



Cattaraugus County Department of Economic Development, Planning & Tourism

2009 Annual Report

Department Overview

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 and the county as a whole.
- 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. 79,688 est. 2008), 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 demand for services, project management, grant research and support and technical assistance increases each year. The Department staff (*see photo and listing below*) has continued and increased its use of ever-changing technological tools such as GIS (Geographic Information Systems) and GPS (Global Positioning Systems) for computer mapping and database management.



Economic Development, Planning and Tourism Staff

Standing L-R: Margaret E. Puszcz, Stenographic Secretary; Debra L. Opferbeck, Tourism Specialist; Becky L. Smith, Tourism Assistant; Lenora A. Leasure, Development Specialist; Deborah L. Miller, Junior Accountant.

Seated L-R: Jeremy M. Knab, Web Technician; James H. Isaacson, Senior Planner; Paul R. Bishop, Planner; Joseph J. Williams, Procurement Specialist.

Director's Position

The Director's position was filled on an Interim basis for the first half of the year by Joseph J. Williams, Procurement Specialist. On July 1st John J. Sayegh, former Chief Operating Officer of the Greater Olean Area Chamber of Commerce, was appointed to the position of Director. Mr. Sayegh had previously held the Director's position for the Department from May 1995 to August 1999. Mr. Sayegh served as Director until December 2009 at which time he resigned and took the position of Dean for the Jamestown Community College Cattaraugus County Campus.

Enchanted Mountains GeoTrail

Geocaching is now a worldwide phenomenon. It is a high-tech treasure hunting game played throughout the world by adventure-seekers equipped with GPS devices. The Department felt that geocaching could be a new venue for promoting Cattaraugus County to a previously untapped segment of the tourist population. The Enchanted Mountains GeoTrail went live just prior to the GeoBash at Allegany State Park, which is one of the largest geocaching events on the East Coast. The geocaches are officially registered with geo-caching.com. There are a total of 32 towns to visit, with half of the caches placed in 2009 and the other half will be placed in 2010.

Cattaraugus County Department of Economic Development, Planning & Tourism

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

New York State Snowmobile Grant

The Department once again assisted the Cattaraugus County Federation of Snowmobile Clubs in securing trail grant funding from NYS Office of Parks, Recreation and Historic Preservation (NYSOPRHP) in the amount of \$171,535.00, which was the sixth highest amount given to any county in the state. This funding helps the nine area snowmobile clubs to improve and maintain the over 353 miles of funded snowmobile trails in Cattaraugus County. The registration fee paid by snowmobilers provides this funding. The department and NYSOPRHP 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.



L-R front row: Julie Shamrock, Federation Secretary; Lisa Foster, Federation Treasurer; Crystal Abers, Director EDP&T; Kirk Hayes, Federation President; Cathy Hill, Federation Trail Coordinator; George Couell, Director NYSSA; L-r back row: Mark Pasternak, Franklinville Club President; Alan Bekiel, Federation Vice President; Michael O'Brien, Chairman County Legislature; James Boser, Vice Chair Development & Agriculture Committee; Joseph McLamey, Chair Development & Agriculture Committee. Photo by EDP&T



L-R: Steve Lewis, Director of the State Office of Parks, Recreation & Historic Preservation's Snowmobile Program and Crystal Abers, Chairman Cattaraugus County Legislature October 14, 2009. Photo by EDP&T

Steve Lewis, Director of the NYSOPRHP's snowmobile program, told the County Legislature, at its October 14, 2009 meeting, that off-season tourism like snowmobiling is big business; a business that can grow. He stated that snowmobilers spend money at local businesses including restaurants and taverns, motels, and bed and breakfasts. Mr. Lewis also stated that Cattaraugus County's snowmobile trail system is one of the better systems in New York State. Our Department of Economic Development, Planning and Tourism does an excellent job.

The Department utilizes a number of tourism promotion efforts to build the snowmobiling economy here in the County. A new and improved snowmobiling brochure and map was again printed and distributed free to visitors this year. In addition to trails, it identifies numerous small businesses along the trails 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 Activities Guide, Snowmobile Trail Guide, Enchanted Mountains website, the toll free Tourism Information Line, the New York State Snowmobile Association (NYSSA) Spring Forum and www.SnowTrailTV.com.

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.

GRANT FUNDS BROUGHT INTO THE DEPARTMENT IN 2009

DoD Procurement Technical Assistant Program	\$121,025.00
New York State Tourism Matching Funds	63,998.00
New York State Snowmobile Grant	171,535.00

Total Grant Funds \$356,558.00

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 2009 payment. At the conclusion of 2009, the County had only received the 1st half of the 2008 money.

Summary of Cattaraugus County's 2008 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
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 assist small businesses in Cattaraugus, Allegany, Chautauqua and Wyoming Counties to obtain federal, state and local government contracts. 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 small, HUBZone, small disadvantaged, women-owned, veteran-owned and service disabled veteran businesses compete for their share of government contracts.

The PTAC program offers many services to our clients. Mr. Williams and Ms. Leasure work with a software company, OutReach Services, to provide clients with a web mail bid matching program. The program 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 software also allows us the ability to track client conferences, calls, workshop attendance and to submit custom surveys to our clients.

The PTAC has participated in many seminars, trainings, and presentations throughout the year. In 2009, 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 seminar on contract law as well as 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.



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-two 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-second year of assisting small businesses on January 16, 2010. 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." Mr. Michael O'Connor, AGO, for the past several years retired in October. Mr. O'Connor was an important asset to the PTAC and will be missed. We wish him a happy retirement.

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 one hundred-fifty initial and nearly four hundred 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 15,000. The

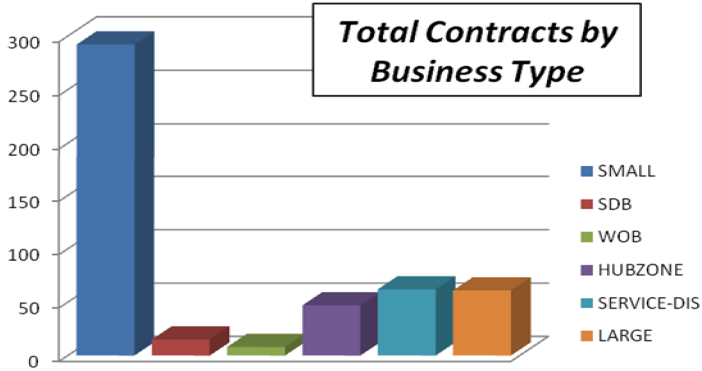
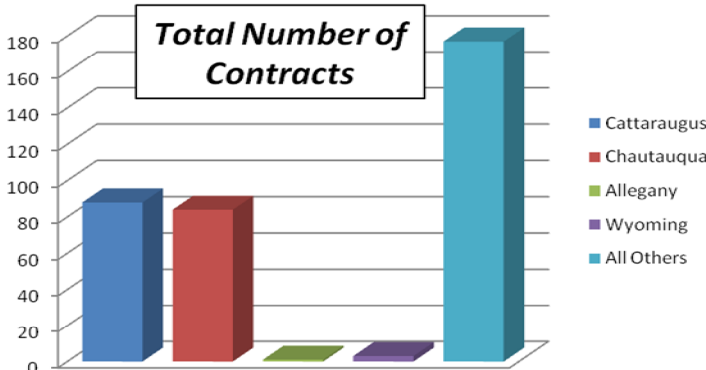
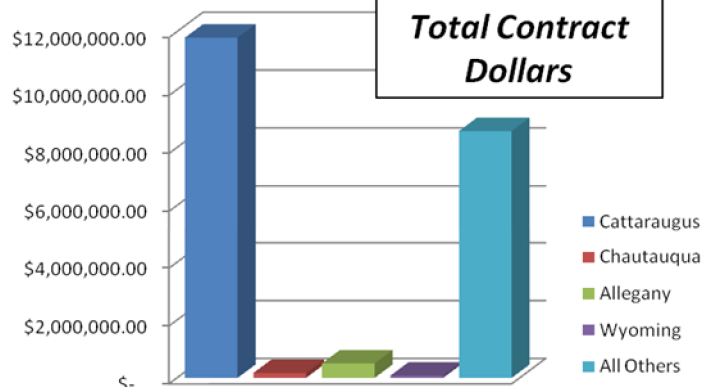
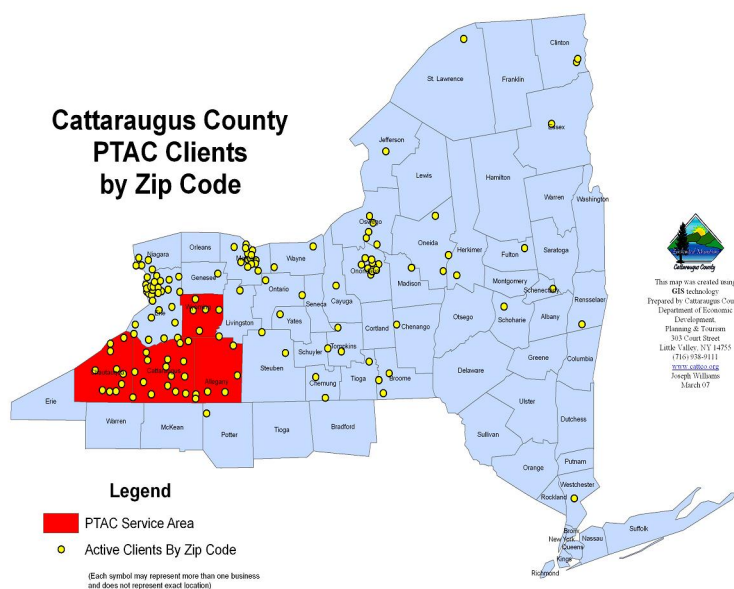
PTAC database contains over fourteen hundred contacts. The PTAC helped build awareness and assisted businesses with registering on several Federal web sites including CCR, Small Business Dynamic Search, HUBZone and GSA as well as participated in the planning and training for the SBA and Business First Expo and Matchmaker in the Buffalo Convention Center in May 2009.

In 2009, PTAC clients were offered the opportunity to complete a survey regarding the PTAC services and staff. Fifty clients have completed and returned the surveys during the year. The Cattaraugus County PTAC has a 94% approval rating, with 47 of the respondents stating they would recommend our services to other businesses. 96% of the respondents found the staff friendly and helpful.

PTAC Contracts

Our PTAC clients were awarded over \$21,100,000 in contracts during 2009. Cattaraugus County businesses received over \$11,700,000 in federal, state or local contracts. A total of three-hundred fifty three contracts were awarded to our clients, with Cattaraugus County businesses receiving over 55% of these contracts. According to the Department of Defense, the PTAC is credited with creating or maintaining 436 jobs in the area it serves.

**Cattaraugus County
PTAC Clients
by Zip Code**



Planning Highlights

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

(County Planning Board Annual Report as required by General Municipal Law Section 239-c.4.)

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 Cattaraugus County Equine Advisory Committee was very active in 2009. The highlight of the year was bringing in Tom Seay from RFD-TV's *Best of America by Horseback* show, a popular television show that highlights interesting and unique trail riding destinations from all across the country. The show filmed four days in the southern tier and produced two episodes for its program, both of which will air in February 2010. Tom Seay, the personality behind *Best of America by Horseback*, was the keynote speaker at the NYS Horse Council's annual meeting, held in nearby Cherry Creek. The county assisted in bringing in the show with funding from the Casino Plan.

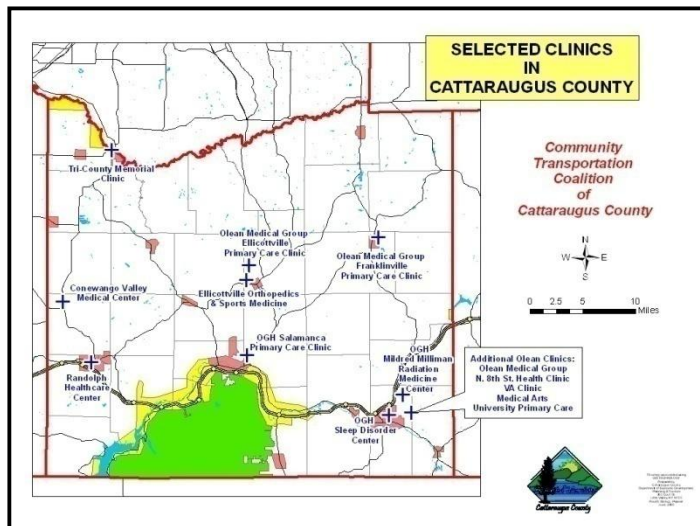
Additional equestrian efforts included continued trail development in the Pine Hills State Forest in South Valley, an update to the equestrian trails map and brochure, and completion of a video commemorating the 2008 Bicentennial Wagon Train. These projects have been planned with the assistance of the 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.



Lenny Brainard and Tom Seay.
Photo: *Best of America by Horseback*

■ Community Transportation Coalition of Cattaraugus County

The Community Transportation Coalition of Cattaraugus County was organized in 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 culminated with the Legislature adoption of the **Coordinated Public Transit-Human Services**

Transportation Plan for Cattaraugus County, New York on August 25, 2009. Now that the Plan is complete, County Planning Staff's role will be to advise and assist the Coalition in order to facilitate the completion of their 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 County Planning Board has been designated the County's "Complete Count Committee" and 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. The staff assisted the Census Bureau's Community Partnership Specialist in presentations to the County Legislature, the Town Supervisor's Association and the Municipal Official's Association.

Lindsay Petrillose (right), a partnership specialist with the U.S. Census, thanks the Cattaraugus County Legislature on September 23, 2009 for their participation as a "complete count" county, as County Legislature Chairman Crystal Abers looks on.

Photo by Rick Miller



■ Route 16 Corridor Community Partnership



Planning staff continued to work with the Route 16 Corridor Community Partnership (Route 16 CCP), a group of dedicated citizens and community leaders along Route 16 in eastern Cattaraugus County. The goal of this group is to work to improve economic conditions, reduce population loss, strengthen the existing sense of community, and increase the Route 16 corridor's visibility within Western New York. The Partnership promoted the area through a public art project around a bicycle theme. Old bicycles were decorated with flower baskets and placed along Route 16. Building off the bicycle theme, the group also held a Sweet 16 Bicycle Tour in August. The event brought cycling enthusiasts from around the region to the Route 16 area to enjoy a scenic ride through the hills of the Ischua Valley on a beautiful summer Saturday.

The Partnership also worked with a group of planning students from the University at Buffalo who assisted the Route 16 CCP in building capacity through community collaboration. The student group developed several policy and programmatic recommendations for the Route 16 CCP to implement to improve the corridor. Incorporation as a 501(c)(3) non-profit was foremost on the list of recommendations. This would allow the Partnership to access grant funding and pursue opportunities that do not exist to unincorporated institutions.

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 2009 the following Planning Board activities were accomplished:

- Reviewed 42 Section 239 l., m., and n. referrals*
- Reviewed 4 SEQR environmental documents
- Hosted Annual Leadership Conference
- Adopted Complete Streets Policy for Cattaraugus County
- Presented monthly reports to the Planning Board pertaining to on-going Department projects.

*Referral Exemption Agreements signed with the City of Salamanca, Towns of Mansfield and Great Valley, 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.

2009 Cattaraugus County Planning Board:

Standing L-R: Paul Mager, Vice Chair County Planning Board, Alpaca Farmer, Little Valley; Michael Zaprowski, Assistant Secretary County Planning Board, Chair City of Salamanca Planning Commission; Richard Fuller, Yorkshire; Robert Keis, Supervisor Town of Mansfield, Vice Chair Southern Tier West Regional Planning and Development Board; Mark Smith, Chairman, Town of Dayton Planning Board; David Rivet, Commissioner of Public Works, Cattaraugus; David McCoy, Chair Town of Portville Planning Board; Seated L-R: Jack "Ol' Dad" Berger, Photographer, East 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, Active Volunteer, Olean; Charles Couture, Chair County Planning Board, Member Southern Tier West Regional Planning and Development Board, President Cattaraugus County Farm Bureau, West Valley. Missing from photo Kameron Brooks, Attorney, Randolph.

Photo by Jack Berger.



- Pipeline 4 Progress Regional Workforce Action Plan



The Cattaraugus County Planning Board held its Annual Leadership Conference on Wednesday, July 22, 2009 at the Nic-L-Inn in the Town of South Valley with over 90 people in attendance representing Cattaraugus County's municipalities, County Legislature, and County Planning Board. The focus of the meeting was the Pipeline 4 Progress Regional Workforce Action Plan.

The Keynote Speaker was Sean Lukasik, a coordinator and consultant for Pipeline for Progress (P4P), and an Interactive Marketing consultant in the Elmira-Corning region and President of the Twin Tiers Young Professionals. In his presentation, Mr. Lukasik explained how P4P is working together with colleges and universities, businesses, and individuals to establish a cohesive plan for attracting and retaining a talented workforce for the benefit of the public and private sectors and communities throughout the region. Mr. Lukasik announced that Cattaraugus County and the Greater Olean Area has been selected as one of two (Elmira being the other) Southern Tier locations that will partner with the Cornell Economic Development Administration University Center, Cornell Cooperative Extension and P4P in a regional community capacity building initiative.

- Brooks Patterson Community Leadership Award

The County Planning Board, at its Annual Leadership Conference held at the Nic-L-Inn Restaurant in the Town of South Valley on July 22, 2009, awarded its annual Brooks Patterson Community Leadership Award to Thomas Barnes for his outstanding leadership and years of dedicated service in Planning, Development and The Arts in the City of Olean, Cattaraugus County and the Southern Tier West Region of New York State. 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, Mr. Barnes stated that he was honored to have been chosen to receive the Brooks Patterson Community Leadership Award as he had known both Mr. Brooks and Mr. Patterson and their many years of dedicated service to the planning community of Cattaraugus County.

(l-r) Thomas Barnes, 2009 Award recipient, and Charles Couture, Chairman, County Planning Board.
Photo by Jack Berger



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 training, in accordance with NYS Law, to municipal and county planning and zoning boards of appeal members. Training was provided in the following areas:



- Census 2010
- Complete Streets
- Comprehensive Planning & Zoning

- Emerald Ash Borer
- Know the Land You Build On
- Purchase of Development Rights

Russ Biss, New York State Department of Environmental Conservation, presenting training on the Emerald Ash Borer to the County Planning Board on July 30, 2009.
Photo by Jack Berger

Mapping

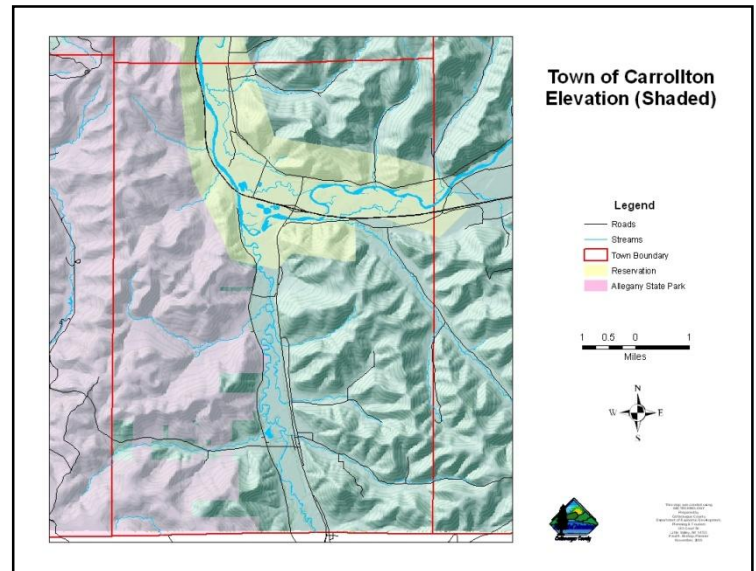
Most municipalities in the County do not have access to aerial imagery, up-to-date parcel information, flood plain delineation or the many other data layers available to the County. As part of the Planning Division's municipal support program, maps are continually being created using the County's Geographic Information System (GIS) for distribution to municipalities throughout the County.

Comprehensive Planning and Zoning Revisions

In 2009 the Planning Staff provided numerous municipalities with assistance in creating or revising their comprehensive plans and zoning ordinances. The Towns of Dayton, Hinsdale, Carrollton, 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.

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.



Agriculture

The Planning Division serves as a policy and technical advisor to the Cattaraugus County Agricultural and Farmland Protection Board, whose task is to promote and preserve agricultural resources in the County and 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 November, organized a visual survey of the Ashford Meadows 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 December. 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.

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 2009, a total of 7 parcels incorporating 162.4 acres were added to Cattaraugus County's Agricultural Districts as a result of this process. Three of these seven parcels became the first parcels within village limits in an Agricultural District in Cattaraugus County.



As cows graze nearby, a farm family bales hay in a field off Route 353 in the Town of Persia on September 2, 2009.

Photo by Rick Miller

Cattaraugus County Agricultural and Farmland Protection Plan Implementation

The Planning Staff continued in 2009 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:

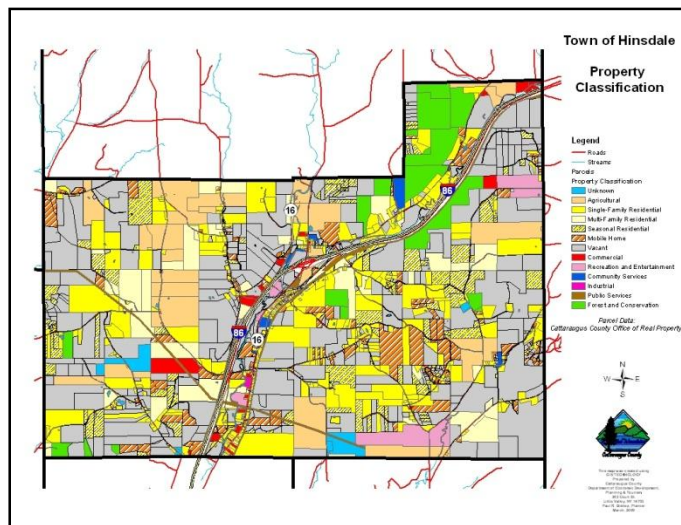
- Maintain and protect agriculture, which is one of Cattaraugus County's major industries and predominant land uses
- Preserve the agricultural land resource by directing development away from farming areas
- Preserve and support the long-term economic contributions and viability of agriculture and related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

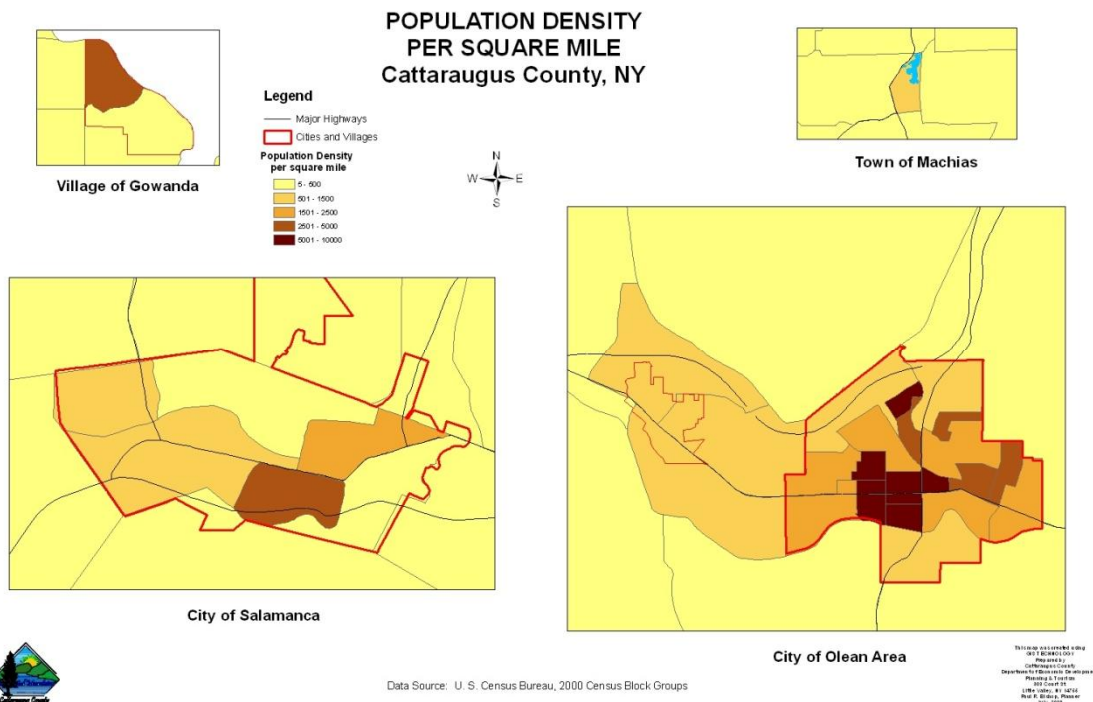
Local Update of Census Addresses (LUCA)

Historically, rural areas, such as Cattaraugus County, have been undercounted in the Census because of the difficulty of locating all housing units. The Planning Staff used the County's GIS system to compile a list of parcels with the potential to contain housing units. In 2008 the Staff sent this list of parcels to the local municipalities and the Southern Tier West Regional Planning and Development Board along with suggestions on how to check for housing units.



Additional Activities

- The Planning Staff represented the Department of Economic Development, Planning and Tourism at meetings as follows:
 - Seneca Trail Resource Conservation & Development Council
 - Cattaraugus County Water Quality Council
 - Cattaraugus County GIS Users Group
 - Southern Tier West Community GIS Users Group
 - Route 219 Association.
- The Planning Staff attended or organized workshops and conferences as follows:
 - Arranged for a presentation to the County Planning Board by Continental One in January
 - Organized a Purchase of Development Rights Workshop in Great Valley in March
 - Attended "Promoting Rural Assets" Conference in Corning in May
 - Conferred with the Chautauqua County Planning Department on the use of GIS mapping in Cattaraugus County in May
 - Participated in P4P Entrepreneurial Forum in Olean in June
 - Attended Rails-to-Trails program in East Aurora in June
 - Attended Allegany State Park Master Plan Workshop in Salamanca in July
 - Participated in Gowanda "Complete Streets" organizational meeting in Gowanda in July
 - Attended presentation on Regional Transportation Plan at STW in Salamanca in September
 - Participated in Gowanda "Complete Streets" Walkability Assessment in Gowanda in October



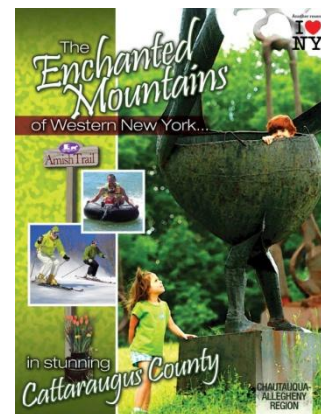
Tourism Highlights

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:

2009 Activities Guide

The 2009 Enchanted Mountains of Cattaraugus County Activities Guide is the largest marketing tool we use. The guide covers our largest assets such as Seneca Allegany Casino & Hotel, 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. The first 29 pages of the guide features our assets and are used to entice tourists to come to our area. A large county map (24" x 36") is stitched into the middle of the guide. Our Calendar of Events is located on this pull-out map so that visitors will have the list of events while they are using the map. The middle section has grids that show hotels/motels; bed & breakfasts; and campgrounds & cabins, with the last pages containing all the tourism related businesses and attractions listings and advertisements. Once the information was gathered and pages were developed, the guide was sent to Register Graphics in Randolph for the design work to be completed by their designer, Tom Rickert. Once completed and proofed, 165,000 copies of this 48 page, 4 color piece were printed by Kenyon Press in Sherburne, NY.



New York's Amish Trail



2009 saw the continuing development of **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 ~~ture+~~ 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 sign posts 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.

FAM Tours of the trail were arranged for the ~~front line+~~ staff of each member. This tour enabled each participant to be more aware of what the trail was and what each member offered so they could inform and encourage visitors to take a trip on New York's Amish Trail.

Additionally, the committee has decided to include Barn Quilts as part of this initiative to complement the draw for unique experiences. These quilts are painted onto boards and then participating businesses and residents place them on their yards or the sides of their barns, houses or outbuildings. The goal is to achieve a trail of barn quilts that will be promoted to draw tourists that are interested in quilting to our area.

Crystal Abers and Sue Sandy display one of the Barn Quilts. Photo by Tonia McAllister



Enchanted Mountains Geo Trail

Because Geo Caching is becoming quite a large activity for people to participate in, our department developed a trail that is designed to entice geo-cachers to come explore the hidden parts of the four corners of Cattaraugus County as they travel the highways and byways of the Enchanted Mountains seeking the reward of their quests. There are a total of 32 towns to visit, half of the caches were placed in 2009 and the other half will be placed in 2010. The trail was designed in this fashion in the hopes of bringing the cachers back in year two. Successful collection of all 32 wooden nickels will entitle the cacher to a special commemorative Cattaraugus County GeoCoin.



754 people attended Allegany State Park's GeoBash held May 15-17, 2009. Photo by ASP

In May each year, Allegany State Park hosts a ~~Mega+~~ event (over 500 people attending). The debut of the Enchanted Mountains Geo Trail started with Allegany State Park's GeoBash, May 15 - 17, 2009. Pamphlets were handed out that day so folks could try finding the caches located around the county. Since the opening day, 1068 wooden nickels have been mailed out to 114

different cachers along with the current Activities Guide for the county. Geo-cachers are serious about this hobby and will be back to spend money in our restaurants and shops and stay over-night because of the trail. It's one more thing the Enchanted Mountains of Cattaraugus County has to offer.

Cattaraugus County Arts Council

Our department had much interaction with the Arts Council's programs throughout the year, including the second annual county wide *Routes to Art* event. This event brought visitors into our county for this unique trail that led them from one artisan to another who had opened their workshops to visitors along this trail that was created to connect the workshops specifically for this use. This year it was expanded to include artisans of the Seneca Nation of Indians. This was a successful event that drew visitors from Ontario, Ohio, Pennsylvania and Western New York. Our department spoke at the orientation for the artisans that were part of the route explaining the importance of the roles each played in promoting the county and encouraging visitors to return to the other attractions in our county. Debra Opferbeck also participated in the Community Arts Grant Awards by sitting on the board that determined the awards given to applicants to further

participation of the arts in our county. This grant comes from New York State Arts Council and is administered by our local arts council. The department also attended a seminar held by the council at the Olean Public Library that was entitled *Connecting the Dots*. This seminar was held to discuss ways and methods all venues of the arts could be drawn together for promotions and development of each venue.

Advertising Agency

Buffalo Advertising was employed to assist in the promotion of the Enchanted Mountains of Cattaraugus County. A marketing campaign was carried out to promote the County's attractions and activities as well as some of the events. Special commercials for television were produced and placed as media buys for us by the agency. In each instance the County's jingle was used to establish our brand and create the consistency that is so important in marketing for recognition and branding.

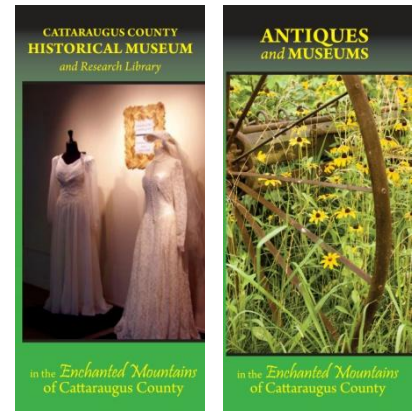
Brochures

Our department is continuously upgrading our theme brochures and creating new ones to meet the ever increasing demand for theme brochures. This year all brochures were redesigned to have one consistent look. Also, working with Dan Martonis, GIS Coordinator, maps were 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. 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.



Tourism Trailer

The second year of using the Tourism Trailer as part of our outreach was successful. Tonia McAllister of the Randolph Area Community Development Corporation was contracted to oversee the *manning* of the trailer while it was at events. We attended many events across the region using this moving billboard as part of our marketing tools.



Travel Shows

Once again, Cattaraugus County was involved in staffing needs at several travel shows as part of the Chautauqua-Allegheny Region's marketing efforts. Booths were set up at shows in Cleveland, OH; Pittsburgh, PA; Syracuse, Rochester and Hamburg, NY for an outreach to sportsmen and travelers in those areas. Additionally, on a local basis, our department participated in shows in Bradford, PA; Buffalo, NY and across Cattaraugus County at the events of many communities.

Rest Area

The Allegany River Rest Area continues to have a major impact with tourists traveling through our county. The number of visitors continues to increase, which 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.

Main Street Partnership

Cattaraugus County Tourism has participated in numerous meetings with the Main Street Partnership committee in order to develop a plan to improve the downtown portion of Salamanca and help create a tourism destination using the Seneca Nation's culture and artisans as the central theme.

Cattaraugus County Bicentennial Memory Book

Many hours were spent developing and producing a memory book that would memorialize the year long celebrations for the County's Bicentennial. It is a book of pictures that depict each event that was held to honor the 200th Anniversary of the county including the two week Wagon Train and Stagecoach Run. Once it is printed the book will be sold to benefit the Cattaraugus County Museum.

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.

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

We ran into several bumps and problems with our new site due to hosting issues. The site was moved in December to a new host where we haven't had any issues. The site is built off of the Drupal Content Management System (same as the WhiteHouse.gov site) and offers many new features:

- Added a **personnel directory**.
- Planning for **new systems** for different departments.
- Planning for improvements to the **Community Events/Meetings Calendar** at <http://ww2.cattco.org/event>.
- **News Archive** <http://ww2.cattco.org/news/archive>.
- **Gallery of Photos** was taken down in December but is to be back up in 2010. We are always looking for new photos of our beautiful county.
- **Frequently Asked Questions** <http://ww2.cattco.org/faq> . Get our commonly asked questions out there.
- **Downloads** . Files that are referenced by departments for download.

I've created a new basic template system. After talking to Cattaraugus County Departments and Offices, they are being moved to the new site one by one.

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

I implemented a blog for New York's Amish Trail and its members. They have a new focus on content and are working to produce an e-newsletter. The blog talks about Amish recipes, Amish life, barn quilts, and the businesses and people along the Amish Trail.

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

I work with PTAC clients when they have questions about websites, marketing online and optimization by providing them with review materials and reference websites. The PTAC site is a sub-site of the NEW Cattaraugus County website and has undergone many updates over the years. Joe Williams, Program Manager for PTAC, began planning for a migration of the PTAC content into the PTAC client system. The Cattaraugus County site will continue to promote PTAC Events, Classes and FAQs.

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

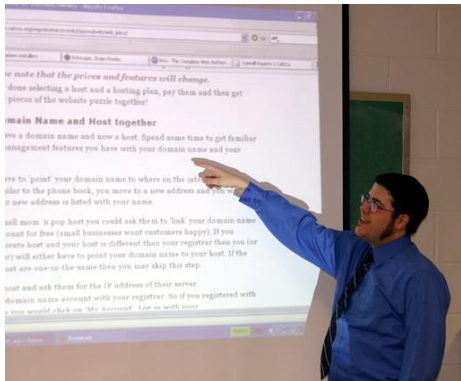
Assisted the Cattaraugus County Department of Real Property Tax Service with updating its website concerning taxes.



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

We are working to get clubs to participate in the forums as a communication tool to use between clubs and with visitors. I will post items on the forums and respond to requests. I also assist people coming to our office looking to get a club membership voucher which helps them get a discount on their snowmobile registration costs.

Small Business Classes (Cattaraugus County Business Development Corporation) – <http://ccbdc.org>



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.

Jeremy Knab teaching Small Business Class – Intro to Websites for Entrepreneurs.
Photo by BDC

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

In 2009, we started the process of **redesigning and redeveloping** the Enchanted Mountains website which has a March 1, 2010 launch date.

The new site has seasonal themes and allows for greater flexibility of the site's designs.

The new system will have:

- **Control:** Roles and Permissions for users. Content may be maintained by many people.
- **Search:** Many search options and search forms.
- **Categorization:** Categorize Content by Tagging.
- **Types of Content:** Activities, Contests (New), Deals (New), Downloads (New), Events, Facts (New), Galleries & Photos (New), Itineraries (New), Places (New), Stories (New), Trail Conditions, Travel Packages.
- **Creation of Itineraries:** This feature will allow visitors to view, create and share itineraries.
- **More Efficient:** When compared to the old site, the new site is more efficient. Performance enhancements such as page caching allow the site to handle more visitors. The time it takes to maintain the content on the site has been reduced with the use of the Content Management System.
- **Places (locations):** Tourism-related businesses will have their own page on the new site with photo, description, categories, contact information and location information.
- **Mapping:** Site will integrate with GIS systems for accurate latitudes and longitudes of locations.
- **Downloads:** Maps, Points of Interest (for GPS Devices), and more!





Photos to left and below are of the Randolph Arts and Crafts weekend held on June 13, 2009.

Photos by Jack Berger.

L: The County's year long Bicentennial celebration ended with burial of a time capsule in front of the County Center in Little Valley on March 11, 2009. Throwing the first shovels of dirt are (L-R) Sid Emmons of Lyndon and Legislator Steve Teachman of Olean, co-chairmen of the Bicentennial Committee; County Legislature Chairman Crystal Abers of South Dayton; and County Administrator Jack Searles.

Photo by EDP&T



L: Hoofball game being played during the Little Valley Rider's Club Annual Ride and Learn event in July.

R: Cooking a meal over an open fire was one of the demonstrations held during the Ride and Learn event.

Photos by Amanda Grabowski



L: "Drive Your Tractor to School Day", sponsored by the Randolph Central School Future Farmers of America, is planned to support local farmers and the farm industry and was held on May 29, 2009. Each student is required to be Tractor Safety Certified and at least 16 years old. West Valley and Cattaraugus Little Valley Central Schools also held similar days.

Photo by Jack Berger



Giant 21' Amish snowman near Raber's Toy Shop, Pope Road, Conewango. It is supported by an 11' all-snow base. It was built by 10 young Amish laborers who used just their tall wooden ladders, keen eye for perspective and their speed of two hours. Photo by Jack Berger



Amish barn raising. When finished the barn will be 226-feet long and 60-feet wide. Photo by Jack Berger



The Crosspatch Ranch in Little Valley presented Chuck Wagon Supper and Western Shows during June & July so that families could experience the "Old West". Photo by EDP&T



A rest stop near South Dayton during the 3-day Wagon Train through Amish country July 23-25, 2009.

Photo by Rick Miller



L-r: Florence Fuller and Ann Padlo, members County Planning Board, at annual leadership conference at the Nic-I-Inn, South Valley. Photo by Jack Berger



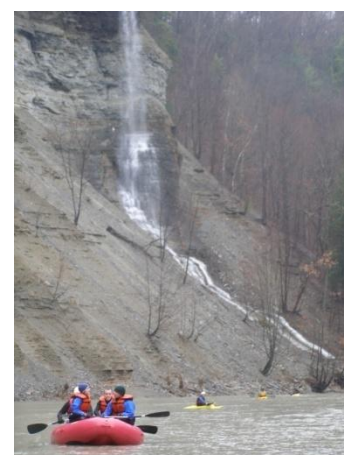
Red House Beach at Allegany State Park. Photo by Rick Miller



Lucas and Haylee Adams enjoy skipping rocks at Onoville Marina. Photo by Anne Adams



The historical Leon Methodist Church, circa 1833, opened its doors for tours, chili and pie during Leon's 9th Annual Fall Festival October 3, 2009. Other events were: Taste of Amish including homemade ice cream, Extreme Cowboy Race, crafts, flea-market vendors and wagon rides. Photo by Deb Everts



White Water Rafting in Zoar Valley on Cattaraugus Creek. Photo by Rick Miller



L-R: Golden Rod on Pine Hill. St. Patrick's Day surprise for Kendalle & Daylon Booth, Clarke Dairy Farm, Randolph. Photos by Jack Berger



Chopping hay in Town of Freedom. Photo by Jack Searles

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

Place
Stamp
Here

Phone: (800) 331-0543
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To:

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

2009 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
Trail Development
Tourism Promotion
Transportation Study & Planning