



Cattaraugus County Department of Economic Development, Planning & Tourism

2013 Annual Report

Economic Development | Planning | Tourism

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 2013 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 4 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 16 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 17 and 18 for a more detailed description of these activities).

Our Department serves as a source of information and technical assistance for our County Residents (2010 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.

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 2nd Farmer Neighbor Dinner was a smashing success and we hope to build on this success in future farmer neighbor dinners.

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!

WILMA

WILMA the Woolley Bear Weekend is a new event created by the Department this year that we hope will become a yearly one!

This event, WILMA – We Invite Local Manufacturers & Artisans, is open to all artists and manufacturers that produce their items in Cattaraugus County. It was held October 18th, 19th and 20th in the Corporate Building on the Cattaraugus County Fairgrounds. The three day event started with a kick-off symposium on Friday, with the shop local/buy local expo event on Saturday, from 9 am – 5 pm and Sunday, from 11 am – 5 pm.

This family-oriented expo event included items handmade or manufactured in Cattaraugus County by our local artisans and manufacturers. Over 20 local artisans and manufacturers participated in the event that is intended to showcase all the items actually made here in the County and to promote buying local, just in time for the holiday shopping season. It was a tremendous success and we look forward to doing it again in 2014.



Crystal Abers, with Legislators Norman Marsh and Howard VanRensselaer, proclaiming the winter prediction from Wilma the Woolley Bear. Wilma predicted a mild winter.

Onofest

The 6th Annual Onofest was held on July 27, 2013 at the Onoville Marina Park. Many visitors came to hear the sounds of the Porcelain Bus Drivers, Crush 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.

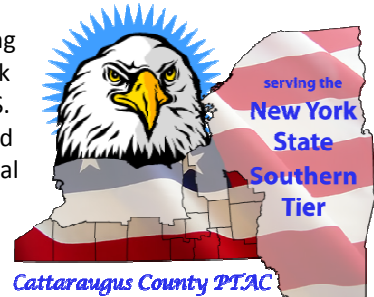
Tourism Grant Program

The Tourism Grant Program continued in 2013 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.

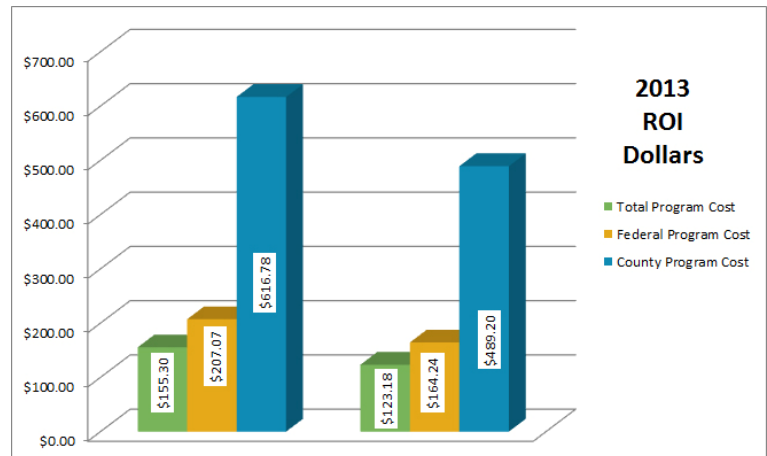
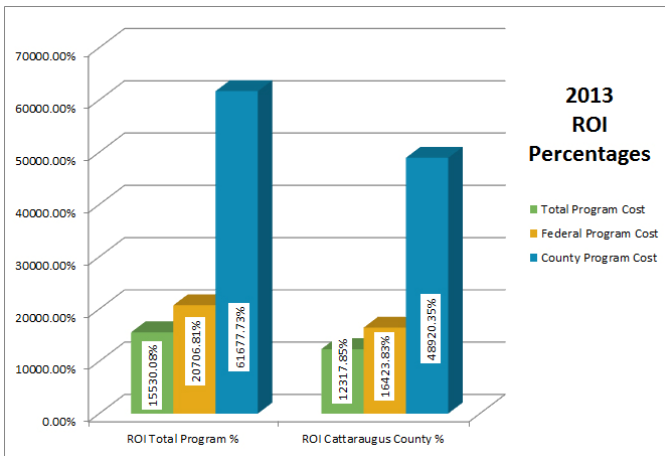
Procurement Highlights

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 \$23,270 in cash and \$17,072 in-kind for support and office space.



The charts below show the Return on Investment (ROI) for the PTAC Program in 2013. (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 \$155.30 for a 15530.08%. The ROI for the federal government's portion of the money spent to total contract dollars was \$207.07 for a 20706.81% and the County's ROI was \$616.78 for a 61677.73%. 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 \$123.18 for a 12317.85%, the federal ROI was \$164.24 for a 16423.83% and the County ROI was \$489.20 with a 48920.35%.

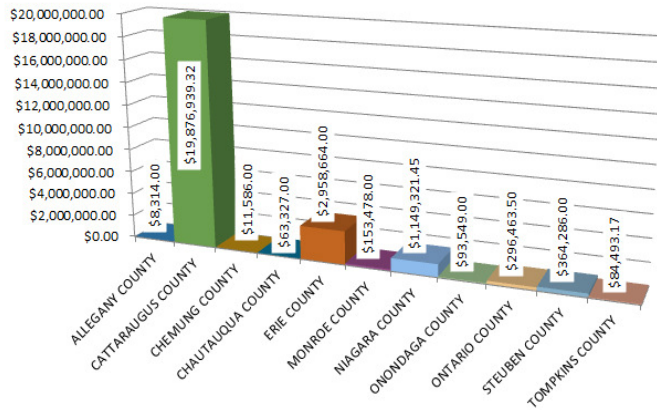


This is the spreadsheet used to develop all of the graphs in this report. It also shows the breakdown by County. The contracting dollars awarded and reported by our clients in Cattaraugus County was higher than previous years. It remains very difficult to get the information from clients and the DLA is currently testing a pilot program to help correct this issue. We are only able to use the information provided by clients. Some of the decreases could be due to the cuts made in federal spending. We continue to work with some key businesses in the County and are very optimistic about 2014.

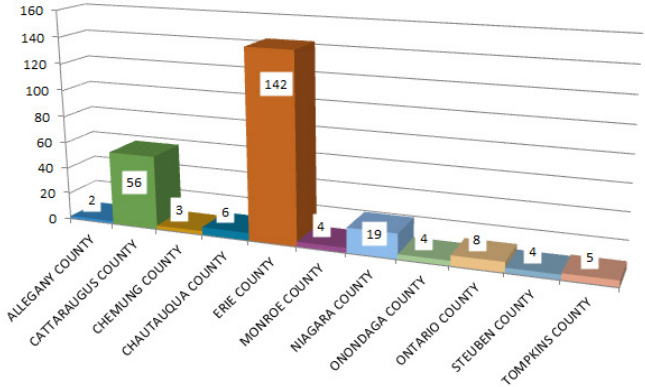
	NUMBER OF AWARDS	AWARD AMOUNT	PRIME AWARDS	NUMBER OF DoD AWARDS	DoD CONTRACTS	SUBCONTRACT AWARDS	% of CONTRACT \$	% of CONTRACTS
ALLEGANY COUNTY	2	\$8,314.00	\$8,314.00	0	\$0.00	\$0.00	0.03%	0.79%
CATTARAUGUS COUNTY	56	\$19,876,939.32	\$19,832,409.02	33	\$5,284,323.02	\$44,530.30	79.32%	22.13%
CHEMUNG COUNTY	3	\$11,586.00	\$11,586.00	3	\$11,586.00	\$0.00	0.05%	1.19%
CHAUTAUQUA COUNTY	6	\$63,327.00	\$63,327.00	1	\$12,869.00	\$0.00	0.25%	2.37%
ERIE COUNTY	142	\$2,958,664.00	\$923,694.00	16	\$299,898.00	\$2,034,970.00	11.81%	56.13%
MONROE COUNTY	4	\$153,478.00	\$153,478.00	0	\$0.00	\$0.00	0.61%	1.58%
NIAGARA COUNTY	19	\$1,149,321.45	\$1,149,321.45	17	\$781,192.76	\$0.00	4.59%	7.51%
ONONDAGA COUNTY	4	\$93,549.00	\$93,549.00	2	\$41,403.00	\$0.00	0.37%	1.58%
ONTARIO COUNTY	8	\$296,463.50	\$296,463.50	7	\$286,908.50	\$0.00	1.18%	3.16%
STEBEN COUNTY	4	\$364,286.00	\$364,286.00	4	\$364,286.00	\$0.00	1.45%	1.58%
TOMPKINS COUNTY	5	\$84,493.17	\$84,493.17	1	\$37,685.00	\$0.00	0.34%	1.98%
TOTALS	253	\$25,060,421.44	\$22,980,921.14	84	\$7,120,151.28	\$2,079,500.30	100.00%	100.00%
		Total Program Cost	Federal Program Cost	County Program Cost				
ROI Total Program %		15530.08%	20706.81%	61677.73%				
ROI Cattaraugus County %		12317.85%	16423.83%	48920.35%				
ROI Total Program \$		\$155.30	\$207.07	\$616.78				
ROI Cattaraugus County \$		\$123.18	\$164.24	\$489.20				

This group of graphs depicts the contracting dollars and number of contracts reported by our clients throughout the region for 2013. PTAC clients were awarded 253 contracts totaling \$25,060,421.44 of these \$22,980,921.14 were from Department of Defense agencies. Cattaraugus County clients reported 56 contracts totaling \$19,876,939.32. The total number of contracts awarded decreased by 115.

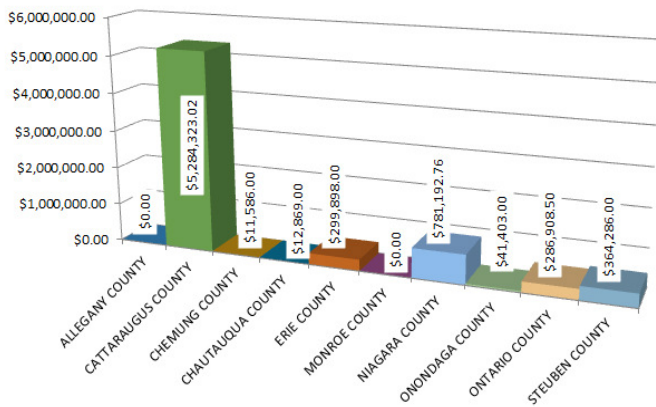
2013 Contracts Dollars Awarded



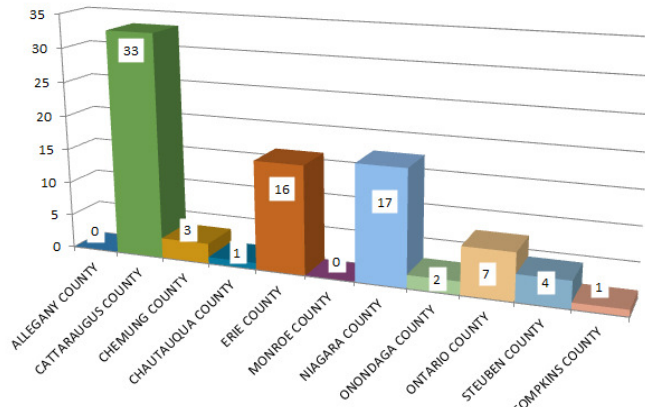
2013 Number of Contracts Awarded



2013 DoD Contracts Dollars Awarded



2013 Number of DoD Contracts Awarded



E-mail: Password: [Login](#)
[Remember password](#) [Retrieve password](#)

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.

What is a PTAC & Assistance provided

Joe Williams, Program Manager
Matthew But, Small Business Counselor

We provide confidential **one-on-one consulting and training** to help you strengthen your business knowledge of marketing to the government and apply it immediately to your business plans. Whether starting a new business or running an existing business, we can help you guide your business to a more successful future. [Click on the Training Events/Workshops link on the left to look at the FREE training available](#)

We also offer **no-cost training events and workshops** to help you strengthen your business knowledge of marketing to the government and apply it immediately to your business plans. Whether starting a new business or running an existing business, we can help you guide your business to a more successful future. [Click on the Training Events/Workshops link on the left to look at the FREE training available](#)

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."

GSA has posted a webinar, "Updating Your CCR Registration in SAM" on YouTube. [Click HERE](#).

Cattaraugus County PTAC

ALREADY A CLIENT

Please log in above to access our services and keep your...

New Client Sign Up

Training & Events

Library of Documents

Contact Information

Useful Links

- What is a PTAC and what assistance is provided.
- Cattaraugus County PTAC Newsletter Sign-Up
- SAM - System for Award Management
- SAM Quick Start Guide for User Account Migration
- SAM Quick Start Guide for Small Business Searches
- Acronym Finder
- Acquisition Central
- Bidmatch - Description of Free Service offered by CDPAC
- BusinessUSA - a centralized, one-stop platform to make it easier for businesses to access services to help them grow.
- CAGE Search
- DIBBS
- Doing Business with DoD
- DoD Contract Notices \$6.5 million or larger
- DoD Subcontracting Directory
- DoD Subcontracting Program
- Dynamic Small Business Search
- Federal Forecasts and Home Pages
- FeedIDops.gov
- Federal Procurement Data System
- GSA Advantage - search for price comparisons using keywords
- GSA Subcontracting Directory
- List for Imageview 1.100 (4/01/12) and Imageview 8.0.1.17 (8/13/12) use to view drawings.
- NACCS Lookup
- New York State Directory of Frequently

In 2013 the PTAC sponsored 11 outreach events and participated in another 8 events that were sponsored by other agencies. The events were attended by 275 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. This year we have made recordings of our client Go to Meetings.

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 6 different surveys and received 111 completed surveys from 70 clients. In the rare case we receive an unsatisfactory on any question either Lenora or myself send an email or call the client to correct the problem immediately.

The PTAC was staffed in 2013 by Joseph J. Williams, Jr., Program Manager, Lenora A. Leasure, Small Business Counselor, Deborah Miller, Junior Accountant and Jeremy M. Knab, Web Technician.

2013 Planning Highlights

James H. Isaacson, Senior Planner and Paul R. Bishop, Senior Planner

Margaret E. Puszcz, Secretary (Retired March, 2013)

(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 continued its mission of encouraging and promoting all equestrian types and disciplines in the Enchanted Mountains region. As an advisory committee to the County Legislature on all things equestrian, the committee focuses its efforts on growing the equestrian economy in the county and enhancing the tourism industry for equestrians. In 2013, The Committee continued 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. 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.

For the second year, 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 Jamestown Community College in Olean. Approximately 6 people attended each course and learned such topics as feeding, trail riding, showing, styles of riding, safety, veterinary care, and housing.

The Equine Advisory Committee completed their review of Cattaraugus County's *Smart Development for Quality Communities Guidebook, Volume 8 – Growing the Equestrian Economy in Cattaraugus County*. Prepared by the Department of Economic Development, Planning & Tourism in 2005, this guidebook is the cornerstone of the county's equestrian initiative. This update refines the goals and objectives in the guidebook and positions the County to grow its equestrian economy with a stronger focus on what works best for our county and our equestrian community.

Coordinated Public Transit-Human Services Transportation Plan

The Community Transportation Coalition (CTC) 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. In 2013 the CTC initiated the required four year update of the Plan. County Planning's participation in this effort included meeting and process facilitation, data update and interpretation, and agency reviews. An early effort in the update of the Plan was the identification of accomplishments since 2009. These included the following:

- Established OATS Olean-St. Bonaventure-Allegany Bus Route
- Established City of Olean - The ReHабilitation Center Partnership
- Established Cuba-Olean-Salamanca OATS System
- Established Access to Transportation into Allegany County
- Established Seneca Transit System
- Established County-wide Mobility Management
- Established a "One Stop Coordinated Transportation Gateway"
- Established a Paratransit System
- Continuation of Regional Coordination and Cooperation

As of late 2013, it appeared that the Plan would be complete in early 2014 with Legislature adoption to follow. The update of the ***Coordinated Public Transit-Human Services Transportation Plan for Cattaraugus County, New York*** will allow agencies to continue to be eligible for certain Federal funding programs. County Planning Staff's role will continue to be to advise and assist the CTC 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"***.

Multi-Jurisdictional Hazard Mitigation Plan

In 2013, the Cattaraugus County Departments of Public Works; Economic Development, Planning and Tourism; GIS/Real Property; and Emergency Services completed the mandatory five year update of the Multi-Jurisdictional Hazard Mitigation Plan. The goal of the update to this Plan 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 constituent municipalities and 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.

Snowmobile Facts for 2013

- 337 miles of groomed trails
- 68 additional miles in Allegany State Park
- Nine snowmobile clubs
- 28 groomers maintained by these clubs

Season Open Dates: December 19, 2012 – March 31, 2013

New York State Snowmobile Grant

The 2012-2013 snowmobile season saw the return of some much needed snow. And with the snow comes the need to groom and maintain the nearly 340 miles of snowmobile trails in Cattaraugus County. The County Department of Economic Development, Planning and Tourism received and administered a \$119,880.00 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 the trails for residents and visitors to enjoy.

The Department utilizes a number of tourism promotion efforts to build the snowmobiling economy here in the County. An updated 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 l. and m. 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 Valley, 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 l. 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 2013 the following Planning Board activities were accomplished:

- Reviewed 24 Section 239 l. and m. referrals
- Reviewed 2 SEQR environmental documents
- Hosted 52nd Annual Dinner Meeting
- Presented monthly reports to the Planning Board pertaining to on-going Department projects.

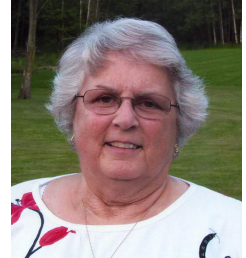
52nd Annual Dinner Meeting and Leadership Conference

The Cattaraugus County Planning Board held its Annual Leadership Conference on Wednesday, July 24th, at Good Times of Olean. West Long, General Manager for Long Consulting Group, was the keynote speaker. His topic was "Growing Our Communities". He spoke about the values of local communities that entrepreneurs and business owners can tap in to and make both their business and the community prosperous. He related the story behind the creation of Good Times of Olean as a prime example of a business and a community aligning their values and priorities together to mutually benefit each other.

Brooks Patterson Community Leadership Award

*Helyn Wilson*

The County Planning Board, at its Annual Leadership Conference held at Good Times of Olean, awarded its annual Brooks Patterson Community Leadership Award to Helyn Wilson and Susie Folts for outstanding leadership in community involvement and economic development in the Town of Hinsdale 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

*Susie Folts*

their respective communities, County Legislature, County Planning Board, and regional agencies. Helyn and Susie were both instrumental in the development and completion of Hinsdale's Comprehensive Plan. Both women have served their community on various boards and in numerous capacities.

Comprehensive Plan Update

It has been 34 years since the adoption of the County's first comprehensive plan. A new vision and action plan is needed for the county that sets forth a pathway for resiliency and smart development in the twenty-first century. The process for updating the plan began in 2012 with a series of public input forums, where a great deal of public opinion on a variety of topics were gathered. It became evident, however, that more help was needed to move the comprehensive plan further along. By year's end, a consultant was sought and selected. Wendel Companies was chosen to work with the County to complete the comprehensive plan.

Local Technical Assistance

The Planning Division offers 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 provides support to these municipalities in the areas of comprehensive planning, land use regulation and zoning, SEQR compliance, geographic information systems, downtown revitalization, and infrastructure development.

Training

Planning staff provided and arranged for training, in accordance with New York State Law, to municipal and county planning boards and local zoning boards of appeal members. Training was provided in the following areas:

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

Comprehensive Planning and Zoning

In 2013 the Planning Staff provided several municipalities with assistance in creating or revising their comprehensive plans and zoning ordinances. The Town of Carrollton adopted a new zoning law in 2013. The dissolution of the Village of Limestone left the Town with the responsibility of administering zoning in the former Village. The Planning Staff assisted Town leaders with the unique circumstance of updating the Village Zoning Ordinance into a Townwide Ordinance. The Town of Hinsdale was provided assistance for specific questions about their comprehensive plan. 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 a positive impact on land use at the local level.

LAND USE MANAGEMENT PLAN
ZONING ORDINANCE LAW

TOWN OF CARROLLTON

Adopted June 12, 2013

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.

Farm Tour 2013

A new event in 2013 was the first farm tour of selected farming operations around the County. Held in early October, the group of ten, including two legislators, visited Mager Mountain Alpacas, Native Offerings Farm, Blesy Farms, and Telaak Farms. It is hoped that this will become an annual event to showcase the vast diversity of agriculture in Cattaraugus County.



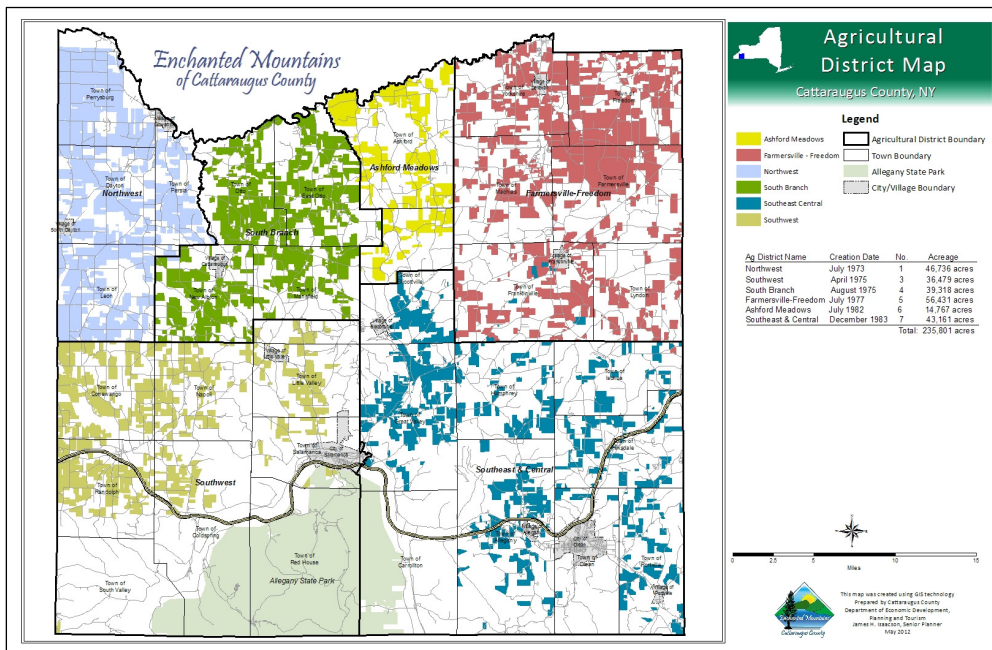
2013 Farm Tour at Telaak Farms. Photo: EDPT staff

Cattaraugus County Agricultural and Farmland Protection Plan Implementation

The Planning Staff continued in 2013 its focus on assisting the County's Agricultural and Farmland Protection Board in ways to implement the Agricultural and Farmland Protection Plan.

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 2013 there were no parcels requesting inclusion into the County's agricultural districts.

*Agricultural Districts Map for
Cattaraugus County, NY*



Guests enjoying a fabulous meal at the 2nd Annual Farmer Neighbor Dinner in West Valley. Photo: EDPT Staff

2nd Annual Cattaraugus County Farmer Neighbor Dinner

Cattaraugus County is home to a vibrant and diverse agricultural industry. Good communication is essential to developing and maintaining good relationships between farm and non-farm neighbors. The Annual Farmer Neighbor Dinner is a way to bring the County's farmers and their neighbors together for a night of fellowship and understanding. It will also be a way for the County's farmers and businesses to showcase what they have to offer each other. 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 Second Annual Cattaraugus County Farmer Neighbor Dinner on April 10, 2013 at the West Valley Fire Hall, 9091 Route 240, in West Valley with nearly 240 in attendance.

The Premier Sponsors for the evening were Allegany Co-Op Insurance and Lamb & Webster, Inc. Over fifteen other sponsors help contribute to funding this special event.

Many of the foods for the dinner were donated by local farms and businesses: Car-Bu Farms; 3 C's Catering; Native Offerings; Maple Ridge Bison Farm; Welch's; Upstate Milk; Duda Farm; Ford Brothers; 3 C's Catering; and WiLean Farms. Another eighteen donors contributed products for the Give-A Way's that were held throughout the evening.

Keynote Speaker Elizabeth (Betty) Wolanyk spoke on "Informed or Misinformed", a discussion about the safety of our food and facts about nutrition. She operates her own business to help the agricultural community communicate effectively and accurately about agriculture and to help educators teach accurately about agriculture.

Three agriculture related awards were presented during the evening.

Farmer of the Year Award honored the Pine Villa Farm owned by Tom and Robin Degenfelder. The Degenfelders operate a dairy farm with approximately 100 milking cows and associated youngstock, and they farm approximately 300 acres in the Town of Otto. Tom and Robin were selected for this award by the Cattaraugus County Agriculture and Farmland Protection Board because of their numerous achievements to promote a positive and progressive image of the

agricultural industry in our area. They participated in a “Visit the Farm” event at Telaak Farms a few years ago. The Degenfelders are active in 4-H youth programs and have hosted farm safety programs on their farm. They are also active in Farm Bureau, the Holstein Club, and the Upstate Niagara Cooperative, Inc. They are also in the process of installing 200 solar panels at their farm, with plans to install an additional 200 panels in the future. In addition, they are currently exploring the idea of installing robotic milkers at the farm.



Rick Miller receives the Friend of Agriculture Award from Ag & Farmland Protection Board member Don Telaak. Photo: EDPT Staff.

Friend of Agriculture Award recognized Rick Miller. Rick is a Central New York native, has worked at the Olean Times Herald since September 1980. Earlier he worked for the Salamanca Republican Press and the Cattaraugus County Department of Aging. He is currently the Cattaraugus County reporter and a photographer. He also covers the political, agricultural, environmental, economic development and Allegany State Park beats for the Times Herald. His interest in farming and farmers dates back to his working on a neighbor's farm as a teenager, stacking hay bales on a wagon and unloading onto an elevator, and feeding heifers twice a day. He is a graduate of SUNY Morrisville, and the S.I. Newhouse Journalism School at Syracuse University, where he majored in newspapers with a minor in sociology. Rick lives in Eden with his wife, Barbara, a reporter for the Buffalo News, and their three children, Chris, Molly and Jamie.

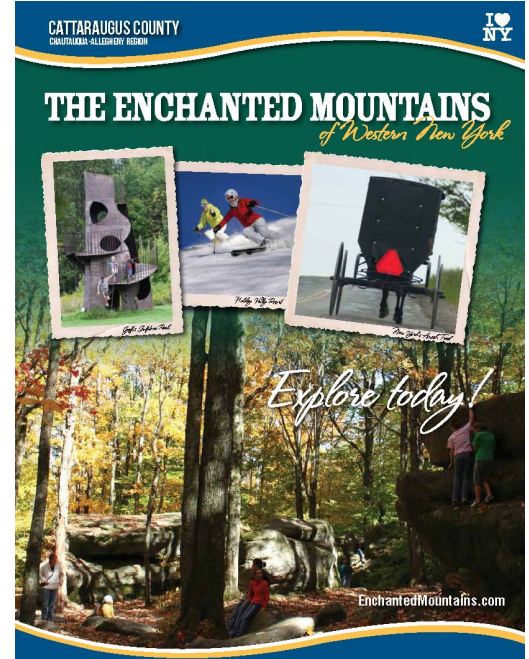
Conservation Farm of the Year Award was awarded to Pimm's View Dairy, LLC. Pimm's View Dairy is located in the Town of Leon and consists of approximately 300 milking cows and operates over 600 acres of cropland. The operation includes Adelia Pimm Ritter, her husband Kevin, and her parents Fred and Alta Pimm. The farm was chosen by the Cattaraugus County Soil & Water Conservation District for their outstanding efforts to implement a wide variety of best management practices to improve water quality and enhance soil productivity. Practices include a bunk silo runoff management project, milkhouse waste storage tank and pump system, fencing livestock away from streams, and planting cover crops to reduce erosion and improve soil conditions. They are actively applying a comprehensive nutrient management plan to properly manage and utilize animal wastes and nutrients. They are also active in Cattaraugus County Farm Bureau.

Tourism Highlights

Becky L. Smith, Tourism Assistant
Jacqueline C. Gardner, Tourism Assistant

2013 Activities Guide

The 2013 Enchanted Mountains of Cattaraugus County Activities Guide is the largest marketing tool we use. This year we chose to showcase Thunder Rocks at Allegany State Park, with small inset photos of Griffis Sculpture Park, skiing at Holiday Valley Mountain Resort and New York's Amish Trail. 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 Sassy Design Group, for the design work to be completed by their designer. When completed and proofed, 130,000 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 team, the Activities Guide is also distributed by four companies: Yankee Doodle in the Buffalo/Niagara Falls area; Brochure's Unlimited in Chautauqua, Warren and McKean Counties, Ace Distribution in Chautauqua County and CTM Group distributed in the Cleveland Ohio area. These distribution services deliver approximately half of our Activities Guides to these areas.



Amish Themed Trails

2013 saw the continuing development of **New York's Amish Trail**. 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: updating the 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 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. This family-friendly geo trail has been very well received. The majority of visitors are from NY and PA,

but we've had families from Ontario, South Carolina, Indiana, Maryland, California, Ohio, Nebraska, New Hampshire and more! So far, over 300 geo-coins have been given out. Plans are being made for Amish Geo Trail Part 2.

Enchanted Mountains Geo Trail

The Enchanted Mountains Geo Trail (EMGT) came to an end in October. Approximately 200 geo-cachers attempted to complete this trail which encompassed all 32 towns of the County. Most cachers commented that they saw parts of the county that they never would have seen without this geo trail. Many asked what sort of trail we were going to come up with next!



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 Chautauqua, Erie and Allegany Counties and at the events of many Cattaraugus County communities. Additionally, in cooperation with Allegheny National Forest Visitor's Bureau and FORE Golf magazine, we attended the Toronto Golf Show in Toronto, ON, with a joint promotion of golf trails. Our Tourism Trailer was out and about at community events including Springville, Wyoming, Ellicottville and Olean.

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.

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. This year we invited numerous travel writers to visit our county for a few days to taste and see what tremendous assets we have that appeals to all types of tourists. Catherine Mack from London, England, toured the Amish Trail, rode the Gowanda to South Dayton train, and experienced the Seneca Nation as well as the natural beauty of Allegany State Park. Another group of writers toured the Amish Trail, the Seneca Allegany Casino, and enjoyed dining at Sprague's Maple Farms. These FAM Tours gives exposure of Cattaraugus County's great tourism destinations to broad and diverse audiences throughout the world.



Oat bundles in shocks stacked by Amish Farmers. Photo courtesy EDP&T.

Historians

Meetings continue to be held with our local Historians as they gather information for a brochure being developed in recognition of and appreciation for the heritage of our County. Meetings are held monthly with two areas of interest being focused on: Driving Tours/Trails and the Underground Railroad. Once the information is gathered for both these projects, maps and brochures will be developed to promote both projects.

Tourism Grants & Marketing

Twenty-two 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 \$220,040 was used to bring awareness to the events held in the Enchanted Mountains of Cattaraugus County.

Advertising

Our advertising budget is being adjusted to use more digital advertising (Facebook, Mobile App) to reflect the changing times. Check us out at www.facebook.com/EnchantedMountains. A mobile app is being developed which can be downloaded to your personal device and will show lodging, restaurants, entertainment and events within Cattaraugus County. We're hoping this will be released in 2014.

Staff Changes

Debra L. Opferbeck retired in January 2013, after many years of successfully promoting Cattaraugus County. While we wish Deb the very best in her retirement, we welcome Jacquie Gardner as the newest member of the Tourism Team. Jacquie has jumped right in and along with the day-to-day work, is handling all social media, assisting with ads and updating brochures. If you haven't met Jacquie, please stop by our office and introduce yourself!

Webmaster Highlights

Jeremy Knab, Web Technician

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

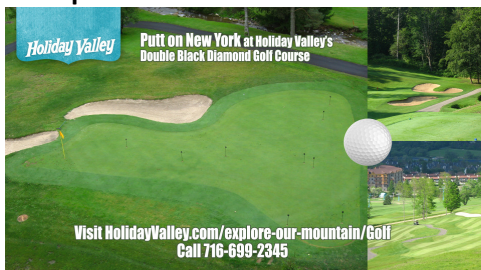
Web Technician Responsibilities

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

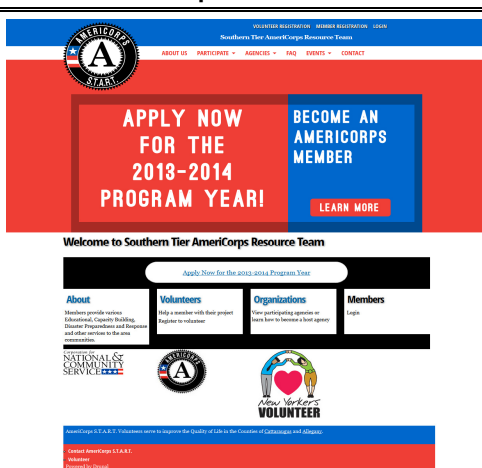
Display System

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

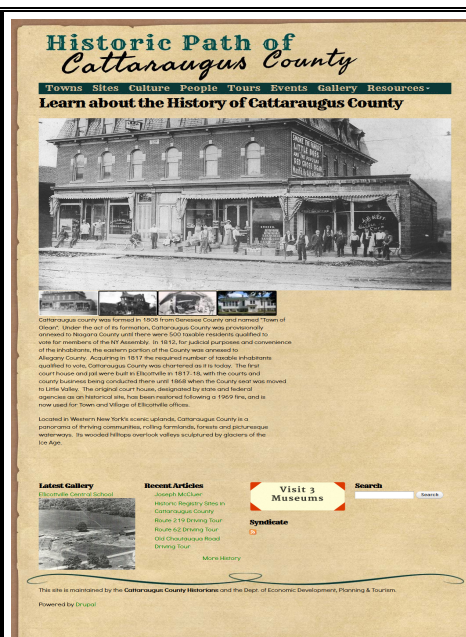


Websites Development



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.

Probation Department Redesigned & New Content

Andrew Klise from the Probation Department was the project lead for getting more probation information online. The Director of the Probation Department, Gerald Zimmerman, had Andrew work with me on the design and an outline of the new content.

Employee Training Workshops

1 Staff member from Probation. 3 Staff members from Youth Bureau. 2 Staff from the Health Department.

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.

Some of our Websites

- www.CattCo.org
- www.EnchantedMountains.com
- www.AmishTrail.com
- www.Horse-Resource.org
- www.ccBizHelp.com (ccBVOC.com will be merged into the BizHelp website)
- www.HistoricPath.com
- www.ccAgHelp.com

Interesting Statistics on CattCo.org

CattCo.org Mobile Usage up 4x

2011 Mobile Visits: 7,860

2012 Mobile Visits: 28,180

2013 Mobile+Tablet Sessions: 47,930+15,266

CattCo.org Pageviews

2011 Pageviews: 593,225

2012 Pageviews: 947,229

2013 Pageviews: 1,209,432

CattCo.org Unique Pageviews

2011 Pageviews: 438,042

2012 Pageviews: 678,731

2013 Pageviews: 896,233

CattCo.org 2013 Top 10 pages

Departments: 70,732 (2012 was 56,499)

Jobs: 51,153 (2012 was 38,909)

Real Property Home Page: 45,185 (2012 was 61,056)

Sheriff's Office: 26,580

Human Resources Jobs: 20,092 (2012 was 19,728)

Sheriff's Office Blotter: 17,479

Government: 11,474

Maps: 10,317

Health: 8,780

May 18, 2013 Property Auction: 8,674 vs [May 19, 2012](#)

[Property Tax Auction](#): 37,509

CattCo.org 2013 Most popular sections (Rounded)

Sheriffs-Office (Launched in September 2012): 108K (24K in 2012)

Jobs: 105K

Departments: 70K (56K in 2012)

Downloads: 53K (41K in 2012)

News: 50K (31K in 2012)

Tag: 48K (52K in 2012)

Human Resources: 46K (57K in 2012)

Real Property & GIS: 45K (73K Pageviews in 2012)

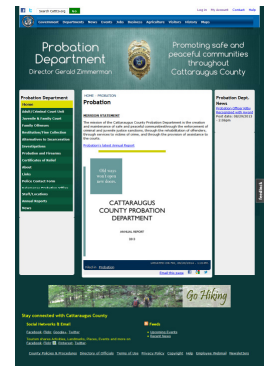
Events: 29K (75K in 2012)

Search: 19K (20K in 2012)

Government: 17K (17K in 2012)

Treasurer's Office: 16K (19K in 2012)

Social Services: 16K (8K in 2012)



Onoville Marina
July 27, 2013
1:00-9:00PM
\$5 a Carload!

ONOFEST

**Fresh Food,
Live Music,
Fireworks,
Fun by the Water**

Enter the **Hidden Gems** of the
Enchanted Mountains Contest for a chance
to **win a \$365 Gift Basket** from
ADJ ASK Design Jewelers!

Rain or Shine! Don't forget to bring a chair,
blanket & umbrella!
More info at www.EMFun.us



Clockwise from Top Left: OnoFest Poster. Cattaraugus County Tourism Booth at Cattaraugus County Fair. Enchanted Mountains Trailer at the Ellicottville Fall Festival. A beautiful summer day at Onoville Marina.

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

Phone: (800) 331-0543
Website: www.cattco.org

Place

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To:

Cattaraugus County Department of
Economic Development, Planning & Tourism
2013 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