



Cattaraugus County Department of Economic Development, Planning & Tourism

2012 Annual Report

Department Overview Crystal J. Abers, Director

The mission of the Department of Economic Development, Planning and Tourism is three fold; but Economic Development is the driver behind everything we do within our department.

- 1) Economic Development:** The Cattaraugus County Economic Development Team, which includes Cattaraugus County Economic Development, Cattaraugus County PTAC, Cattaraugus County IDA, Cattaraugus County Business Development Corporation, Inc., Southern Tier West, City of Salamanca, Salamanca IDA, City of Olean, Cattaraugus County Empire Zone and Workforce Investment Board continued in 2012 to discuss potential New Business Prospects and what incentives and opportunities we can present as a package. This also gives our Team the advantage of being aware and included in all Business issues that arise. We continue to look at ways to assist and strengthen our current businesses (see the *Procurement Highlights* pages 3 through 5 for other Economic Development activities within our Department).
- 2) Planning:** Our staff works daily on the sustainable balance between rural preservation and urban development with each of our individual Towns and Villages and the County as a whole. We are a Great Resource to our communities and offer the opportunity to strengthen our local Towns and Villages.

The Planning Division also functions as staff for the Cattaraugus County Planning Board, the Cattaraugus County Agricultural and Farmland Protection Board and the Cattaraugus County Equine Advisory Committee (see the *Planning Highlights* pages 6 through 13 for a more detailed description of these activities).

- 3) Tourism:** We are very proud and enthusiastic about our County and all of its natural beauty and abundance of the four season activities. We work daily to promote and market Cattaraugus County as a great tourism destination and its vast variety and diversity of tourism opportunities (see the *Tourism Highlights* pages 14 and 15 for a more detailed description of these activities).

Our Department maintains numerous websites that promote the various services, programs, events and local government information that the County provides (see the *Webmaster Highlights* on pages 16 and 17 for a more detailed description of these activities).

Our Department serves as a source of information and technical assistance for our County Residents (pop. 80,317), 32 Towns, 9 Villages, 2 Cities and 3 Seneca Nation Territories. We offer the opportunity to work with our businesses and various other agencies to be able to provide the best incentives from a new start up business to an already existing business.



Economic Development, Planning and Tourism Staff

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

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

Note from the Director

The Cattaraugus County Department of Economic Development, Planning & Tourism has continued to offer a diversity of assistance to our communities, businesses and our entire region. We are active in the WNY Regional Economic Development Council which encompasses Erie, Niagara, Allegany, Chautauqua and Cattaraugus County.

We have taken a very proactive approach to enhancing our Agricultural Business and Agri-tourism opportunities throughout the county. We are very happy to report that our 1st Farmer Neighbor Dinner was a HUGE success and we are preparing for our 2nd Dinner in April 2013. I am happy to report that I was selected to participate in Farmland Advisors Training Program about Farmland Access and Farm transfers.

While we continuously work on Business Recruitment and Retention Assistance, we also work with our graduates and self made entrepreneurs to help them to begin their own business. As a part of attracting business to our area, we also work closely with the communities within our County to help encourage Community Revitalization.

Everyday our department works to stabilize and increase the economic base, increase industrial investments, increase the quality of life and encourage job creation. In the past year, I have personally visited each Town, Village and City to introduce myself and promote the resource our department can be to each municipality. I am a firm believer that the stronger each of our communities are the stronger it makes our County as a whole. Some examples of the assistance we offer to our municipalities is assistance with community development, market and demographic reports, environmental projects, SEQR projects, GIS mapping and Data and Information Services.

Our Tourism efforts continue to expand into new areas and we are constantly marketing the diverse opportunities with our County. We are proud of the history, cultural and natural beauty within!

Onofest

The 5th Annual Onofest was held on August 11, 2012 at the Onoville Marina Park. Many visitors came to hear the sounds of Mojo Hand Blues Band, the Procelain Bus Drivers and many others. This year's event included various craft vendors along with local restaurants highlighting their food. A fireworks display concluded the day. The event was organized by our Department with the assistance of Jeff Davis, Onoville Marina Manager and the Marina staff.



Procelain Bus Drivers playing at Onofest.
Photo by Amy Bragg

Tourism Grant Program

The Tourism Grant Program continued in 2012 with "Group A" which included Ellicottville, Olean and Salamanca Chambers and "Group B" which assists other Chambers events, festival and marketing county-wide to advertise and promote various new or expanded tourism events, unique festivals, attractions and experiences that will attract more visitors for extended stays. Through this grant program, it is important to establish opportunities to promote our entire county and enhance the level of visitor experience in our County.



Paul Mager, Vice Chairman, Cattaraugus County Planning Board; Crystal Abers, Director Economic Development, Planning & Tourism and Charles Couture, Chairman, Cattaraugus County Planning Board at the Planning Board's Annual Dinner meeting at the Cattaraugus County Olean Airport, Ischua, NY July 25, 2012.
Photo by EDP&T

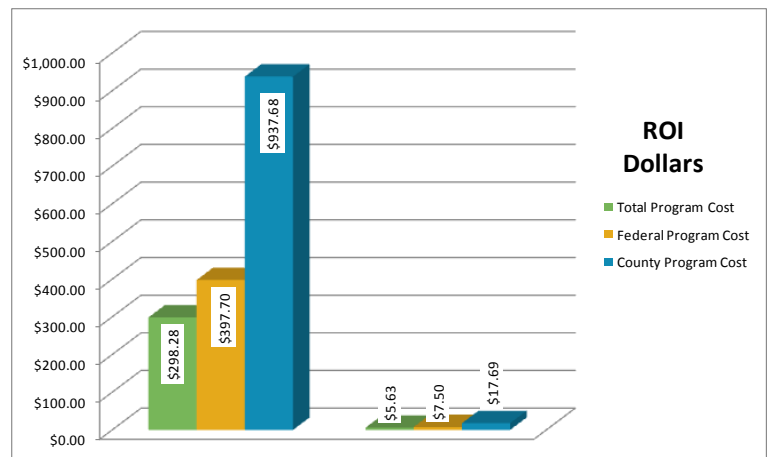
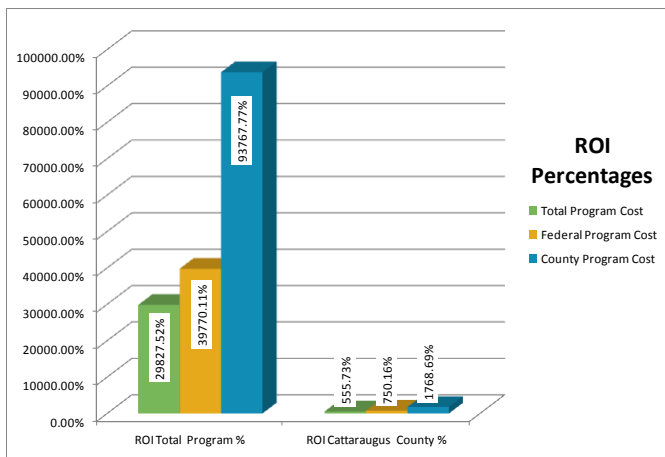
Procurement Highlights

Joseph J. Williams, Jr., Program Manager/Industrial Program Specialist
Lenora A. Leasure, Small Business Counselor/Development Specialist

The Cattaraugus County Procurement Technical Assistance Center (CCPTAC) first received funding from the Department of Defense in 1987. The CCPTAC is one of eight PTACs located in New York State. There are approximately ninety six PTACs throughout the United States and the U.S. Territories. We are funded through a Solicitation for Cooperative Agreement (SCAA) that is issued by the Defense Logistics Agency Office of Small Business Programs in Fort Belvoir, VA. The total program cost is \$161,367 of which the DoD provided \$121,025 cash. The County contributed \$21,312 in cash and \$19,030 in-kind for support and office space.



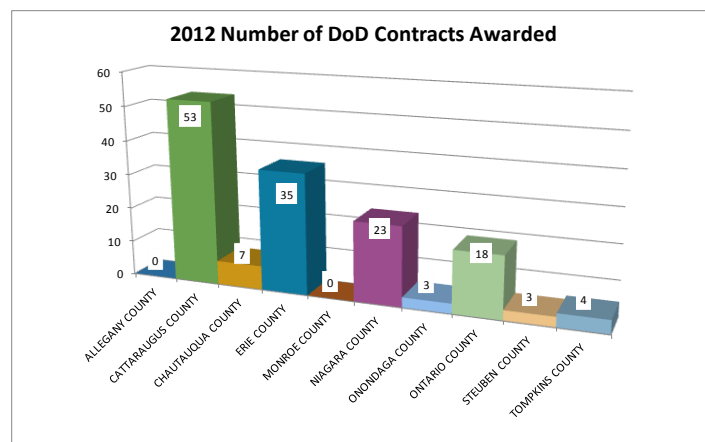
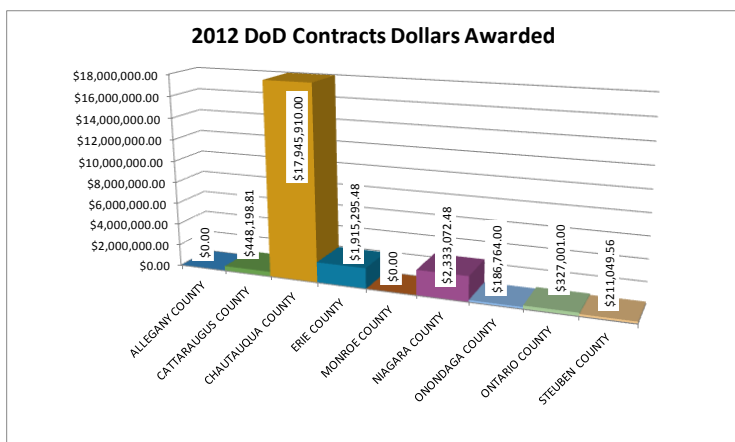
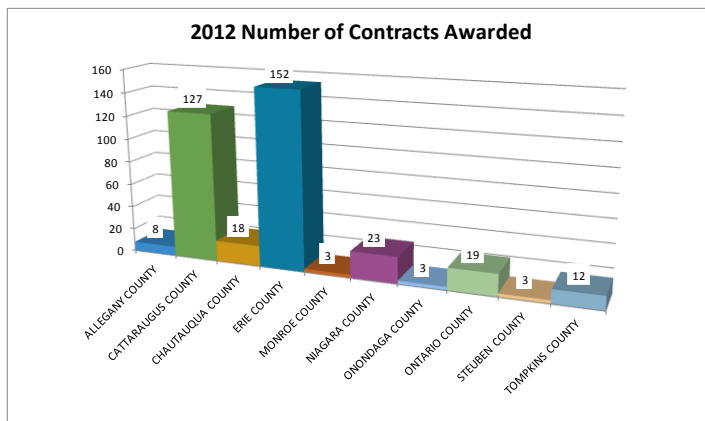
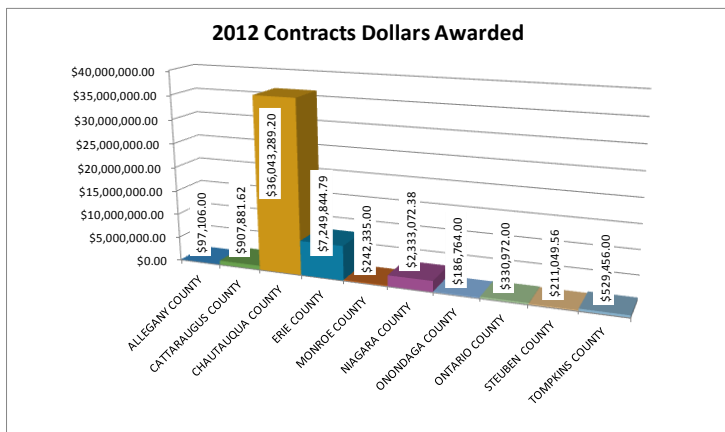
The charts below show the Return on Investment (ROI) for the PTAC Program in 2012. (This is the method the DCMA uses to score our results.) The Return on Investment was calculated using the total contracting dollars reported and dividing by the program dollars spent. The ROI for the total program cost for every dollar or in-kind dollar the program spent returned \$298.28 for a 29827.52%. The ROI for the federal government's portion of the money spent to total contract dollars was \$397.70 for a 39770.11% and the County's ROI was \$937.68 for a 93767.77%. We thought it would be interesting to calculate the ROI for just the County's contract dollars against the total dollars spent. The total ROI was \$5.63 for a 555.73%, the federal ROI was \$7.50 for a 750.16% and the County ROI was \$17.69 with a 1768.69%.



This is the spreadsheet used to develop all of the graphs in this report. It also shows the breakdown by County. The contracting dollars awarded and reported by our clients in Cattaraugus County was lower than previous years. It was very difficult to get the information from clients. We are only able to use the information provided by clients. Some of the decrease could be due to the cuts made in federal spending. We have been working with some key businesses in the County and have already been notified of one GSA schedule that was awarded so we are very optimistic about 2013.

	NUMBER OF AWARDS	AWARD AMOUNT	PRIME AWARDS	NUMBER OF DoD AWARDS	DoD CONTRACTS	SUBCONTRACT AWARDS
ALLEGANY COUNTY	8	\$97,106.00	\$97,106.00	0	\$0.00	\$0.00
CATTARAUGUS COUNTY	127	\$907,881.62	\$907,881.62	53	\$448,198.81	\$0.00
CHAUTAUQUA COUNTY	18	\$36,043,289.20	\$36,043,289.00	7	\$17,945,910.00	\$0.00
ERIE COUNTY	152	\$7,249,844.79	\$7,249,844.79	35	\$1,915,295.48	\$231,995.00
MONROE COUNTY	3	\$242,335.00	\$242,335.00	0	\$0.00	\$0.00
NIAGARA COUNTY	23	\$2,333,072.38	\$2,333,072.48	23	\$2,333,072.48	\$0.00
ONONDAGA COUNTY	3	\$186,764.00	\$186,764.00	3	\$186,764.00	\$0.00
ONTARIO COUNTY	19	\$330,972.00	\$330,972.00	18	\$327,001.00	\$0.00
STEBEN COUNTY	3	\$211,049.56	\$211,049.56	3	\$211,049.56	\$0.00
TOMPKINS COUNTY	12	\$529,456.00	\$529,456.00	4	\$200,045.00	\$0.00
TOTALS	368	\$48,131,770.55	\$48,131,770.45	146	\$23,567,336.33	\$231,995.00
		Total Program Cost	Federal Program Cost	County Program Cost		
ROI Total Program %		27925.82%	39770.11%	93767.77%		
ROI Cattaraugus County %		526.75%	750.16%	1768.69%		
ROI Total Program \$		\$279.26	\$397.70	\$937.68		
ROI Cattaraugus County \$		\$5.27	\$7.50	\$17.69		

This group of graphs depicts the contracting dollars and number of contracts reported by our clients throughout the region for 2012. PTAC clients were awarded 368 contracts totaling \$48,131,770.55 of these \$23,567,336.33 were from Department of Defense agencies. Cattaraugus County clients reported 127 contracts totaling \$907,881.62. The total number of contracts awarded decreased by 69 for a total of \$1,614,158 from last year.



In 2012 the PTAC sponsored 10 outreach events and participated in another 6 events that were sponsored by other agencies. The events were attended by over 380 participants. The PTAC continues to utilize "Go to Meeting" and "Go to Webinar" for our events and client training. Our clients are very happy with our use of these tools as it saves them time and money.

Screen shot of the PTAC website

Cattaraugus County PTAC

The Cattaraugus County Department of Economic Development, Planning and Tourism administers a government marketing and technical assistance program as one of the special economic development projects offered to assist businesses of Cattaraugus County and the New York State Southern Tier.

BECOME A CLIENT

Submit a request for counseling services by selecting [New Client Sign Up](#) at left. Once we have processed your submission, you will receive a confirmation that includes your login password. You may also view and sign up for events by selecting [Training Events](#) tab on the left.

We have presentations on YouTube that will assist you in "Selling to the Government."

ALREADY A CLIENT

Please log in above to access our services and keep your account information up to date. Once logged in, you can sign up for events without resubmitting your personal information as well as respond to any pending survey requests. You may also download available documents from your private document library.

To ensure we are giving our clients the service they are seeking we use the survey tool in our Outreach software. Last year we sent out 7 different surveys and received 152 completed surveys from our clients. In the rare case we receive an unsatisfactory on any question either Lenora or me send an email or call the client to correct the problem immediately. Below is a listing of the surveys we requested and the number of the responses we received.

WebCATS Client Search: Go Recent Visits: Surveys (1-100) Log Out

View
 MyWebCATS
 eCenter Client Sign-ups
 Clients/Pre-clients
 Contacts
 Counseling Sessions
 Awards
 Milestones
 Survey Responses
 Conferences
 eCenter Conference Sign-up
 Survey Definitions
 Counselors
 Centers

Add
 Client
 Contact
 Conference

Scorecards

Manage

Resources

Help:

Cattaraugus County PTAC (CCPTAC) Survey Definitions [New](#)

Viewing Data: Centers: CCPTAC, Creation Date from 1/16/2012 to 1/15/2013

Center	Creation Date	Type	Status	Title	Core	Number of Responses	Core Survey
CCPTAC	1/15/2013	Client	Public	2012 PTAC 4th Quarter Survey & Success Story Request	<input type="checkbox"/>	35	
CCPTAC	10/3/2012	Client	Public	2012 PTAC 3rd Quarter Survey & Success Story Request	<input type="checkbox"/>	39	
CCPTAC	4/17/2012	Client	Public	2012 PTAC 2nd Quarter Survey & Success Story Request	<input type="checkbox"/>	29	
CCPTAC	4/17/2012	Client	Public	2012 PTAC 1st Quarter Survey & Success Story Request	<input type="checkbox"/>	38	
CCPTAC	3/15/2012	Conference	Public	Doing Business With New York State Webinar Survey	<input type="checkbox"/>	3	
CCPTAC	2/28/2012	Conference	Public	Manufacturer's DIBBS Workshop 2/27/2012	<input checked="" type="checkbox"/>	6	
CCPTAC	2/16/2012	Conference	Public	Bidmatching Webinar Survey	<input type="checkbox"/>	2	

7 survey definitions matching criteria (152 total responses).

The PTAC is staffed by Joseph J. Williams, Jr., Program Manager, Lenora A. Leasure, Small Business Counselor, Deborah Miller, Junior Accountant and Jeremy M. Knab, Web Technician.

Planning Highlights

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

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

The Planning Division serves the County, its 43 municipalities (32 towns, 9 villages and 2 cities), and 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
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 2012. As an advisory committee to the County Legislature on all things equestrian, the committee focuses on growing the equestrian economy in the county and enhancing the tourism industry for equestrians. The Committee continues to work with Cattaraugus County Tourism to promote Cattaraugus County as an equestrian destination. Members of the Committee promoted the county at the EquiFest in Hamburg, NY and the Equine Affair in Columbus, OH. Numerous ads were placed in regional and national equine publications. Also, the Committee assisted with a new update to the County's equestrian trails brochure. They also tracked trail improvements on trail systems throughout the County.

The Committee organized a Horse Owners Essentials Education program that was open to the public. It consisted of four 2-hour classes on basic horse care, hosted at the Gowanda High School. Approximately 12 people attended each course and learned such topics as feeding, trail riding, showing, styles of riding, safety, veterinary care, and housing. The Advisory Committee also organized a Large Animal Technical Rescue Training for emergency responders. This training is vital for emergency personnel responding to emergency incidents involving large animals such as horses.

The Equine Advisory Committee has begun a review of Cattaraugus County's Smart Development for Quality Communities Guidebook, Volume 8 – Growing the Equestrian Economy in Cattaraugus County. Adopted by the Cattaraugus County Legislature in 2005, this guidebook is the cornerstone of the county's equestrian initiative. This update is being done to refine the goals and objectives in the plan and to better position the County to grow its equestrian economy with a stronger focus on what works best for our county and our equestrian community.



L-R: Bob and Ruthe Riehle and Leah Leising, Cattaraugus County Equine Advisory Committee members in their booth at the Farmer Neighbor Dinner, April 25, 2012. Photo by EDP&T

- **Local Foods**

The County's Planning Staff and Agricultural and Farmland Protection Board continued to cooperate with the Southern Tier West Regional Planning and Development Board to enhance local food efforts across the Southern Tier West region (Chautauqua, Cattaraugus and Allegany Counties). Southern Tier West adopted a local food brand logo (shown at right). This cooperation will avoid duplication of efforts and further enhance the advancement of agriculture in Cattaraugus County and the Southern Tier West Region.



- **Multi-Jurisdictional Hazard Mitigation Plan**

In response to the Disaster Mitigation Act of 2000 (DMA2K), the Cattaraugus County Departments of Public Works; Economic Development, Planning and Tourism; GIS/Real Property; and Emergency Services initiated this mandatory five year update of the Multi-Jurisdictional Hazard Mitigation Plan. The goal of this update is to re-examine the potential natural hazards that could affect Cattaraugus County and to estimate what those potential impacts could be, review current impacts, and develop new implementation action items to mitigate impacts from the identified natural hazards.

This planning process allows Cattaraugus County and its partners to identify ways to significantly reduce their vulnerability to natural hazards and to maintain their eligibility for certain federal disaster assistance and hazard mitigation funding programs. Having a FEMA approved mitigation plan in place is required in order to apply for mitigation funding. The plan is scheduled for completion in 2013.

- Western New York Regional Sustainability Plan - 2012



The WNY Regional Sustainability Plan was developed for Erie, Niagara, Chautauqua, Allegany, and Cattaraugus Counties by the Regional Planning Consortium with input from key stakeholders and the public. The Plan was developed with a grant from the New York State Energy Research and Development Authority (NYSERDA) under the Cleaner, Greener Communities (CGC) program established by New York Governor Andrew Cuomo in 2011. This program was designed to empower local regions throughout the state to create plans for more sustainable communities that address the diverse needs of the individual region.

The County Planning staff were members of three of the six working groups: Land Use and Livable Communities, Transportation, and Water Management. The other three working groups were Agriculture and Forestry, Energy and Waste Management.

The Plan is scheduled for completion in early 2013 at which time the Phase II (the Implementation Phase) of the Cleaner, Greener Communities Program will begin.

- New York State Snowmobile Grant

Much of the 2011-2012 Snowmobile season was a bust. The unusually warm weather and lack of snowfall left trails barren of snow for most of the season, and trails remained closed and untravelable for nearly the entire winter. Despite the lackluster season, the County Department of Economic Development, Planning and Tourism still received and administered a \$172,400.94 Snowmobile Trail Maintenance Grant from the New York State Office of Parks, Recreation and Historic Preservation. These funds are distributed through the County to the Cattaraugus County Snowmobile Federation, in partnership with nine local snowmobile clubs, to maintain over 360 miles of trails in the County.



Snowmobiles at the picnic shelter on the Pat McGee Trail.

Photo by EDP&T

- 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.

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 I., m., and n. of New York State General Municipal Law (GML). One more community executed a Referral Exemption Agreement with the County Planning Board: the Village of Little Valle, bringing the total municipalities who utilize this tool to seven. This agreement allows a local municipal board (i.e., planning board, zoning board of appeals, or legislative board) to determine that an action is a local issue and therefore does not need to be referred to the County Planning Board under GML 239 I. and m. The County Planning Board has prepared a list of items it deems to be of local concern, and this agreement permits the local boards from referring these items. This helps to expedite local reviews of projects and reduces the workload of the planning staff and County Planning Board. 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 2012 the following Planning Board activities were accomplished:

- Reviewed 25 Section 239 I., m., and n. referrals
- Reviewed 2 SEQR environmental documents
- Hosted 51st Annual Meeting
- Presented monthly reports to the Planning Board pertaining to on-going Department projects.



2012 Cattaraugus County Planning Board:

Standing L-R: Tina Abrams, Seneca Nation of Indians Counselor, Salamanca; Mark Smith, Supervisor Town of Dayton; Kameron Brooks, Attorney, Randolph; Joseph Pillittere, Cattaraugus County Commissioner of Public Works, Little Valley; Paul Mager, Vice Chairman County Planning Board, Alpaca Farmer, Little Valley; David McCoy, member Town of Portville Planning Board. Seated L-R: Ann Padlo, Secretary County Planning Board, Active Volunteer, Olean; Florence Fuller, Councilwoman Town of Carrollton; James Valent, member City of Salamanca Planning Commission; Michael Zaprowski, Assistant Secretary County Planning Board; Charles Couture, Chairman County Planning Board, member Southern Tier West Regional Planning and Development Board, President Cattaraugus County Farm Bureau, West Valley. Missing from photo Robert Keis, Supervisor Town of Mansfield, Chairman Southern Tier West Regional Planning and Development Board; and Richard Fuller, Yorkshire.

Photo by Margaret Puszcz.

■ **Annual Leadership Conference**

The Cattaraugus County Planning Board held its Annual Leadership Conference on Wednesday, July 25th, at the Cattaraugus County Olean Airport in Ischua with 88 people in attendance. Members of the Airport Support Group gave informative tours of the Airport facilities and answered numerous questions concerning its operation. George R. Grasser, Executive Director for Partners for a Livable Western New York, was the keynote speaker. His topic was "What Smart Growth and New Urbanism Can Do For Rural Communities". He presented Smart Growth Principles and New Urbanism Land Use Practices to the county and municipal officials in attendance which will be very helpful as we continue to plan for the future of our rural communities.



George R. Grasser, Executive Director for Partners for a Livable Western New York, Keynote Speaker.

Photo by: EDP&T

■ Brooks Patterson Community Leadership Award



(l-r): Jeff Belt recipient the Brooks Patterson Community Leadership Award: Charles Couture, Chairman County Planning Board and Crystal Abers, Director, Cattaraugus County Department of Economic Development, Planning & Tourism. Photo by CCEDPT.

The County Planning Board, at its Annual Leadership Conference held at the Cattaraugus County Olean Airport in Ischua, awarded its annual **Brooks Patterson Community Leadership Award** to **Jeff Belt** for his outstanding leadership in community involvement and economic development in the City of Olean and 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, Mr. Belt, President of SolEpoxy, Inc., of Olean stated, "I am committed to supporting projects in the community and in education that will make Olean more attractive to people desiring to stay or move here. We need to attract and retain brilliant people to our growing company and community. Being able to offer a few excellent choices in education for children will help us and other employers attract and retain talented young employees."

■ Comprehensive Plan Update

In 2012, the Cattaraugus County Planning Board began a planning process to develop a new comprehensive plan and vision for Cattaraugus County which will address the challenges of the 21st century and build upon more recent planning initiatives, such as the Smart Development for Quality Communities Guidebook Series and the Agricultural and Farmland Protection Plan.

The purpose of this new plan is to provide a blueprint for the future growth and development of the County in the areas of land use, economic development, agriculture, the environment, transportation, infrastructure, and arts and culture. Through this process, the County Planning Board seeks to establish clear goals and achievable objectives that will lead the County to become the best living environment for our citizens.

A series of six public forums were held to gather public input into the formulation of goals and objectives for this plan. They were held on the following dates with the following topics:

- May 31st 6:00 pm, Cattaraugus County Center Building, 303 Court Street, Little Valley – Economic Development
- June 21st 6:00 pm, Mansfield Town Hall, 7691 Toad Hollow Road, Little Valley – Agriculture
- July 12th 6:00 pm, Randolph Municipal Building, 72 Main Street, Randolph – Environment & Natural Resources
- August 9th 6:00 pm, Cattaraugus County Olean Airport, 5420 Hatch Hill Road, Ischua – Transportation and Infrastructure
- September 20th 6:00 pm, Cutco Theatre, Jamestown Community College, 260 North Union Street, Olean – Arts and Culture
- October 18th 6:00 pm, Legislative Chambers, 3rd Floor, County Center, 303 Court Street, Little Valley – Land Use

The initial comments and input received during these forums will guide the Planning Board and staff as we continue with the update and formulate goals for the plan.

Local Technical Assistance

The Planning Division provides technical assistance to the County's 43 municipalities, many of whom have little or no municipal staff available to work on planning and zoning issues. The Planning Staff 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:

- Land Use Learning Program
 - (1) Site Plan Regulations & Approvals
 - (2) Special Use Permits
 - (3) Environmental Review (SEQR)
 - (4) Variances
 - (5) Zoning
- Watersheds, Storm Water and Low Impact Development

Comprehensive Planning and Zoning

In 2012 the Planning Staff provided several municipalities with assistance in creating or revising their comprehensive plans and zoning ordinances. The Town of Carrollton completed their comprehensive plan and they are currently working on their zoning law. The dissolution of the Village of Limestone left the Town with the responsibility of administering zoning in the former village. The staff of the Planning Division assisted Town leaders with the unique circumstance of updating the Village Zoning Ordinance into a Town-wide ordinance. The Town of Otto was provided assistance for specific questions about their zoning ordinance. All of these municipalities were provided technical assistance through map creation, data and information gathering, document review and meeting facilitation. This type of municipal service continues to be a focus of the Division's activities. Properly instituted comprehensive plans and zoning can have an immediate, positive impact on land use at the local level.

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. These Districts provide certain protections and benefits for landowners who wish to keep their property in agricultural production. The Planning Staff conducts ongoing reviews of the Agricultural Districts. Through this 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 2012 there were three parcels totaling 123 acres that were added to the County's agricultural districts.

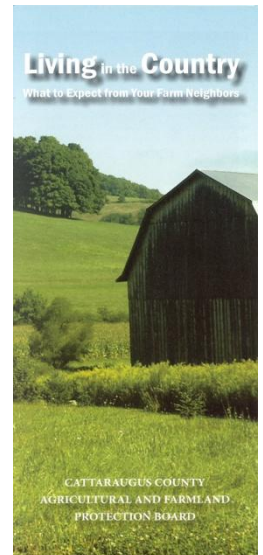
Cattaraugus County Agricultural and Farmland Protection Plan Implementation

The Planning Staff continued in 2012 its focus on assisting the County's Agricultural and Farmland Protection Board in ways to implement the Agricultural and Farmland Protection Plan.

Cattaraugus County Farmer Neighbor Dinner

The Cattaraugus County Agricultural and Farmland Protection Board, along with the Cattaraugus County Department of Economic Development, Planning and Tourism, the Cattaraugus County Farm Bureau, the Cattaraugus County Soil and Water Conservation District and the Southern Tier West Regional Planning and Development Board hosted the First Annual Cattaraugus County Farmer Neighbor Dinner on April 25, 2012 at St. Paul's Lutheran Church, 6360 Route 242, Ellicottville, NY with nearly 180 in attendance.

The Prime Sponsor for the evening was Lamb & Webster of Springville. Additional sponsors were: Farm Credit East; Gernatt Asphalt Products, Inc., Erie and Niagara Insurance; Gramco, Inc., Laing-Gro Fertilizers, Inc., Rural Enterprise Association of Proprietors (REAP), Dairylea Cooperative, Inc., Cattaraugus County IDA, Thompson Ag, Holiday Valley, Blue River Organic Seed, Carolina-Eastern Crocker, LLC and Ortel Supply Inc.



Many of the foods for the dinner were donated by local farms and businesses: Dan Brown; Car-Bu Farms; Canticle Farms; 3 C's Catering; Native Offerings; Maple Ridge Bison Farm; Welch's; Upstate Milk; Horizon Organic Milk; Ellicottville Brewing Company, and WiLean Farms. Additional donors were Elton Greenhouse, Fox Valley Greenhouse, Setterstix, Watson's Chocolate, Pleasant Valley Greenhouse, Salamanca Holiday Inn Express and Malinda's Candies.

Keynote Speaker J. Philip Gottwals, Agricultural & Community Development Services, LLC, spoke on "Tilling the Soil of Opportunity". He stated that "we have to build a closer relationship with the farmer. Local foods are the new organic. It's about trust. Local farmers can deliver food at a good price and it will be safe."

*L: Philip Gottwals, speaking at the Farmer-Neighbor dinner.
Photo by EDP&T*

Three agriculture related awards were presented during the evening.

Farmer of the Year Award honored the family operated, medium sized Telaak Dairy Farm, located in the Town of Mansfield run by brothers Don and Dave Telaak and their wives, Lynn and Joyce, along with 10 employees. This award was presented to them because of their commitment to portraying a positive image and promoting the importance of the agricultural industry throughout the County.



L-R: Brian Davis, Cattaraugus County Soil & Water Conservation District; Crystal Abers, Director of EDP&T; David Zilker, Chairman Agricultural and Farmland Protection Board; Dave, Joyce, Lynn, Don and Michael Telaak – Farmer of the Year Award recipients.
Photo by EDP&T

Friend of Agriculture Award



Friend of Agriculture Award recognized Lisa Kempisty, a 28 year Community Educator for Dairy/Livestock for Cornell Cooperative Extension. Ms. Kempisty teaches dairy and livestock producers, family members and farm employees production management information, works with the 4-H youth and facilitates the Dairy Youth Explorers Program.

L-R: Lisa Kempisty, Friend of Agriculture Award recipient and David Zilker, Chairman Agricultural and Farmland Protection Board.

Photo by EDP&T

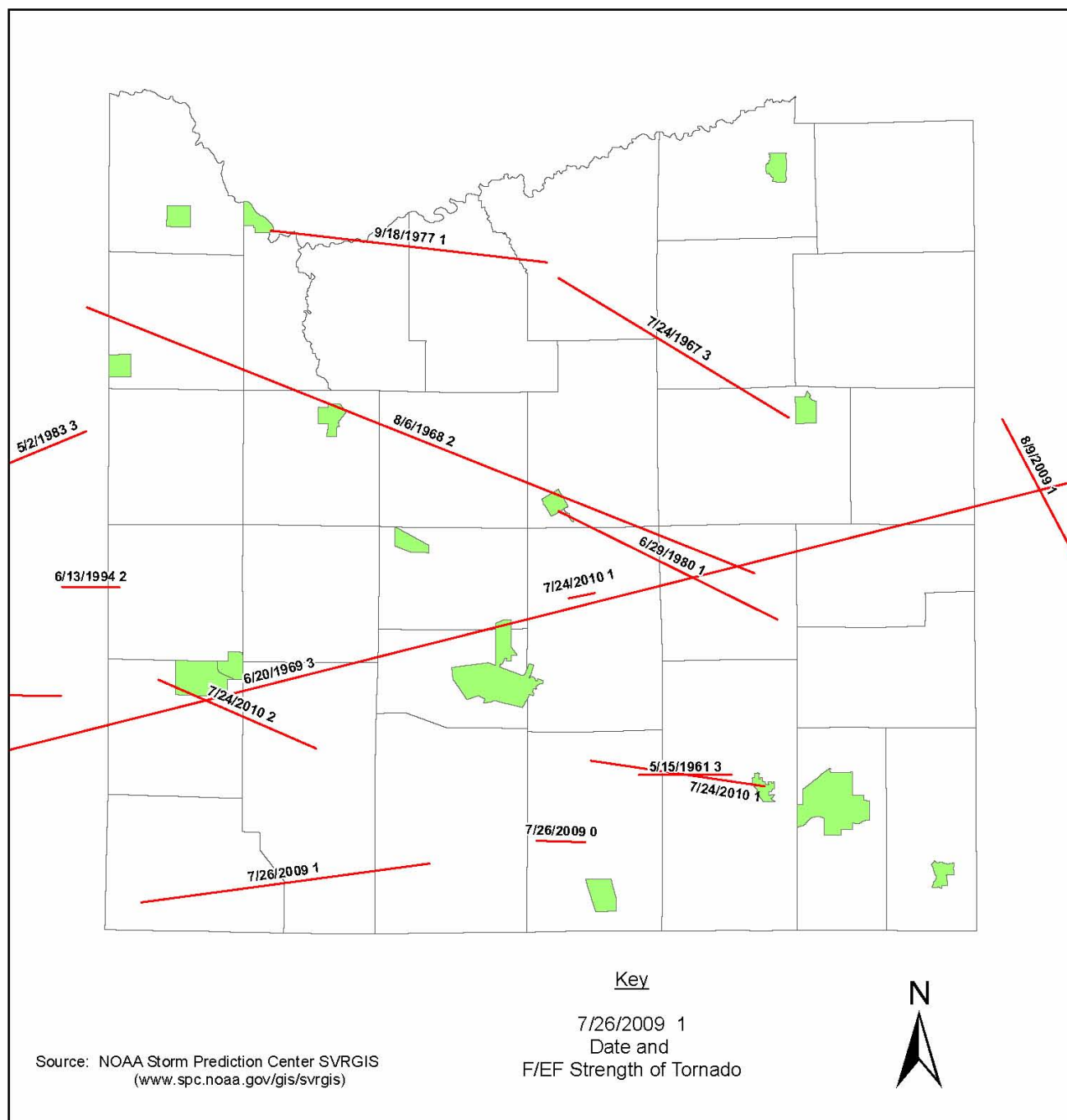
Conservation Farm of the Year Award

honored the family operated, medium sized Nichols Dairy Farm located in the Town of Freedom owned and operated by Doug and Betty Nichols and family. This award was presented to them because of their commitment to protecting and improving the soil, water and related natural resources on their farm.



L-R: Brian Davis, Soil and Water Conservation District; Betty, Doug, Alan Nichols, Tiffany (daughter) & husband Scott Lambert, Bruce Nichols – Conservation Farm of the Year Award recipients.
Photo by EDP&T

Tornado Tracks in Cattaraugus County 1961-2011



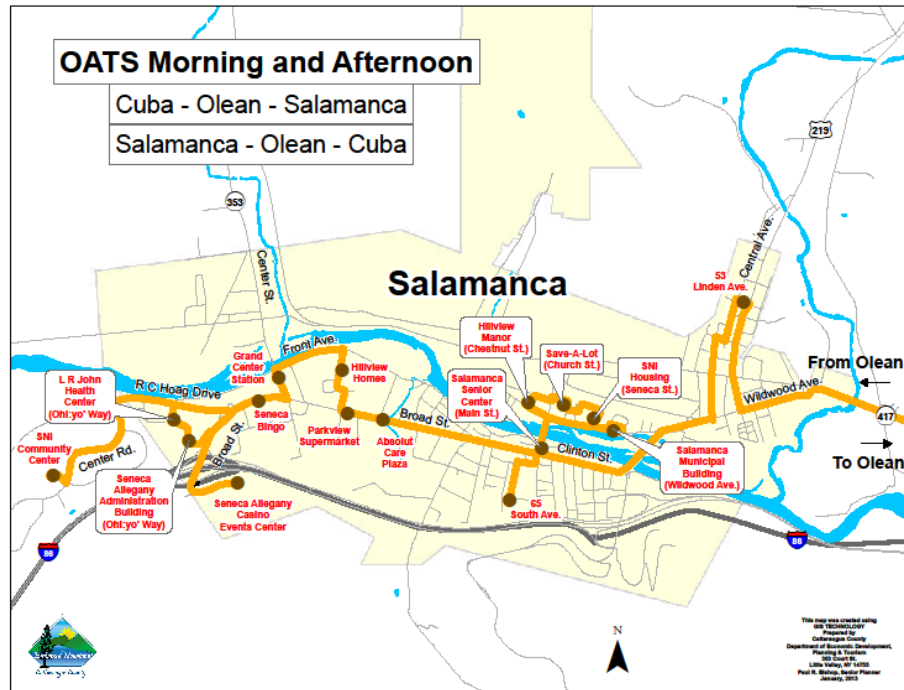
An example of a map prepared for the
Multi-Jurisdictional
Hazard Mitigation Plan

Geographic Information Systems (GIS) and Information Services

Geographic Information Systems (GIS) is a powerful mapping and analysis 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 produced numerous maps for various clients that they used in their decision-making and operations.

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.



Additional Activities

The Planning Staff represented the Department at meetings as follows:

- Community Transportation Coalition of Cattaraugus County
- Seneca Trail Resource Conservation & Development Council
- Cattaraugus County Water Quality Council
- Cattaraugus County GIS Users Group
- Route 219 Association
- Cattaraugus County Route 219 Corridor Development Committee
- Cattaraugus County Traffic Safety Board
- Southern Tier West Regional Planning and Development Board:
 - Transportation Committee
 - Mobility Management Committee
 - Watershed Task Force
 - Watershed Education Committee

The Planning Staff attended or organized various events as follows:

- Participated in numerous webinars on topics such as Rural Economic Development, Sustainable Communities, Complete Streets, Green Infrastructure and Senior Mobility.
- Served on a panel to introduce the "Impact of Agriculture in Cattaraugus County" to Leadership Cattaraugus 2012.
- Attended Southern Tier West's Local Government Conference at Houghton College in May.
- Attended the Congress for New Urbanism Retreat at Chautauqua Institution in October.
- Participated in Southern Tier West's Fall Planning and Zoning Conference in Mayville in November.

Tourism Highlights

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

2012 was a busy and productive year for tourism!

2012 Activities Guide

The 2012 Enchanted Mountains of Cattaraugus County Activities Guide is the largest marketing tool we use. This year we chose to showcase the county's newest attraction from Holiday Valley Resort, Sky High Adventure Park and Mountain Coaster. The guide covers the 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 guide features sections that highlight the assets that 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. Another important section contains grids that show hotels/motels; bed and breakfasts; campgrounds and cabins and the last pages contain all the tourism related businesses and attractions listings and advertisements. Once the information was gathered and pages were developed, the guide was sent to Green Pear Press in Allegany for the design work to be completed by their designer. When completed and proofed, 135,000 copies of this 56 page, 4 color piece were printed by Kenyon Press in Sherburne, New York.



Distribution

In addition to the distribution that is done by the tourism unit, the Activities Guide is also distributed by three companies: Yankee Doodle in the Buffalo/Niagara Falls area; Brochure's Unlimited in the Chautauqua, Warren and McKean Counties and Ace Distribution in Chautauqua County. CTM Group was chosen to distribute our guides to the Corporate Cleveland Ohio area to reach our target market of business people that are planning their vacation to our area. These distribution services deliver approximately half of our Activities Guides to these areas.



Amish Themed Trails

2012 saw the continuing development of **New York's Amish Trail**, which is a combined effort with Randolph, Leon, South Dayton, Gowanda, Little Valley, Salamanca 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.

Amish Trail Brochure – was redesigned into a booklet format that allows for easier reading and use for visitors. A detailed map of New York's Amish Trail is included in the center of the booklet.

Amish Tours – The communities of Randolph and Leon are now both offering Amish Tours as part of their promotions with New York's Amish Trail.



The first **New York's Amish Geo Trail** was coordinated and developed by our Department, with the assistance of two dedicated geo-cachers, Dora Maul and Chris Goldfus. There are 12 geo-caches hidden along the New York Amish Trail. Cachers receive a magnetic photographic button for every cache they locate. When they find 10 caches, they receive a tractable geo coin. So far, over 266 geo-coins have been given out.

Enchanted Mountains Geo Trail

The Enchanted Mountains Geo Trail (EMGT) continues to be a draw to bring cachers into our county as they seek their hidden treasures. 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. Many wooden nickels and EMGT coins have been given out to the successful cachers.



Travel Shows

The Chautauqua-Allegheny Region attended travel shows in the marketing areas of Pittsburgh and Erie, PA; Cleveland, OH; Rochester, Syracuse and Hamburg, NY for an outreach to sportsmen and travelers in those areas.

Locally, we participated in shows in Bradford, PA; Chautauqua and Allegany Counties and at the events of many Cattaraugus County communities. Additionally, in cooperation with Allegheny National Forest Visitor's Bureau, we attended the Toronto Golf Show in Toronto, ON, CA with a joint promotion of golf trails and FORE Golf magazine.

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.

BUSINESS

Holiday Valley Resort's New Lodge Opens –The grand opening of the new Holiday Valley Lodge was held on December 15 with a packed audience and many dignitaries. The old lodge was demolished and the new lodge built all within 10 months. The new facility enables the Valley to offer more efficient meeting spaces that are adaptable to fill the needs of many events.



Holiday Valley Resort's New Lodge. Photo by Holiday Valley.

Seneca Allegany Casino & Hotel – A new tower of hotel rooms was built with a grand opening held on October 24, 2012. This grand new facility doubles the amount of available rooms the casino can offer to its clients and guests.



*Seneca Allegany Casino & Hotel, Salamanca, NY
Photo by Seneca Allegany Casino & Hotel*

EDUCATION

The tourism department worked with high school students from the science class of Kelli Grabowski at Cattaraugus Little Valley Central School to identify geological spots in the western portion of the county. The students chose the geological area they wanted to investigate then visited the location, took photos and notes to write a summary of the location. Using classroom computers, this information was then placed on Google map. Once completed, the information was sent to Jeremy Knab, Webmaster, who entered the sites onto the EnchantedMountains.com website as part of the county's geology trail.

FAM Tours

One of the most effective ways to get noticed and written about is to provide FAM (familiarization) Tours for travel writers to visit your area. Once they have seen all that the Enchanted Mountains has to offer, they are amazed and will write many articles about the area. With that in mind, we invited the Editor of Crossings Magazine to visit our county for a few days to taste and see what tremendous assets we have that appeals to all types of tourists. Arriving in July, Renu Saggat spent the next 3 days on a whirlwind tour of NY's Amish Trail, Ellicottville, Holiday Valley, Sprague's Maple Farms, Griffis Sculpture Park, Rock City Park and the Seneca Allegany Casino. Being very impressed with the area, Renu wrote several articles that were published in the Winter Edition of the magazine.

Renu and her husband at an Amish shop.

Photo by EDP&T



Historians

In August, Cattaraugus County Tourism gathered together the historians of the county's towns and villages to discuss working together to build recognition of and appreciation for the heritage of our County. Meetings are held monthly with two areas of interest being focused on to start: Driving Tours/Trails and the Underground Railroad. Currently, the Chautauqua Road Trail is being updated and the development of a Route 16 Trail has begun. Underground Railroad sites are being located. Once the information is gathered for both these projects, maps and brochures will be developed to promote both projects.

Tourism Grants & Marketing

Fifteen different groups from around the county were given grants from the Occupancy Tax fund to help promote the events and activities held by the group. Applications were reviewed and accepted; marketing plans were developed to help supplement existing marketing done for the event. Advertising was placed by Cattaraugus County Tourism, meeting the regulations set forth in the guidelines. A total of \$74,011 was used to bring awareness to the events held in the Enchanted Mountains of Cattaraugus County.

Webmaster Highlights

Jeremy Knab, Web Technician

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

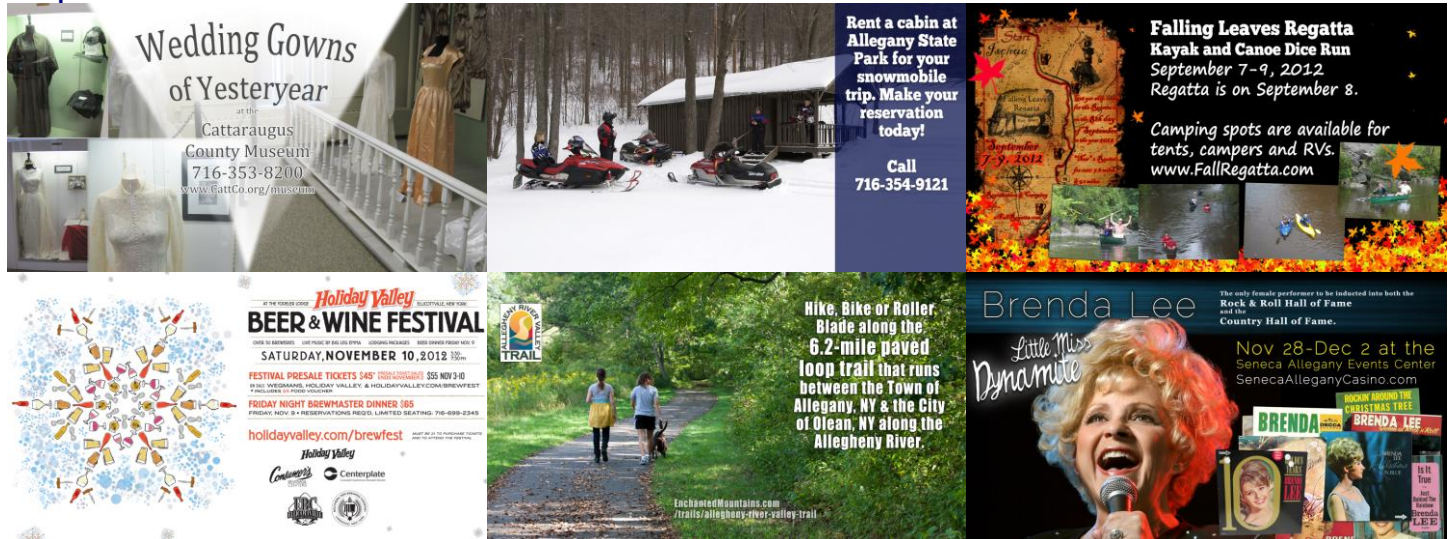
Web Technician Responsibilities

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

Display System

We developed the display system to be a centralized system to manage content on displays to promote activities and events in Cattaraugus County. We have re-purposed old PCs to get the "slides" from the website <http://slides.EnchantedMountains.com>

Sample Slides



Websites Starting Development



S.T.A.R.T. AmeriCorps – acStart.org

This site is to show our local community that our AmeriCorps S.T.A.R.T. is here to help. The site is also used to recruit new AmeriCorps members and partner agencies. Site will also offer several tools to AmeriCorps staff & members.



History of Cattaraugus County - HistoricPath.com

?

Agricultural Website – ccAgHelp.com

This site is to be an aid to farmers both old and new provided by the Cattaraugus County Agriculture and Farmland Protection Board.

Employee Training Workshops

The Sheriff's Office had two staff trained and we started a content development process from the old sheriff's site to a section on the CattCo.org website <http://www.CattCo.org/sheriffs-office>. We also came up with a new design for the Sheriff's Office section.

Animal Control System for Townships and the Health Department

The Animal Control System, formerly known as the Dog Licensing System, has had improvements and bug fixes throughout the year. The Animal Control System module was developed 2 years ago for the Health Department and municipal clerks to manage animal vaccinations and licenses.

Procurement Technical Assistance Center (PTAC)

Assisted PTAC clients and small businesses with questions about websites, marketing online and optimization by providing them with review materials and reference websites. Worked with Joe Williams, Program Manager for PTAC and Lenora Leasure on improving the PTAC content into the PTAC client system (<http://cattco.eCenterDirect.com>). The Cattaraugus County site will continue to promote PTAC events, classes and FAQs.



Geology Trail created by Geology Students and Teacher

We now have the [Cattaraugus County Geology Trail](http://EnchantedMountains.com/trails/cattaraugus-county-geology-trail) thanks to Kelli Grabowski (Earth Science and Geology, Cattaraugus-Little Valley High School) and the 2012 Geology Students of the Cattaraugus-Little Valley School. Debra Opferbeck and I had worked with Kelli and the students during 2 classes on mapping their geology projects online with ZeeMaps.com. View more at <http://EnchantedMountains.com/trails/cattaraugus-county-geology-trail>

Interesting Statistics on CattCo.org

CattCo.org Mobile Usage up 4x

2011 Mobile Visits: 7,860
2012 Mobile Visits: 28,180

CattCo.org Pageviews

2011 Pageviews: 593,225
2012 Pageviews: 947,229

CattCo.org Unique Pageviews

2011 Pageviews: 438,042
2012 Pageviews: 678,731

CattCo.org 2012 Top 5 pages

Real Property Home Page: 61,056
Departments: 56,499
Jobs: 38,909
[May 19, 2012 Property Tax Auction](#): 37,509
Human Resources Jobs: 19,728

CattCo.org 2012 Most popular sections (Rounded)

Jobs: 94K
Events: 75K
Real Property: 73K Pageviews
Human Resources: 57K
Departments: 56K
Tags: 52K
Downloads: 41K
News: 31K
Sheriffs-Office (Launched in September): 24K
Animal Control System: 22K
Search: 20K
Treasurer's Office: 19K
Government 17K
Social Services: 8K
Frequently Asked Questions: 8K
Health: 8K
Clerks Office: 6K

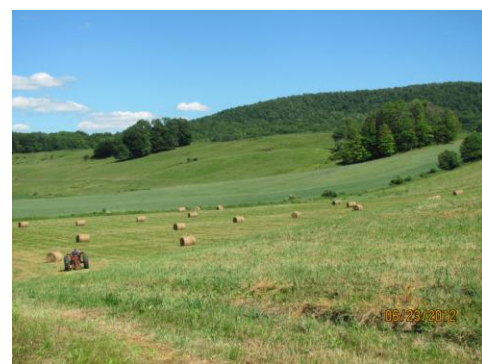
Some of our Websites

- www.CattCo.org
- www.EnchantedMountains.com
- www.AmishTrail.com
- www.Horse-Resource.org
- www.ccBizHelp.com
- www.CcBVOC.com





The photos above were taken at the 1st Annual Farmer Neighbor Dinner held at St. Paul's Lutheran Church, Ellicottville on April 25, 2012 with approximately 180 people in attendance. Lamb & Webster was the prime sponsor of the event. There were many other sponsors, exhibitors and donors of food, which made the event very enjoyable and memorable. Photos by EDP&T



L-R Above and to the right::
Chopping corn Rt. 16 by Lois Ann Zendarski; Chopping cow peas, moving hay bales and Jersey cows and heifers Town of Mansfield by Margaret Puszc.





Left:
Information
booth at the
Cattaraugus
County Fair.

Right:
Norallyn
Berger,
widow of
Jack Berger
long time
member of
the County
Planning
Board.

Photos by:
EDPT



Left: Living Christmas Tree for the Troops at Holiday Valley formed by all the students and teachers from Ellicottville Central School December, 2012.

Above: Holiday Valley Fall Fest Chair Rides.

Photos submitted.



Left: Ann Padlo, Florence Fuller and Paul Mager, members of the County Planning Board at the Planning Board's Annual Dinner July 25, 2012 at the Cattaraugus County Olean Airport, Ischua, NY. Above Left: Award clock given to Jeff Belt 2012 Community Leadership award winner. Above right: One of the center pieces on each table.

Photos by EDPT

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

To:

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

2012 Annual Report

Department Disciplines

Agriculture & Farmland Protection
Business Attraction
Business Retention & Expansion
Cattaraugus County Business Veteran Outreach Center
Community Development
Comprehensive Planning & Assistance
Economic Development
Grant Administration
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