the County Planning staff has a defined role representing the County's interest in the project or activity.

- **Cattaraugus County Equestrian Initiative**

The county continued to highlight its unique equestrian heritage in 2008. The headline event was the **2008 Bicentennial Wagon Train and Stagecoach Run**. This 14-day countywide wagon train ride traveled 180 miles throughout the county, visiting nearly every community and drawing throngs of people to the event. The Cattaraugus County Horsemen's Association, a newly formed non-profit, spearheaded the planning for this event, which celebrated Cattaraugus County's 200th birthday. The Planning Division was instrumental in obtaining a **\$20,000** agri-tourism grant from NYS Department of Agriculture and Markets to help fund this historic celebration.

Additional equestrian efforts included continued trail development in the Pine Hills State Forest in South Valley, the development of a new equestrian trails map and brochure, and developing an equestrian tourism video. These projects have been planned with the assistance of the County Equine Advisory Committee, a group of volunteers appointed by the Chair of the County Legislature. The Committee serves the county by providing equine advocacy, trail development, marketing and promotion of equine events, and education in Cattaraugus County. Planning staff provides assistance to the Equine Advisory Committee.



*Bicentennial Wagon Train and Stagecoach Run passes through the Town of Mansfield.  
Photo by Anne Adams*

- **Community Transportation Coalition of Cattaraugus County**

The Community Transportation Coalition of Cattaraugus County was organized in the Spring of 2008 and is composed of County agencies, not-for-profits and other interested parties. It was formed in response to the need for a "Locally Developed, Coordinated Public Transit-Human Services Transportation Plan". Participation in such a plan is a necessary requirement for certain Federal funding programs. Other factors that brought the group together included fluctuating fuel costs and a depressed rural economy.

The purpose of the plan is to identify the transportation needs of individuals with disabilities, older adults, people with low incomes, and the general public, provide strategies for meeting those local needs, and prioritize transportation services for funding and implementation. Agencies that wish to apply for funding under the Elderly Individuals and Individuals with Disabilities Program (Section 5310), the Jobs Access Reverse Commute Program (Section 5316), and the New Freedom Program (Section 5317) need to participate in the update of this plan. In addition, those counties and small cities that seek funding in the Section 5311 Non-Urbanized and Rural Program are encouraged to participate in the plan. These Federal Transit Administration programs are administered by the New York State Department of Transportation.

County Planning's participation in this effort included meeting and process facilitation, data gathering and interpretation, and agency interviews. This effort will continue in 2009 in order to accomplish the Coalition's mission of **"working collaboratively to create a system that identifies needs, understands resources, maximizes access and mobility, and minimizes costs for the entire community"**.

- **Census 2010**

April 1, 2010 is CENSUS DAY for the 2010 Census. It is vital for our County and State that every resident is counted. To that end, the Planning Division is partnering with the U.S. Census Bureau and Southern Tier West Regional Planning and Development Board to distribute promotional materials and provide regular updates and publicity in the coming year to ensure that every County resident is counted in the 2010 Census.

- **Route 16 Corridor Community Partnership**

The Planning Staff worked to establish a multi-jurisdictional business / community partnership to facilitate and lead economic development efforts in the Route 16 corridor in eastern Cattaraugus County. The Staff provided meeting facilitation and technical support to allow this fledgling group to organize and begin the process of improving the business climate along this vital route.

### Cattaraugus County Planning Board

The Planning Division serves as staff for the County Planning Board, which must act upon referrals from local municipalities sent to the County under Sections 239 l., m., and n. of New York State General Municipal Law. The staff makes recommendations to the County Planning Board regarding these referrals. In addition, the staff also makes recommendations on State Environmental Quality Reviews (SEQR). During 2008 the following Planning Board activities were accomplished:

- Reviewed 46 Section 239 l., m., and n. referrals\*
- Reviewed 7 SEQR environmental documents
- Presented monthly reports to the Planning Board pertaining to on-going Department projects
- Hosted Annual Leadership Dinner Meeting.

\*Referral Exemption Agreements signed with the City of Salamanca, Town of Mansfield, and Village of Ellicottville have resulted in a decrease in referrals from the 2006 level of 80 and 2007 level of 63. This allows the staff more time to devote to countywide issues.



**2008 Cattaraugus County Planning Board.** Standing L-R: Jack "Ol' Dad" Berger, Photographer, East Randolph; David Rivet, Commissioner of Public Works, Mayor Village of Cattaraugus; David McCoy, Chair Town of Portville Planning Board; Richard Fuller, Yorkshire; William Sprague, Chair County Planning Board through July, County Legislator, Member Town of Yorkshire Planning Board; Paul Mager, Vice Chair County Planning Board, Alpaca Farmer, Little Valley; Robert Keis, Supervisor Town of Mansfield, Chair Southern Tier West Regional Planning and Development Board; Michael Zaprowski, Assistant Secretary County Planning Board, Chair City of Salamanca Planning Commission; Seated L-R: Kameron Brooks, Attorney, Randolph; Tina Abrams, Seneca Nation of Indians Counselor, Director of Class II Gaming, Salamanca; Florence Fuller, Councilwoman Town of Carrollton, Kill Buck; Ann Padlo, Secretary County Planning Board, Member Bicentennial Committee, Active Volunteer, Olean; Charles Couture, Chair County Planning Board September to present, Member Southern Tier West Regional Planning and Development Board, Vice President Cattaraugus County Farm Bureau. Photo by Jack Berger.

### Tourism Destination Branding

The Cattaraugus County Planning Board held its Annual Leadership Conference on Monday, July 28, 2008 at the St. Bonaventure Clubhouse in Allegany New York with 80 people in attendance. The focus of the meeting was "Tourism Destination Branding". Representatives from Cattaraugus County's municipalities, County Legislature, County Planning Board and tourism destinations were present to learn how to "lure" the tourist to our Enchanted Mountains.

The Keynote Speaker, Roger Brooks of Destination Development, has worked in tourism and economic development for more than 25 years and has become one of the most recognized experts in the country in the field of tourism, consumer trends, marketing, and project development. In 2007 Mr. Brooks visited the Onoville Marina area and the Gowanda to Randolph corridor and prepared assessment findings that have lead to exciting new projects for both areas.

In his presentation, he emphasized the importance of promoting your "lure" (think Disney World for Orlando or chocolate for Hershey). He said that Cattaraugus County's "Enchanted Mountains of Western New York" sets the stage, but the lure is needed to give our area a brand. Mr. Brooks suggested that the lure for the Enchanted Mountains could be the Amish Trail that exists between Gowanda and Randolph or the Onoville Marina and the pristine setting of the Allegheny Reservoir. They both serve as unique attractions that draw outside visitors to our area.



Roger Brooks holds one of the signs that will mark the Amish Trail in Cattaraugus County.

Photo by Jack Berger



#### Brooks Patterson Community Leadership Award



The County Planning Board, at its Annual Leadership Conference held at the St. Bonaventure Clubhouse in Allegany, New York on July 28, 2008, awarded its annual **Brooks Patterson Community Leadership Award** to **Leah Leising** for her outstanding leadership and years of dedicated service in planning and development for the **equestrian community** in Cattaraugus County. The recipients of this annual award are chosen to give countywide recognition to leaders and volunteers who make lasting contributions to the people and communities of Cattaraugus County and its region and who exemplify the outstanding spirit and example that Torrance Brooks and Donald Patterson set during their lifetime of dedicated service to their respective communities, County Legislature, County Planning Board, and regional agencies.

Upon receiving the award, Leah Leising stated: "I love country living – with its trees, open space, gardening – I love horses and anything equine and trial riding – I love Cattaraugus County and they all just blend so well together. I hope to see Cattaraugus County become the place to be in New York State if you have horses or love them!"

*(l-r) Leah Leising, recipient of the Brooks Patterson Community Leadership Award for 2008, and William Sprague, Chairman, Cattaraugus County Planning Board. Photo by Jack Berger*

#### The County Planning Board Held a Joint Meeting with the Town of Portville Town Board and Town Planning Board

The Cattaraugus County Planning Board held its March 27, 2008 meeting at the Weston Mills Community Center with the Town of Portville Town Board and Town Planning Board. The purpose of the joint meeting was to introduce these local officials to the role of the County Planning Board and its procedures and practices. Terry Keeley, Supervisor of the Town of Portville, also gave a presentation on "Economic Strategic Planning".

#### Local Technical Assistance

The Planning Division provides technical assistance to the County's 47 municipalities, many of whom have little or no municipal staff available to work on planning and zoning issues. The Planners have provided support to these municipalities in the areas of comprehensive planning, land use regulation and zoning, geographic information systems, downtown revitalization, and infrastructure development.

#### Training

Provided and arranged for more than 75 person-hours of training, in accordance with NYS Law, to municipal and county planning and zoning boards of appeal members. Training was provided in the following areas:

- Comprehensive Planning & Zoning
- Scoping as a First Step in Comprehensive Planning
- Introduction to County Planning Board Procedures and Practices
- What Makes a Good Farmland Protection Project
- Tourism Destination Assessments
- Watershed Education for Municipal Officials
- Gravel Mining Permits

#### Mapping

Most municipalities in the County do not have access to aerial imagery, up-to-date parcel information, flood plain delineation or the many other data layers available to the County. As part of the Planning Division's municipal support program, maps are continually being created using the County's Geographic Information System (GIS) for distribution to municipalities throughout the County. In 2008 numerous maps were provided to, among others, Franklinville (Village and Town), Ischua, Hinsdale, Randolph (Village and Town), Allegany (Town) and the Village of East Randolph.

Other project-specific mapping services have been provided to the Towns of Allegany, Great Valley, Ellicottville, Randolph, and the Villages of Randolph and East Randolph. The Division also created a brochure-ready map for the City of Olean for the City's expanded OATS (Olean Area Transportation System) bus route. The map to the right was revised several times throughout the year as the route was evolving.

The Planning Staff provided the Cattaraugus Empire Zone mapping for Innovative Wood Solutions Inc. as they relocated to the former Bush Industries building in the Village of Little Valley.





#### Grant Writing Support

The Planning Staff has provided support to municipalities and non-profits seeking funding through various state and federal grant sources. In 2008, the Division provided data, research and assistance to towns and agencies seeking funding for building restoration, facilities maintenance, recreation, and downtown revitalization.

#### Comprehensive Planning and Zoning Revisions

The Planning Staff, again this year, provided numerous municipalities with assistance in creating or revising their comprehensive plans and zoning ordinances. The Towns of Dayton, Hinsdale, Great Valley and Randolph and the Villages of South Dayton, Gowanda, Randolph and East Randolph were all provided technical assistance through map creation, data and information provision, document review and meeting facilitation. This type of municipal service continues to be a focus of the Division's activities. Properly instituted plans and zoning can have an immediate, positive impact on land use at the local level.

Also in 2008 the Towns of Napoli, Perrysburg, and Olean all created local laws pertaining to the siting and control of wind energy facilities.

### Agriculture

The Planning Division serves as a policy and technical advisor to the Cattaraugus County Agricultural and Farmland Protection Board, whose task it is to promote and preserve agricultural resources in the county and to address agricultural related issues that have an impact on the county's diverse farming communities.

#### New York State Agricultural Districts Program Review

The Planning Division administers the Cattaraugus County Agricultural Districts Program, consisting of six (6) agricultural districts throughout the county. The Planning Staff conducted reviews of two agricultural districts, Ashford Meadows and Southwest. In addition, the Staff, in July, organized a visual survey of the Northwest Agricultural District for Ron Mead of the New York State Department of Agriculture and Markets. This resulted in NYS Ag and Markets final approval of this District in October. Through the review process, these districts will continue to provide agricultural landowners with the Agricultural District Program benefits made available by the New York State Agriculture and Markets Law.



Raking hay for Hobby Hill farm. Photo by Margaret Puszc

#### Agricultural District Annual 30-Day Inclusion Period

January 2 through January 31 is Cattaraugus County's annual 30-day open period for inclusions into an existing agricultural district. This requirement is defined in New York State Agriculture and Markets Law, Article 25AA, Section 303-b. In 2008, a total of 5 parcels incorporating 210 acres were added to Cattaraugus County's Agricultural Districts as a result of this process.

#### Cattaraugus County Agricultural and Farmland Protection Plan Implementation

The Planning Staff continued in 2008 to focus on assisting the County's Agricultural and Farmland Protection Board in ways to implement the Agricultural and Farmland Protection Plan based on the following general goals:

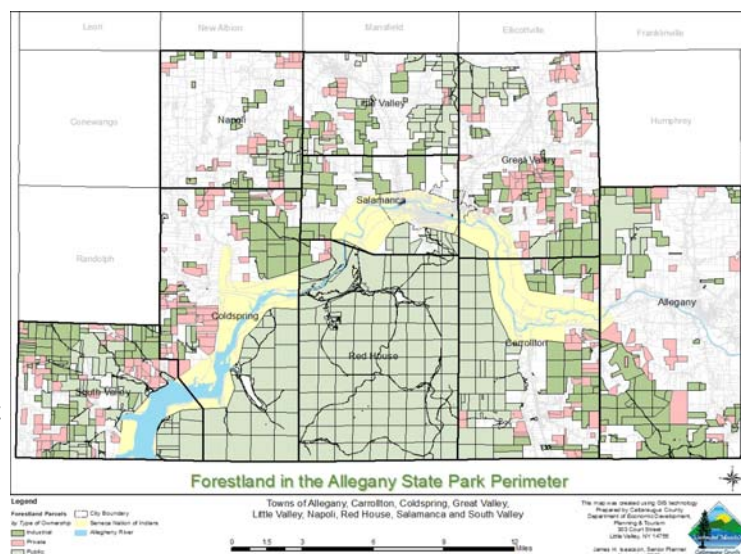
- Maintain and protect agriculture, which is one of Cattaraugus County's major industries and predominant land uses
- Preserve the agricultural land resource by directing development away from farming areas
- Preserve and support the long-term economic contributions and viability of agriculture and related businesses in Cattaraugus County

### Geographic Information Systems (GIS) and Information Services

Geographic Information Systems (GIS) is a powerful tool used by the Planning Division to bring data analysis and information to the County and its municipalities, businesses, and the general public. The Staff has produced numerous maps for various clients that have assisted them in their decision-making and operations.

#### Water and Sewer Line and Zoning District Digitizing

This municipal assistance project, which began in 2007, continued in 2008 with the municipalities reviewing the data submitted to them. Hardcopy maps of these layers have been provided to those municipalities in the County that requested them and are also currently available, upon request, from the Planning Division (an example of this type of map is on the next page).





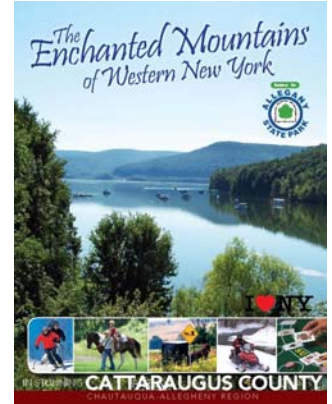
## Tourism Highlights

Debra L. Opferbeck, Tourism Specialist  
Becky L. Smith, Tourism Assistant

It was a busy year for tourism with some journeys into new endeavors as well as maintaining the established day-to-day elements that are necessary for the promotion of Cattaraugus County and its wonderful assets. Following is a more in-depth explanation of this year's activities:

### 2008 Activities Guide

This 48 page, 4-color piece is our largest marketing tool. The guide covers our largest assets such as Allegany State Park, Holiday Valley, HoliMont and Ellicottville as well as the plethora of activities, attractions and events that can be enjoyed here in the Enchanted Mountains of Cattaraugus County. A large county map (24" x 36") is stitched into the middle of the guide. Our Calendar of Events is located on this pullout map so that visitors will have the list of events while they are using the map. The "front" of the guide features our assets that we use to entice tourists to come to our area. The middle section contains the map and the back section lists all the tourism related businesses and attractions including grids that show hotels/motels; bed & breakfasts; campgrounds & cabins.



### Bicentennial

2008 was the **200<sup>th</sup> Anniversary** of the incorporation of Cattaraugus County. Debra Opferbeck was a member of the Bicentennial Advisory Committee that developed and oversaw most of the activities while also requesting communities to align their existing events, festivals and activities to have a bicentennial theme.

The largest activity that occurred was a countywide, two-week **Wagon Train and Stagecoach Run**, which replicated the Centennial Wagon Train held in 1808. This event included most communities in the county in some way by stopping for lunchtime or dinnertime and an overnight camp setup. Visitors were encouraged to stop by the sites to learn more about how the pioneers that came to our county lived day to day. There were blacksmith and chuck wagon demonstrations, storytelling by the participants of the wagon train about the lifestyle of the pioneers and stagecoach history and each night there was square dancing.



First day of the Bicentennial Wagon Train & Stagecoach Run, Ellicottville, NY.

Photo by Becky Smith.

The towns did a phenomenal job of welcoming the wagons with crowds lining the streets. Activities were planned in many of the towns to provide family fun to enhance the experience, such as sawdust pile money search, 3-legged races, square dancing, musical presentations and more. Meals were provided each night and the proceeds benefited the communities or other non-profit organizations.

Closing events for the **Wagon Train and Stagecoach Run** were held in Little Valley in front of the County Center Building. Wonderful memories were shared by many folks that felt the impact of this two-week journey. The wagon train created many new friendships and provided camaraderie throughout the county for all who participated in some way in this momentous event.

### Onoville Community Day

The Onoville Community Day was held in August on the Onoville Marina grounds. Local restaurants provided the food and there was a craft show, entertainment for children, concerts by 5 area bands and the cast from "The Music Man", outdoor recreation and a fireworks display in the evening. The event was organized by Tonia McAllister of the Randolph Area Community Development Corporation with the assistance of Jeff Davis, Onoville Marina Manager, and the staff at the Marina. The Tourism Department developed the advertising print ads and posters.

Other Bicentennial events and activities the department was involved with included:

- Preparations for the Opening Event held March 11, 2008 in Ellicottville, the location of the first county seat.
- Celebrate America Day at the Pines Campus in Machias.
- The dedication of the Arch that was constructed in Salamanca in honor of the Centennial celebrations that were held there one hundred years ago. .
- Santa Claus Lane Parade in Olean.
- Development of many advertisements and commercials.
- A brochure entitled *Driving Tour of the Old Chautauqua Road*.

In addition to radio and television commercials produced by Buffalo Advertising, the department created many print advertisements for the Bicentennial events. These were placed in Rochester, Buffalo, Jamestown and Wellsville in New York and Erie,



The teams rest at the top of the Lillibridge Road near Pfeiffer Nature Center. Photo by Bonnie Hall





Emporium, Smethport, St. Marys and Kane in Pennsylvania. Newspapers, magazines, flyers, county fair books and posters were used to promote our County's Bicentennial events.

### New York's Amish Trail

2008 saw the start of developing **New York's Amish Trail**, which is a combined effort with Randolph, Leon, South Dayton, Gowanda and Cattaraugus County Tourism. While using the Amish community as a "lure", marketing campaigns are under way that will promote the "English" businesses that are within or near the Old Order Amish Community in our county. Projects include:

- The development of a brochure with a map that has pinpointed all the English and Amish Shops with GPS (Global Positions) points.
- Sign posts for wayfinding that will also indicate that the business is part of the Amish Trail.
- Vinyl window clings to be used in participating stores.
- Shirts, hats, and other souvenir items.



Marketing items, such as Amish Trail signposts placed into milk cans, will be purchased for participating businesses to display. This will help identify them as a participant and create a cohesive and consistent message throughout the Amish Trail from Gowanda all the way to Randolph.

### Routes to Art



Our department assisted the Cattaraugus County Arts Council with its first ever **Routes to Art**, an initiative wherein artists across the county opened their workshops to visitors along a trail that was created to connect the workshops specifically for this use. This was a successful event that drew visitors from Ontario, Ohio, Pennsylvania and Western New York.

### Destination Assessments

Roger Brooks returned to our county in July to do **Destination Assessments** and workshops for the Salamanca and Olean areas. As in all situations, signage and curb appeal are the biggest tools to use to draw in more visitors. It was pointed out that there is a lack of wayfinding signage in our county. Mr. Brooks spoke to each community's need to develop itself as a destination. He recommended that Olean utilize its wide streets to make it a dining and entertainment destination with a strong mix of businesses, such as: in the summer time to become an outdoor dining attraction that is open later in the evenings. With the potential to develop an activity-based urban district, Roger stated, "Olean could easily be a major gathering spot for this entire area of the state." For Salamanca, it was suggested that trompe l'oeil (a painting technique that "fools the eye") be used on the storefronts and sides of buildings that line Main Street. This would create curb appeal in downtown Salamanca and become a tourism attraction. Roger was also the main keynote speaker at the Cattaraugus County Planning Board's Annual Dinner (see *Planning Highlights* for further details).

### Advertising Agency

**Buffalo Advertising** was employed to assist in the promotion of the Enchanted Mountains of Cattaraugus County with the development of a special County Jingle that will be used to brand the County as well as create awareness and consistency by using the same jingle in our radio and television commercials. The more viewers hear the jingle, the more familiar they will be with our County's message and will connect the sound of the jingle with our county. The jingle was designed so that it can run alone or be used as a "donut" for co-operative advertising, where the partner's message is placed inside the center of the jingle, leaving the county's message on the beginning and ending of each commercial. The jingle is also now the message you hear when you call the county buildings and are placed on hold.

In addition to producing the commercials for both television and radio, **Buffalo Advertising** also places our media buys for us. These placements were for a general two-week awareness branding campaign, the I Love NY co-operative advertising as well as the Bicentennial events such as the two-week **Wagon Train and Stagecoach Run**. In each instance, the new jingle was used to establish our brand and create the consistency that is so important in marketing for recognition.

### Brochures

Our department is continuously upgrading our theme brochures and creating new ones to meet the ever-increasing demand for theme brochures. Working with Dan Martonis, GIS Coordinator, maps are developed that highlight our trails and attractions for each of the themes. These brochures are promotional tools that are placed in racks around the county and at the I-86 Rest Area in Allegany and at travel shows in Cleveland, Buffalo and Rochester areas. They are also placed in the packets of information that are sent out in response to calls on the 800# or requests made on our website.



### Rest Area

The **Allegany River Rest Area** continues to have a major impact with tourists traveling through our county. The number of visitors that stopped during 2008 increased over 14% from 2007 calculations. This creates an increasing need to reach this touring market with our marketing messages when they visit the rest area in hopes that one day they will return specifically to visit our county's attractions and events.

### Tourism Trailer

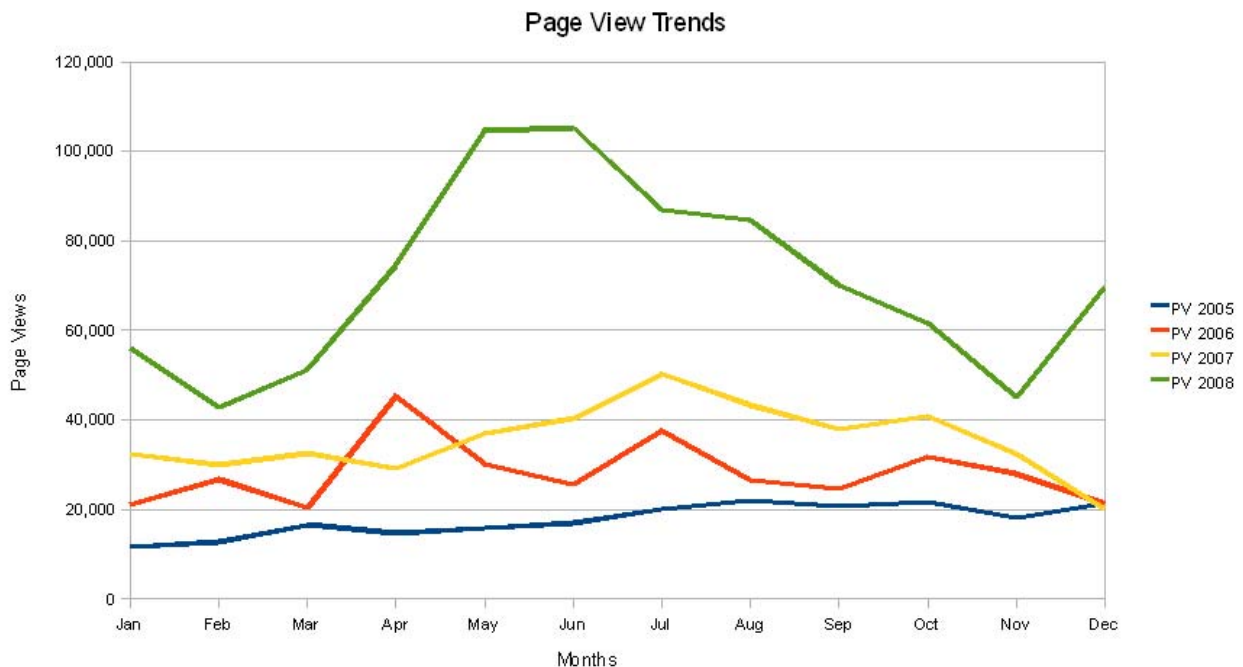
A travel trailer was purchased in 2007 to be used during the Bicentennial events and other local events throughout the county with plans to broaden our outreach in the future. VSP Graphics from Buffalo designed and applied the vinyl coverings for the outside of the Tourism Trailer. The exterior design is of Onoville Marina, Allegany State Park, Amish countryside and Skiing. Tonia McAllister of the Randolph Area Community Development Corporation was contracted to oversee the "manning" of the trailer while it was at events. The Bicentennial Advisory Committee also worked the booth at many events and sold Bicentennial merchandise from the trailer.



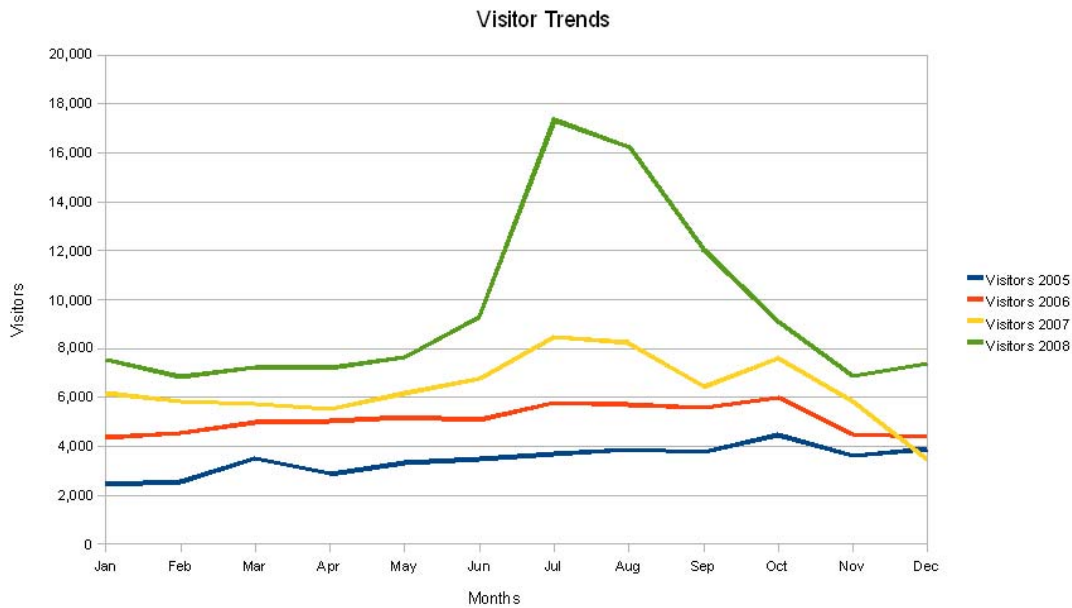
*Tourism Trailer at Onoville Community Day.  
Photo by Paul Bishop*

### Enchanted Mountains Web Site

Web statistics show that 88% of all Americans say the Internet plays a major role in their lives and that a majority of people makes all their traveling decisions with the aid of the Internet. The following two charts show the page views on the EnchantedMountains.com website for all of 2008. You will notice the trend peaks during the summer months and then again in December. The chart showing the Visitor Trends on the next page shows that visitors peaked for June, July and August. Summer is the major travel season for our county but in addition to the normal visitors we receive, the effect of two major advertising campaigns can be seen by the increase in visitors and page views. We implemented a "Branding Awareness" campaign in early summer to highlight the new County Jingle that was developed by Ken Kaufman of Adsongs. This catchy jingle was developed to be used in several ways as part of all our advertising, whether it is co-operative advertising or county only advertising. The other campaign that was developed was to highlight the Bicentennial Wagon Train and Stagecoach Run. All advertising drives viewers to our website if they want more information. The website is a great tool for reaching those that use cyberspace for their traveling information.







The home page of the Enchanted Mountains website is used to highlight upcoming events as well as our attractions, festivals and events, where to stay, dine and request the current activities guide as well as other information. There is a link to listen to our new jingle as well as to see the commercial that was created using the new jingle.

[Contact Us](#)   [Sitemap](#)   The Official Tourism Site of Cattaraugus County

[Where to Dine](#)   [What to Do](#)   [Events](#)   [Where to Shop](#)   [Where to Stay](#)

**GET TO KNOW US**  
 REQUEST INFO  
 NEWSLETTER  
 COUNTY MAP  
 OTHER LINKS  
 COUNTY HOMEPAGE

**GET THE TRAVEL GUIDE!**

IT'S A FULL 48-PAGE COMPREHENSIVE GUIDE, HIGHLIGHTING THE ACTIVITIES AND ATTRACTIONS IN OUR COUNTY AND IT'S FREE!

**BICENTENNIAL SEASIDE COASTAL RUN**

**PHOTOS**

**TWITTER UPDATES**

## routes to art

CATTARAUGUS REGION OPEN STUDIO TOUR

**Listen to the Enchanted Mountains Jingle**

### New York's Amish Trail

The Enchanted Mountains have many amish shops and 'English' businesses that sell Amish Furniture, Amish Crafts, Amish Candy and more! AmishTrail.com is a site for promoting New York's Amish Trail. The site has photos, maps, GPS files of businesses and more.

[New York's Amish Trail](#) web site is growing and more information and businesses are being added.

### All Aboard!

Step into the past and experience the Salamanca Rail Museum: a fully restored passenger depot constructed in 1912.

Win overnight stay at the [Holiday Inn Express](#), dinner for 2 PLUS a bottle of wine from [Myers Steakhouse & Inn](#) and 2 tickets to the [Seneca Iroquois National Museum](#)! [Enter for your chance to win!](#)

### Upcoming Events

- [Holiday Valley Mountain Resort](#)
- [HoliMont is Open!](#)
- [Enjoy Maple Season at Moore's Maple Shack and Pancake House](#)
- [Lake Lane Fishing and Hunting Resort](#)
- [New Exhibition at the Quick Center for the Arts](#)
- [Holiday Valley Double Black Diamond Golf Course Anticipated Opening](#)
- [Celebrate Earth Day/Arbor Day at Pfeiffer Nature Center](#)
- [Buddy Guy at the Seneca Allegany Casino](#)



## Web Technician's Highlights

Jeremy Knab, Web Technician

### Web Technician Responsibilities

The Web Technician's responsibilities are on-going and include web design, graphic design, programming, markup, site editor, site analysis and reporting.

### Websites

Developing web sites is a process and a process that is always evolving.

#### New York's Amish Trail – <http://AmishTrail.com>

The Amish Trail website promotes all that our Amish communities and supporting English businesses have to offer visitors. Tonia McAllister of the Randolph Community Development Corporation has organized the creation of printed materials by Register Graphics which were used for the creation of the web templates. This site uses the Drupal Content Management system and has been customized for the Amish Trail. Tonia and others can add/edit business listings, pages and photos easily.

GPS Files are available for GPS Devices to aid in the navigation of the Amish Trail.



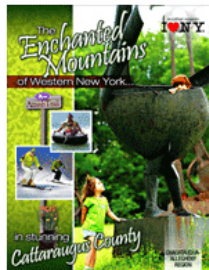
#### Enchanted Mountains of New York – <http://EnchantedMountains.com>

In 2008, more enhancements were added to the Enchanted Mountains site. The site was further optimized for heavily traveled pages. On social websites, such as, Twitter, Facebook and MySpace we started promoting events and attractions and talking to people. We answer people's questions. Some of our commercials have been posted on YouTube as well!

Points of Interest (POI) for GPS devices were also added in November. POI files are data files that contain the latitude, longitude, name of location and an address or additional data. This allows someone who is unfamiliar with the area to find more in our county simply by using their handy GPS device.

GET TO KNOW US  
OUR SEASONS  
REQUEST INFO  
NEWSLETTER  
COUNTY MAP  
OTHER LINKS  
COUNTY HOMEPAGE

GET THE TRAVEL GUIDE!



IT'S A FULL 48-PAGE  
COMPREHENSIVE GUIDE,  
HIGHLIGHTING THE ACTIVITIES  
AND ATTRACTIONS IN OUR  
COUNTY AND IT'S FREE!

TWITTER UPDATES

Follow  
us on  
twitter



### Points of Interest(POI) and GPS Files and Maps


The following files may be imported (see to the right) into a GPS device from your computer via the GPS manufacturer's software. If you own a TomTom simply connect it to your computer and click the  button for the locations you are interested in.



The following links will help you out in learning how to get points of interest onto your GPS unit.

- [Getting Started with Points of Interest](#)
- [Garmin: POI Loader](#)
- [Magellan GPS Software](#)
- [TomTom: Converting POI files](#)
- [PoiEdit](#)

### Agricultural Businesses

- [Download Agri-Tourism \(Agricultural Businesses\) in Cattaraugus County](#), File Type: CSV, File Size: 9 KB
- [Download Agri-Tourism from POI-Factory.com](#)
- 

### The Developing Cattaraugus County website – <http://ww2.CattCo.org>

The development of the new Cattaraugus County site is picking up in pace. The new site is built off of the Drupal Content Management System and offers many features:

- Community Events/Meetings Calendar at <http://ww2.cattco.org/event>
- News Archive <http://ww2.cattco.org/news/archive>
- Gallery of Photos <http://ww2.cattco.org/gallery> – We are always looking for new photos of our beautiful county
- Frequently Asked Questions <http://ww2.cattco.org/fag> – Get our commonly asked questions out there.

Cattaraugus County Departments and Offices are being moved to the new site one by one.

### Cattaraugus County Taxes System – <http://maps.CattCo.org/website/parcel>

Assisted the Cattaraugus County Department of Real Property Tax Service with updating its website concerning taxes.

Enter New Assessed Value	\$ 5900000
<b>CALCULATE</b>	
<b>Total Taxes = \$341,496.40</b>	
<b>SCHOOL (Cattaraugus-Little Valley)</b> Previous 2008 Assessed Value: \$5,900,000.00 2008 SCHOOL (Cattaraugus-Little Valley) Rate: 21.867645	

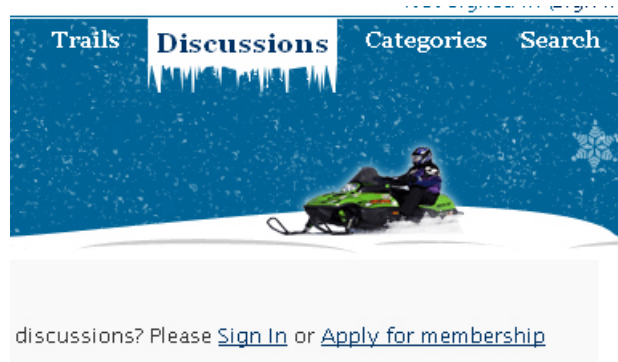
Added **Taxes Assessment Calculation Tool** to the Taxes report page for a property which allows a visitor to see the taxes change with a different assessed value.

<b>Contacts for this property</b> <b>Assessor:</b> Mary Bailey 716-938-6441 , <a href="mailto:marybail@roadrunner.com">marybail@roadrunner.com</a> Hours: Tuesdays 1:00-4:00 <b>Tax Collector:</b> Peggy Root Phone: 716-938-9151 <b>School Tax Collector:</b> Anita Becker
---

Added **Contacts for the property** (Assessors and Village/City/Town Tax Collectors). A visitor now knows who to contact about a property.

### Snowmobile Western New York – <http://SnowmobileWNY.com>

- A central forum for Snowmobile Clubs and visitors to the area.
- Trail information.
- Events along the Snowmobile Trails.



### Small Business Classes (Cattaraugus County Business Development Corporation)

The Procurement Technical Assistance Center (PTAC) assisted the CCBDC by having me teach the Introduction to Web Sites for Entrepreneurs, which is the last class in the 7 day Business Classes offered by the CCBDC. I had a great time teaching this class as it allowed me to inform people about starting a web site. We go over the Internet, connecting to the Internet, domain names, web hosts, planning their site, creating a site, the software to produce a site (open source and commercial) and advertising online.

### Procurement Technical Assistance Center – Government Marketing <http://ww2.cattco.org/procurement-technical-assistance-center/government-marketing>

The PTAC site was moved to the new CattCo.org site for ease of updating and new functionality. The PTAC can add their own Frequently Asked Questions, add/edit/publish pages, add classes/seminars to the events calendar, add news releases and more!

## Business Development Corporation

Daniel Harris, Executive Director

Mathew Keller and Laurie Andrews, Business Counselors

### Corporation Overview and Mission

The **Cattaraugus County Business Development Corporation** (CCBDC) is a non-profit corporation that was formed in 1994 through a unique partnership between the Cattaraugus County Department of Economic Development, Planning & Tourism, BOCES, St. Bonaventure University, local banks and a cross section of business representatives. The mission of the CCBDC is: *To provide education, service and support to new and existing micro-enterprise businesses and entrepreneurs throughout Cattaraugus County.*

### The CCBDC Provides Services to Small Business Owners and Entrepreneurs

Some typical services provided are:

- One-on-One Business Counseling
- Seven-Week "Business Basics" Classes
- Business Plan Development / Writing Assistance
- On-Going Business Start-Up Assistance to Entrepreneurs
- Administration of the Microenterprise Development Loan Fund
- Grant Search and Grant Writing
- Project assistance to Department of Economic Development, Planning & Tourism



### Board of Directors

The CCBDC is governed and led by a group of diverse, talented professional business people who volunteer their time and talent. The members of the Board of Directors are:

- |   |   |
|---|---|
| ▪ Jim Snyder, President (Snyder Manufacturing)    | ▪ Scott Brechbuehl, (Community Bank)  |
| ▪ Michelle Caya, Treasurer (Caya's Canopies)      | ▪ Richard Zink (Southern Tier West)   |
| ▪ Rick LeFeber (Cattaraugus Business Development) | ▪ Joseph Williams (Interim Director Economic Development, Planning & Tourism) |
| ▪ Dr. Michael Fisher (St. Bonaventure University) |   |

### Advisory Committee

- John Sayegh. He is Chief Operating Officer, Cattaraugus Empire Zone Corporation.
- Jerry Burrell, Legislator. He is Chairman of the Agriculture & Development Committee of the County Legislature.
- James Boser, Legislator. He serves as Vice Chair for the Agriculture and Development Committee.
- Crystal Abers, Legislator. She is Chairman of the Cattaraugus County Legislature.

### Loan Committee

The Loan Committee is composed of business and professional leaders located throughout the County and are appointed by the Cattaraugus County Legislature. The Loan Committee acts independently of the CCBDC and the Board of Directors in making loan decisions, which are based upon the soundness of the business plans submitted, perceived viability of the business in the selected community, the owner's experience and input from CCBDC Staff as requested.

### Personnel

2008 saw many changes and challenges for the CCBDC. Business Counselors Leonora Leasure and Jackie Norton left for other positions. Funding and Services were reassessed and redeveloped during 2008. In the later part of 2008, the Board of Directors hired a full-time Executive Director, Daniel Harris, to lead the CCBDC through the changes that were made in 2008 and would be implemented in 2009. Laurie Andrews, who previously worked for the CCBDC from 2000-2005, returned in December 2008. Matthew Keller, who started working for the CCBDC as a part-time Counselor in 2007, became full-time as of January 1, 2009.

### New Office Location

The CCBDC began to move its offices in December 2008 from the County Building to 214 Main Street, Little Valley, New York. The move has given the CCBDC much more space in which to meet with clients and offer expanded services.

### Website

To make it easier for clients to find the CCBDC, we established a website address of [www.ccbdc.org](http://www.ccbdc.org). The CCBDC is continuously updating their website to provide answers to clients 24 / 7. A FAQ section, staff articles, and downloadable reports and forms keep website content pertinent and updated.

### Looking Forward

2009 looks to be a busy and exciting year for the CCBDC. We have already approved two loans in January and we have 5 loan applications waiting for approval in February.

The current recession and rapidly changing economy could prove to be challenging in 2009 for many of our small businesses in Cattaraugus County. The CCBDC is poised to assist these businesses meet those challenges.





Above: Crystal Abers, Chairman, Cattaraugus County Legislature rings the **Bicentennial Bell** on March 11, 2008 in Ellicottville, New York to signify the beginning of the **County's Bicentennial Celebration**. Photo by EDP&T



L: Jim & Dolly Little of the Crosspatch and Coordinators/Leaders of the two week 180 mile **Bicentennial Wagon Train and Stagecoach Run**. Photo by EDP&T

R: First day of the **Bicentennial Wagon Train & Stagecoach Run**, Town of Mansfield – Hamlet of Maples. Photo by Anne Adams







Enchanted Mountains sponsored wagon on the first day of the 14-day – 180 mile **Bicentennial Wagon Train and Stagecoach Run** which replicated how the pioneers came to Cattaraugus County in the early 1800's started in Ellicottville, the first County Seat and ended in Little Valley the present County Seat. Photo by EDPT



The **Bicentennial Wagon Train and Stagecoach Run** upon arriving in the City of Salamanca passed through a replica of the Centennial Arch.

Photo by Ruthe Riehle



The **Bicentennial Wagon Train and Stagecoach Run** in the Town of Ashford. This was the scene all throughout Cattaraugus County during the 14 day Run. Photo by Rick Miller



Educational demonstrations about the wagons, horses and people of our heritage and our present were presented at day's end at each campsite. Left photos by Becky Smith. Buffalo Creek Dancers welcome the **Wagon Train** to Gowanda in photo above by Phil Palen.



Hundreds of people attended the evening's activities at each night's campsite, which included a meal, music, demonstrations, and stories around the campfire. Photos to the left by Becky Smith at East Otto.

Photo below by Rick Miller at South Dayton.







**Celebrate America**, sponsored by The Friends of The Pines, Cattaraugus County Bicentennial Committee, Cattaraugus County Veteran's Service Agency and Cattaraugus County Museum, was held on July 13, 2008 at The Pines in Machias. Photos above L-R: Main Entrance to The Pines by Jack Searles; NYS Assemblyman Joseph M. Giglio and NYS Senator Catharine M. Young, pledge allegiance to the flag by Pete Andrews; John Ognibene, Director, The Pines and John Sampson, Director, Veterans Service Agency by Jack Searles; Presentation of flags by a military honor guard to family members of residents who resided at The Pines but have passed away during the past year by Pete Andrews.



L-R: Jack Searles, County Administrator, Crystal Abers, Chairman Cattaraugus County Legislature and John Ognibene, Director, The Pines. Photo by Pete Andrews



The Pioneer Community Chorus, one of many live entertainment groups who performed for the attendees at the **Celebrate America** event.

Photo by Jack Searles



The Civil War Living History Organization set up a Confederate Soldier Encampment Saturday evening, July 12th, and was present throughout Sunday's ceremonies and events. Photo by Jack Searles



Chiavetta's Chicken BBQ was available, as well as Basket Raffles, Baked Goods Sale, Children's Activity Tent and the American Red Cross Bloodmobile.

Photo by Pete Andrews





Onoville Marina hosted a **Bicentennial Community Day** on August 9<sup>th</sup>. Several area bands played throughout the day. There were craft and food vendors as well as children's activities and kayaking events and climaxed the day's events was a Fireworks display. Photos by Paul Bishop



The Department of Economic Development, Planning and Tourism's Information Trailer, which is used to distribute tourism information at various events throughout the County. Photo by Paul Bishop

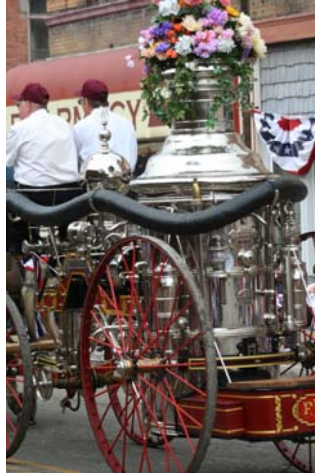


Craft vendors at Onoville's **Bicentennial Community Day** Event. Photo by Paul Bishop



**Governor Higgins Day** brought the unveiling of the Governor Frank Wayne Higgins Memorial Bridge at Exit 26 in Olean. Other events of the day included a tour of the Olean Point Museum and a self guided tour of the Bartlett House both at 302 Laurens Street, Olean, NY. A lunch was also held at the Bartlett House with a display of Governor Higgins artifacts. Photos above by EDPT. L-R: Decedents of Governor Higgins; Senator Catharine Young, Chairman of the County Legislature Crystal Abers, Congressman Randy Kuhl and Assemblyman Joseph Giglio.





**Bicentennial Grand Parade, at Salamanca's 31<sup>st</sup> Annual Falling Leaves Festival, September 28, 2008.** Top row L-R: Bicentennial Bell, donated to Cattaraugus County by Robert Schaumleffel, Olean; Cattaraugus County Legislators Crystal Abers, Chairman, Linda Witt, James Boser and James Ellis; Antique cars; 2<sup>nd</sup> row L-R: James Little, Crosspatch, driving an authentic refurbished 1890 Concord Stagecoach and Bob Gibble; Miss Daisy, 1881 Silsby Steam Fire Pumper owned by the Friendship Fire Department; Crowd and clown; Falling Leaves Festival Queen; 3<sup>rd</sup> row: Reinactors of the American Civil War; Bicentennial themed float; Bagpipers; 4<sup>th</sup> row: Oxen; Depiction of Betsy Ross; Antique tractor. Photos by Becky Smith.





**Santa Claus Lane Parade in Olean on November 28, 2009. Photos by: Jack Searles, Diana Dutton and Joseph Williams.**





**Bicentennial Dice Run & Chicken Bar-B-Q** at the Cattaraugus Fireman's Club Photo EDPT



Car Show at Franklinville's **Maple Festival**, April  
Photo by Jeremy Knab



Motorcycles in Ellicottville with ski slopes in background. Photo by Becky Smith



Two of the many art studios that were open for **Routes to Art** in May 2008. Photos by Deb Opferbeck



L: Snowmobiling on the Pat McGee Trail, Little Valley during filming of the Enchanted Mountains segment on **SnowTrail TV**.  
Photo by Joseph Williams

R: **Great Valley Regatta** May 2008 Photo by unknown



The Hills of Randolph, N.Y.

News Photographs by Jack Berger

Pilot - Robert Campbell

Cattaraugus County Department of  
Economic Development, Planning & Tourism  
303 Court Street  
Little Valley, New York 14755

Place  
Stamp  
Here

*Phone:* (800) 331-0543  
*Website:* [www.cattco.org](http://www.cattco.org)

To:

*Cattaraugus County Department of  
Economic Development, Planning & Tourism*

# ***2008 Annual Report***

## **Department Disciplines**

Agriculture & Farmland Protection  
Business Attraction  
Business Retention & Expansion  
Community Development  
Comprehensive Planning & Assistance  
Economic Development  
Grant Administration  
Housing Improvement  
Industrial Development  
Land Use Planning & Zoning  
Marketing Assistance  
Microenterprise Loan Fund  
Mapping & Demographic Data Services  
Recreation Facility Development  
Small Business Assistance  
Tourism Promotion  
Transportation Study & Planning