

UCIDA

Ulster County Industrial Development Agency

To: Members of the Ulster County Industrial Development Agency

From: Randall Leverette, Evelyn Heinbach

Date: September 10, 2018

Subject: UCIDA Informational Video – Content Development Meeting (8/23/18)

Met with Ellenbogen Media on 8/23/18 to discuss the scope of the UCIDA informational video in greater detail. The following is a summary of the components of the video:

Video Component	Summary
Key messages	<ul style="list-style-type: none">• UCIDA's inducement have a a positive impact on the local community• UCIDA advances business expansion, retention, and growth
Audience	Citizens of Ulster County, local officials, attendees of public hearings, potential UCIDA applicants
Objectives	Video audience should be able to gain insights on the following from the video - "inducement to impact": <ul style="list-style-type: none">• What does the UCIDA do?• What is the benefit of the UCIDA to the community?• What are examples of past projects of the UCIDA?• What are summary metrics / achievements of the UCIDA on past projects? (incentives, community benefit, job creation, infrastructure development)• What is the UCIDA project process from application to approval?• What is the UCIDA's compliance and clawback process for projects?• What are examples for Call for Projects where the UCIDA has reinvested project fees into the community?• What is the difference of the UCIDA inducement vs. 485-b business exemption
Examples of past projects to feature	Kingston Hospital, Water Street Market, UPAC, Woodland Pond, Viking, Selux, Elna, Simulaid, Diamond Mills, Mohonk, Rocking Horse Ranch, Minnewaska Lodge
Examples of call for projects to feature	HV Film Commission, Cornell Creative (ARC), Schrade study, Zumtobel, Workforce investment & training

Next steps:

- Ellenbogen Media to provide a contract for services
- UCIDA staff to provide existing materials related to UCIDA policies and existing marketing materials to Ellenbogen Media
- Ellenbogen Media to create a draft outline in time for the October UCIDA meeting

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