

Bethel Local Development Corporation

2006 Annual Report

The Bethel Local Development Corporation ('BLDC') is a not-for-profit corporation formed to assist the Town of Bethel, NY in promoting economic activity and job creation. The purpose of this report is to inform the Town Board and the public of our accomplishments during the fiscal year ending December 31, 2006.

The BLDC continued to actively seek opportunities to enhance the economy and appearance of the Town of Bethel. A number of ideas, proposals and opportunities to partner were forthcoming from local business people, county government, local civic groups and other interested parties. Such suggestions and comments from the public are always welcome and help to identify new and interesting opportunities.

To December 31, 2006 the BLDC had the following significant accomplishments:

- 1) On January 29, 2006, a Community Visioning Session was held with the residents of Bethel. The purpose of this meeting was to bring the community up to date on progress towards the administration of the NYS Main Street Grant, the plans for putting in sidewalks in Kauneonga Lake and upcoming improvements to the Kauneonga Lake buildings and streetscape. The session was facilitated by the BLDC Manager and Helen Budrock of the Catskill Center for Conservation and Development and provided a forum for Bethel residents to offer ideas for community improvements. BLDC Manager's preparation for visioning session included meeting with Sullivan County Planning Division to develop charrettes of the Kauneonga Lake hamlet for display. See Appendix A.
- 2) On February 17, 2006, an Environmental Compliance Checklist was prepared and submitted to Department of Housing and Community Renewal ('DHCR') for the Kauneonga Lake Main Street ('KLMS') grant. This was followed by a meeting, on February 24, 2006, with Sullivan County Planning Division to discuss preparation of the Administrative Plan for the KLMS grant. Administrative Plan is to be submitted by mid-March 2006.
- 3) The BLDC manager prepared a draft Administration Plan for the KLMS grant. Preparation of this plan is required by the DHCR. The plan was submitted in March 2006.
- 4) On April 6, 2006, the BLDC Manager attended a NYS Parks and Recreation seminar where information was presented about grants available for the acquisition of property for public parks. The seminar was held in Poughkeepsie, NY. Following the guidance obtained at this seminar, preparation of a grant application began for a beach and park in Kauneonga Lake.
- 5) The BLDC partnered with Bethel First in a Sullivan Renaissance Grant application. The proposed 3-year Class C project addressed community planning and beautification of the Kauneonga Corridor. This year's application focused on beautification efforts for the Bethel Seniors Center, new hamlet signs for Kauneonga Lake and White Lake, improvements to the Kauneonga Lake Fire Districts restrooms including creation of a park area and the introduction of a summertime Farmers Market to draw people to the Kauneonga Corridor. The BLDC received \$10,000 from Sullivan Renaissance and \$2,200 in other donations for these projects. Additional amounts of \$5,000 will be received for two more six-month periods, completing the three-year commitment, for a total of \$30,000 received. This project was also supported by a commitment from the Town to hire one summer intern at a maximum cost of \$1,000 and by the Kauneonga Lake Fire District for our use of their Pole barn and restrooms.
- 6) 'Bethel – Then and Now', Published May 2006 – In preparation for the Main Street Day Event sponsored by the Sullivan County Economic Development Association, the BLDC Manager, along with a group of community volunteers and the Town Supervisor, worked to create a brochure-type guide to the town of Bethel. The foldout guide depicted Bethel's history, current activities and its beautiful natural resources. The guide provided ads and contact information for Bethel businesses, a history of

the Town of Bethel, description of community groups and important phone numbers. Bethel – Then and Now was provided to local realtors, hotels, Bethel businesses and the Sullivan County Government Center in Monticello. Copies were made available to residents through the Bethel Town Hall. This guide was the first of its kind for the town and provides a much needed resource to the community. See Appendix B.

- 7) On May 19, 2006, the BLDC sponsored the Town of Bethel booth at the Main Street Event held by Sullivan County Economic Development Association. The booth showcased the beauty and history of Bethel through a video presentation featuring historic pictures of Bethel, current photos of the same scenes and spectacular photos of Bethel's beautiful natural areas. It introduced the new town guide, Bethel – Then and Now, developed for this event and provided information about many Bethel businesses and available properties. The booth won First Prize and the BLDC received a check for \$1,000 and the use of 100 free minutes of airtime on Thunder 102 radio to promote the town.
- 8) The grant application to NYS Parks and Recreation for the beach and park was completed and submitted on May 25, 2006. The application requested \$750,000 towards purchase of one of the last remaining lake lots. At this point, completion of the SEQR documentation is still outstanding.
- 9) Throughout the months of June and July, the BLDC worked with the representative from Thunder 102 radio and developed sixty-second radio ads highlighting the beauty and business opportunities within Bethel. These radio spots aired for nineteen weeks over the Spring and Summer of 2006. See Appendices C.1, C.2, C.3.
- 10) The BLDC Manager created the 2006 Project Completion Binder as required by Sullivan Renaissance and a slide presentation to present to the judges and members of the Sullivan Renaissance Judging Committee. This 40-slide presentation featured the beautification improvements to the Kauneonga Corridor and demonstrated how Sullivan Renaissance funds were leveraged and expended for these projects. Our efforts won a \$1,000 prize for Showing of Flowers at the Bethel Seniors Center.
- 11) A fund raising project was continued and expanded on behalf of the Youth Board to assemble funds for a Pavilion at the Town Park. The Gerry Foundation has offered to match funds raised up to \$75,000. An additional \$13,561.75 was raised in 2006, bringing the fund total to \$14,704.00.
- 12) In October, The BLDC Manager conducted a BLDC meeting with the Kauneonga Lake Corridor Advisory Committee. This committee was formed to discuss and create procedures for evaluating applications under the KLMS grant program. This committee would then have the responsibility to disburse the grant funds to business applicants according to the guidelines. The results of this meeting were sent to all eligible property owners.
- 13) In December, the KLMS Advisory Committee met to allocate KLMS grant funds among the seven applications. The BLDC Manager assembled and prepared the application information, conducted the KLMS Advisory Committee meeting, and conducted a BLDC Board meeting to confirm the allocations and then inform the recipients.
- 14) BLDC meetings were held on March 23, 2006; October ??, 2006 and December ??, 2006.

The town of Bethel continues to experience exponential growth, opportunity and challenge. The rapid development of second home communities, the opening of Bethel Woods, substantial new development in Kauneonga Lake and White Lake, and the need for jobs and housing all present exciting prospects and challenges for the future. The BLDC stands ready to help manage these developments for the benefit of the town and its visitors.

Appendix B
Bethel – Then and Now
May 2006

Appendix C.1

Bethel Radio Ads, Thunder 102.1 Radio

June 2006

The following ad was created to promote the Town of Bethel via Thunder 102.1 Radio spots.

Bountiful Earth, Tranquil Hills and Endless Lakes . . . The town of BETHEL is the jewel of the Catskill Mountains, where shop owners and chefs welcome you to experience Sullivan County hospitality, enjoy live cabaret and jazz . . . fine dining.

And Bethel is an area you might want to consider as home . . . within minutes, there's watersport rentals, fishing holes and maybe a good stockcar race is more your speed. There are places to eat that are fancy or plain . . . right there on the Lake.

And all new for Summer 2006 is their first ever Farmers' Market at Kauneonga Lake Firemen's Pavilion . . . rain or shine . . . they've got you covered . . . every Friday beginning July 7th: from two until six thirty . . . vendors bring fresh fruits, vegetables, organic foods, flowers, plants, baskets, maple syrup . . . baked goods, sauces and salsas . . . turn at the Clock off Route 17B at Kauneonga Lake . .

Bethel welcomes you to the original home of Woodstock . . .

And www.town.bethel.ny.us

Appendix C.2
Bethel Radio Ads, Thunder 102.1 Radio
June 2006

Needs to be typed

Appendix C.3
Bethel Radio Ads, Thunder 102.1 Radio
June 2006

Needs to be typed