



**Robert T. Armistead, Chairman • Mary Ellen Rogulski, Vice Chairman • John Steinberg, Jr., Second Vice Chairman  
Stephen Brescia, Secretary • Henry VanLeeuwen, Assistant Secretary • Robert J. Schreibeis, Sr. • Edward A. Diana  
James R. Petro, Jr, Chief Executive Officer • Laurie Villasuso, Chief Operating Officer •  
Kevin Dowd, Attorney • Joel Kleiman, Chief Financial Officer**

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## **Agenda**

PLEASE TAKE NOTICE, The Orange County Funding Corporation will hold a regularly scheduled meeting on February 11, 2016 immediately following the Orange County Industrial Development Agency meeting at The Accelerator, 4 Crotty Lane, Suite 100, New Windsor, New York, to consider and/or act upon the following:

### Order of Business

- **Roll Call**
- **Approval of the minutes from January 14, 2016 meeting**
- **Financial Reports and/or Requests for Payments**
- **New and Unfinished Business**
- **Resolutions**
- **Such other and further business as may be presented**
- **Public Comments**
- **Adjournment**

Dated: February 4, 2016

Stephen Brescia, Secretary

By: James R. Petro, Jr., Chief Executive Officer

ORANGE COUNTY FUNDING CORPORATION

MINUTES

January 14, 2016

A regular meeting of the Orange County Funding Corporation was convened in public session on January 14, 2016 at 4:57 P.M. at the Orange County Business Accelerator in New Windsor, New York.

The meeting was called to order by the Chairman, Robert Armistead, and upon roll being called, the following were:

PRESENT: Robert Armistead, Stephen Brescia, Robert Schreiber, John Steinberg, Mary Ellen Rogulski, Edward Diana

ABSENT: Henry VanLeeuwen

ALSO PRESENT: James Petro – Executive Director  
Laurie Villasuso – Associate Executive Director  
Kevin Dowd – IDA Attorney  
Russell Gaenzle – Bond Counsel  
Rachel Endress – Harris Beach  
James Walsh – Time Herald Record

Chairman Armistead calls to order the regular meeting of the Orange County Funding Corporation, January 14, 2016 Board consists of six members. There is a quorum.

Roll Call taken.

Review of the prior December 10, 2015 meeting minutes. Motion made by Mr. Steinberg, seconded by Mr. Brescia, to approve the minutes. Motion carries with all in favor.

**Financial Reports and/or Requests for Payment**

Mr. Kleiman reviews the finances for the OCFC, including the balance of the OCFC accounts. There have been no funds received in the month of January 2016, but there are payments to approve in the amount of \$41,651.25. Income is \$488,887 with expenses of \$208,432. Expenses exceed revenues by \$208,455K, although the figure may be changed with year-end revenue and expense accruals.

Motion made by Mr. Steinberg, seconded by Mr. Schreiber, that the Board accept the financial reports and authorize OCFC payments and vouchers for January 2016. Open for discussion. Affirmative votes of all members present resulted in motion carried.

**Such other and further business as may be presented**

Mrs. Villasuso discusses OCFC insurance, Marshall & Sterling. The insurance representative is difficult to work with and often unresponsive in a timely manner to inquiries. Other companies will be researched as an option in the upcoming year.

With no further business, meeting called for adjournment by Chairman Armistead, motion made by Mr. Steinberg, seconded by Mr. Diana, the time being 5:08 p.m.





## PROJECT EXPENDITURE APPLICATION FORM

### ORGANIZATION

Name of Organization: Wilkinson Enterprises, Inc. in partnership with Newburgh Armory Unity Center

DATE: 1/27/16

ProjectTitle: Tri-State Triathlon

Address: 5031 Route 9W

City/Zip Code: Newburgh, NY 12550

Telephone: 845.522.9338 E-mail Address: [neal@orangecountytri.com](mailto:neal@orangecountytri.com)

Name of Contact: Neal J. Wilkinson

Title: CEO

Specific amount requested from OCFC: \$25,000

Have you received any grants or other forms of assistance from the Orange County Funding Corporation in the past?  Yes \_\_\_ No Dates and amounts \$25,000 in 2012, \$25,000 in 2013, \$25,000 in 2015.

Have you received any other assistance from other agencies or organizations? \_\_\_ Yes  No  
If yes, please indicate from whom and the type or amount. We receive capitol from sponsors (businesses) who then enjoy benefits of sponsorship at our races, such as year round advertising and other benefits.

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(Please remember that your request will receive the same consideration whether or not you have had previous requests in the past with the Orange County Funding Corporation.)

## ORGANIZATION BACKGROUND

(Include a brief history of your organization.)

Wilkinson Enterprises Inc. (WE, Inc.) was formed in 2010 to organize what became the first ever Olympic Distance Triathlon in Orange County. The Orange County Triathlon (OCTri), now in its 6<sup>th</sup> year, is one of the most positive and celebrated sporting events in Newburgh and Orange County. WE, Inc. has partnered with the Newburgh Armory Unity Center in the City of Newburgh to collaborate and bring additional opportunities to inner city youth and adults who share the love of athleticism and sports.

In 2015 Wilkinson Enterprises Inc., organized the first ever Sprint Distance Triathlon in Orange County held in the beautiful city of Port Jervis. The event utilized the Delaware River, Hawks Nest, and the historic city streets of Port Jervis to deliver a challenging and exciting event. The city enjoyed the success of this event and the Mayor urged the race director to organize the triathlon as an annual event for the city of Port Jervis.

WE, Inc. owns and operates three major sporting events in Orange County and has plans to bring more events such as a half-marathon, professional golf, tennis, and concerts to the area to build on the list of Orange County attractions. These events include, The Orange County Triathlon, The Tri-State Triathlon, and the Cornwall Run for Cancer 5K, 10K. WE, Inc. also owned and operated the St. Luke's Cornwall Hospital Double Dash (5K, 10K relay race) in 2011. The Orange County Triathlon has quickly gained the reputation of one of the top Olympic Distance triathlons on the east coast in safety and organization. The Tri-State Triathlon although in its 2<sup>nd</sup> year has gained the respect of a first class event for the western part of Orange County. In past years, these two events have brought thousands of athletes, their families and friends, into Orange County from across the country.

Wilkinson Enterprises, Inc. (WE, Inc.) is based in Newburgh and owned by Neal J. Wilkinson. The mission of Wilkinson Enterprises Inc. has been to bring large scale sporting events to Orange County to increase tourism and economic development to the Hudson Valley, including Orange County, by attracting and supporting athletes on a national level. We have successfully attracted athletes from 15 states including Los Angeles, Florida, Arizona, North Carolina, Texas, Missouri, New Jersey, Connecticut, Massachusetts and Pennsylvania. These athletes have brought an average of six friends and family members to cheer them on and celebrate the event. These visitors stayed at our host hotel, ate at our local restaurants, used our Livery organizations along the Delaware River, and shopped at our retail stores, and contributed to our rental car service and airport volume.

WE, Inc. has been successful in bringing thousands of people to our events with the potential to create world class events right here in Orange County, creating millions of dollars in direct spending to our local businesses.

As a United States of America Triathlon (USAT) sanctioned events, The OCTri and Tri-State Tri are able to join the ranks of other world class events located in large metropolitan cities such as those held in New York City, Dallas, Los Angeles, Miami, Chicago, and others. These events all bring an average of 10 million dollars to their host city annually.

WE, Inc. offers local coaching to residents of Orange County to strengthen public awareness of a healthy lifestyle for the entire family in the form of practice bike rides, practice swim and run events held in Newburgh and Port Jervis which also generate income for the cities. WE, Inc. has also launched a school wide

obesity campaign to help students of local schools become healthier eaters while having fun with sneaker pin-ups in the halls of their schools.

WE, Inc. offers local businesses the opportunity to advertise on their website which generates 12,000 hits per month on average. WE, Inc. also promotes attractions in Orange County and the Hudson Valley to all free of charge by providing links on our website to other resources and points of interest to tourists and visitors.

#### DESCRIPTION OF PROJECT

(Please indicate the amount of the project, capital investment, job creation and economic benefit to Orange County and its residents. Please provide a concise description of the need or problem to be addressed. Include the overall goals and purposes of your organization or specific department concerned, the specific purpose of the funds, and how the objective will be accomplished. Moreover, what is unique about your program? Include photos, drafts, charts, drawings, supporting documentation and any phasing, if more than one. Indicate what years funding represents and a breakdown. Please attach additional pages if more space is needed.)

WE, Inc. is seeking to increase tourism and expand its ability to attract more vendors, sponsors and athletes to Orange County and the region, to support the OCTri, Tri-State Tri, and other planned events. In past years, the event was costly in both time and money, but the positive press and outcomes were worth the large investment. In the past, no financial profit to WE, Inc. was gained but it is realized that often these types of events take time to gain momentum and profit. An initial investment was planned and expected, however we must review and examine alternatives or even downsizing if sponsorship and registrations do not increase. Overhead expenses are high and in past years sponsorship and registrations have quickly been spent on needed equipment and services related to the successful operation of the race.

These events take a great deal of planning and preparation. From capturing sponsors, registering athletes, preparing the course, setting up the entire waterfront area for both events at least 48 to 72 hours prior to the event (and several more hours after for clean up), to paying municipal police departments, equipment rentals, timekeeper fees and on and on, the event is multifaceted and rigorous. We have recruited many wonderful and dedicated volunteers, whom we absolutely could not operate without. Some volunteers are at the event before sunrise from 4:30 a.m. to prepare for early registration of athletes. In addition, countless kayakers, swim, bike and run captains, all volunteering their time, to see to it that everything runs smoothly. We used the previous IDA award on needed equipment such as communication devices, safety equipment such as swim lane buoys, safety fencing, finishing arch, a PA system, a stage and other safety needs. We also purchased a safety water vessel for a variety of purposes but the most important being rescuing and/or assisting swimmers.

This year we added a Sprint distance event along the beautiful Delaware River in Port Jervis to create a large and much needed attraction for the western part of Orange County. This Sprint distance attracted athletes from three states and several counties. Our hard work paid off and we realized good registration numbers and catered to a large age range and population and even allowed several young triathlete prodigies to participate. This and other factors contributed to new momentum for the event, but still hasn't been enough to purchase some important water safety equipment. Due to 50% more swimmers in the water, we are still in need of personal watercrafts to transport lifeguards and greatly need additional swim lane markers. Combined these vessels will alleviate the need to purchase expensive rental equipment.

This is an impossible task to accomplish without financial assistance. We simply haven't earned enough capitol yet, with the event still in its early stages.

Marketing and promotional materials would also be beneficial. Participation in expos and other community events would be helpful in promoting our races.

The triathlon industry is responsible for over 40 million in spending with 78% of this spending occurring outside the athlete's home state, making it the largest attraction for a multi-sport event. In past years, WE, Inc. brought 8,000 people to Orange County to compete in our events which has contributed to the economic development of Orange County and enhanced the area through revenue generated by tourism from athletes and families coming from all over the country. These participants along with local racers are counting on us to keep this event moving forward and increase in size.

WE, Inc. continues to work very hard with local officials and at least five police agencies in Newburgh and Port Jervis, to bring world class competitive events to Orange County to help stimulate growth and economic development.

Last year, my 9 year old son and his friends painted all the safety signs for the roads. The community spirit that puts on this event is extraordinary. The OCTri, Tri-State Tri and other events such as this, will continue to bring out the best in our neighbors and positively impact our county.

#### BUDGET

Specific amount requested from the Orange County Funding Corporation: \$25,000 for the 2016 season.

(Please include an itemized budget for this project and total program, your current sources of income and expenses, a balance sheet for the past year and contributions from other institutions or organizations, if any.)

Budget overview is available upon request. There are no other contributors from other institutions or organizations, except sponsors who receive advertising and other benefits and which can be seen in the profit and loss budget.

Our original request in 2012 was for \$100,000. The IDA awarded WE, Inc. \$75,000 for three years with encouragement to reapply for the remainder of the \$25,000 in 2016. At this time, we are respectfully requesting this assistance to fulfill our original four year plan.

Please note, our partnership with the Newburgh Armory Unity Center enables both organizations access to this equipment and share resources.

## TARGET POPULATIONS AND PERFORMANCE SITE(S)

(This project must show its benefits to all of Orange County and the residents or describe the unique benefit to a specific segment of Orange County that may not happen if the OCFC were to reject this Project Expenditure.)

The OCTri and Tri-State Triathlon are destination events bringing many people into Orange County for an extended stay. The more people and business WE, Inc. brings into the county, the more we can sustain our employment levels.

The local economic impact results from full and part time jobs, and revenue from local vendors who participate in these events and provide services to the industry including local restaurants, auto dealerships, colleges, hospitals, hotels, rental car companies, Livery companies, financial companies, and local businesses that all benefit from advertising and promoting.

### Economic Effects -- Positive

#### Project summary and updates:

The Tri-State Triathlon, now in its 2<sup>nd</sup> year has successfully increased trade and recreational opportunities for the residents of Port Jervis and surrounding areas of Orange County. Furthermore, it has increased tourism in the city by attracting out-of-state competitors and their families and friends, thereby boosting economic development in the City of Port Jervis. These visitors used many livery companies the day of the event to take part in paddling-based recreation and enjoyed the health benefits of the beautiful public parks in the area. Small local diners and restaurants were also stimulated through a higher percentage of visitors eating at these facilities.

#### Outcomes:

Several livery companies located in and around the city of Port Jervis were able to enjoy the benefits of increased sales for paddling-based recreation on the day of the event. Public parks also experienced an increase in tourism during the day of the event. Local eateries benefited from increased sales during race weekend and are offering discount coupons and advanced reservations for the 2016 race weekend. Many members of the event spoke of the beauty of Port Jervis and took advantage of the shops and attractions in the Port Jervis area.

The OCTri and Tri-State Triathlons bring thousands of people into Orange County from all over the country, many as tourists and family members of athletes competing in the event. Tourism creates jobs, both through direct employment within the tourism industry and indirectly in sectors such as retail and transportation. When these people spend their wages on goods and services, it leads to what is known as the "multiplier effect," creating more jobs. The tourism industry also provides opportunities for small-scale businesses which is especially important in our communities. Furthermore, it generates extra tax revenues, such as airport and hotel taxes, which can be used for schools, housing and hospitals.

According to officials from the Orange County Department of Tourism, with a healthy advertising budget, WE, Inc. could potentially bring an estimated 14,000 triathletes, family members and friends into Orange County with an estimated \$2,000,000 in revenue to the county. This will enhance economic development in the Newburgh area and Orange County overall, which will facilitate revenue and growth in the area. These events will further enable WE, Inc. to produce more events and significantly increase tourism, showcasing our



beautiful Hudson Valley. WE, Inc. also has plans to continue to utilize our partnership with the Newburgh Armory Unity Center in the City of Newburgh. Here we will arrange and host lacrosse and soccer tournaments, as currently host all logistics meetings for all planning stages of these events.

#### Social Effects -- Positive

The improvements to infrastructure and new leisure amenities that result from tourism also benefit the local community. Tourism encourages the preservation of traditional customs like sporting events and festivals that might otherwise have been allowed to decrease in strength. These events also create civic pride and as mentioned earlier in this proposal, many volunteers and community members have already played active roles in its success and have embraced the event. The OCTri and Tri-State Tri have put Newburgh and Port Jervis in the news for a positive event which has been another wonderful outcome. These triathlon events can also help raise global awareness of issues such as promoting a greener earth by bike riding and also address the obesity issue by partnering with local schools.

WE, Inc. promotes Orange County and all its businesses in the surrounding Hudson Valley area through national ads in sports magazines such as: Triathlete magazine, LAVA, Runners World, and USA Triathlon, which have a combined subscriber rate of 972,836. WE, Inc. also does promotional advertising through international events such as: Ironman in Arizona, Kona, New York, and Utah. This attracts athletes and sponsors on a national level. Thousands of athletes are reached through email blasts on Active.com, and use of social networking tools including Facebook, Instagram, Blogger and Google. The Triathlon websites are updated daily and user friendly. The website also includes free links including a guide to the Hudson Valley and Orange County attractions. The OCTri and Tri-State Tri are unique to the area because they are the first multi-sport events offered exclusively in Orange County and the only one of its kind in the Hudson Valley.

The benefits of this event to Orange County are limitless and include:

- Benefits to the county through a campaign to have healthier schools, and get students of all ages to participate in volunteering and other aspects of the race. Students of all ages attend the race and get involved in many ways.
- Through triathlon training we have the opportunity to introduce swimming to inner city population to get kids of all ages involved and interested.
- Consider offering businesses of Orange County an opportunity to showcase their goods and services at a finish festival vendor fair. This is something that many businesses have shown interest in and want to be associated with considering it is an event that promotes health and wellness in the county.
- This event is well known to the media and business owners in the county, they rely on it for advertising purposes and branding of their products.
- This will attract many people from all over the Tri-State Delaware Valley and Hudson Valley and surrounding states to see the beauty we have in the Hudson Valley as well as shopping and lifestyle experiences here.
- We have many people here in Orange County that are very involved in volunteering and community support, sponsoring and participating in this event.

**Tourism information:**

- Historically, we have estimated that each athlete/competitor brings an average of 2-4 family and friends to the race.
- Number of participants = 90
- Local participants = 30
- Out of town participants = 60
- Local Spectators = est 150
- Out of town spectators = est 200

## Projected estimates for 2016

- Number of participants = 300
- Local participants = 100
- Out of town participants = 200
- Local Spectators = 150
- Out of town spectators = 300

**Contractors and service providers:**

- Port Jervis City Police Department
- Port Jervis City Fire Department
- Port Jervis EMS
- Swim Safety Director
- Run Safety Director
- Bike Safety Director
- 5 Lifeguards (open water certified)
- Volunteer Organizer
- Sponsorship Coordinator
- Event Timer
- Finish Festival Coordinator
- Media Specialist
- Event Spokesperson

## **Volunteers:**

- **Swim** 10 volunteers + 5 certified open water lifeguards
- **Bike** 15 including hydration station and on course safety staff; also includes transition and bike course volunteers
- **Run** 20 including hydration station and on course safety people
- **Registration** volunteers 5
- **Finish festival** volunteers 10

## **Projected and expected outcomes for 2016:**

- Jobs opportunities created
- **Sprint** is a shorter distance race for those who are interested in triathlon but not ready for an Olympic
- Soliciting radio stations, businesses, educators, health clubs and others to create teams to compete for a fun filled, healthy event.
- Charities welcome

## **Plans for future events:**

We are planning an event for 2017 for the city of Port Jervis. We will offer a swimming relay event in the Delaware River. Plans are in the development stage and the event is scheduled to be advertised in the spring of 2017.

This swimming event will be the first of its kind to utilize the Delaware River and plans will be complete this fall.

Expected number of participants is already over the 500 mark.

This event will be larger in scope simply because it is a single event that attracts more of the single sport athlete. We have already received staggering positive support by survey results of athletes from the tri-state area.

We are also planning a new Delaware River Swim, called the **Delaware River Swim Relay**. This will be an exciting event with large following and turnout.

## **Safety Support needed from the IDA:**

The Tri-State Triathlon and other planned events would greatly benefit from the purchase of personal water craft vehicles. These would positively impact the 2016 practice swim events for both triathlon both the Sprint and Relay events. The cost of renting these safety craft are out of our reach and the need is increasing with each swim event and safety concern that approaches. We will rely on these water craft to be the work horses of the set up and tear down of the event, to allow lifeguards faster response time to swimmers and offer easy access to fix and view swim lane set up. Future events such as the river swim, and the set up and tear down of all event materials would need the use of water crafts. We also offer 10 practice swims to all of our athletes, and need to prepare the waters with markers and buoys. This equipment is an important part of our safety equipment desperately needed for the event.

Thank you IDA for all the positive support.

## EVALUATION

(How will you determine the impact of this project if funded? [For example, a survey, appraisal of physical improvements or attendance figures.] Please be specific.)

WE, Inc. keeps track of every athlete, vendor, and/or sponsor that we come in contact with for demographic information and repeat business. This allows us to keep informed and record the amount of funds spent in the Orange County area and region. This ranges from constant email and telephone contact with athletes, vendors and other important resources.

Attendance figures are key to our analysis of success and helps to determine what type of an impact the project has had. In addition, social media has played a great role in measuring the success of an event, and we have an open forum for postings and sharing of ideas. Instituting a survey is also an idea under consideration which could collect accurate information from athletes and vendors which will measure and collect overall satisfaction impressions, numbers for overall budget creation, money spent locally, extended stay at hotels and rental cars, Livery Companies along with restaurant impact in the area, and related data.

### PLEASE RETURN THIS APPLICATION TO:

Orange County Funding Corporation  
Orange County Business Accelerator  
4 Crotty Lane, Suite 100  
New Windsor, NY 12553

NEW YORK, ORANGE COUNTY NY

# Inaugural Tri-state Triathlon in Port Jervis Finishes a Winner

From prep to finish, the race was smooth with good weather throughout

By [Holly Kellum, Epoch Times](#) | August 16, 2015  
Last Updated: August 19, 2015 7:11 pm



Steven Cercy bikes up a steep hill in the Hawk's Nest portion of Route 97 outside Port Jervis, N.Y. for the inaugural Tri-State Triathlon on Aug. 16, 2015. (Holly Kellum/Epoch Times)

**PORT JERVIS**—There were clear skies, sun, and not too much heat for the inaugural Tri-State Triathlon in Port Jervis on Sunday.

The turnout was good for the first year, said co-organizer Neal Wilkinson, with 72 people racing individually and three relay teams.

“We like the numbers right now, they’re good for an inaugural event,” he said a few days before the race when he estimated about 60 people would be racing. “They’re very manageable for a first year.”

The race started out with a 600 meter swim in the Delaware from West End Beach, then a 16K bike ride through town, going down route 97 till the end of Hawks Nest and returning to West End Beach where racers transitioned to a 5K run through the heart of Port Jervis.

“It’s short,” said Steven Cercy, 51, a Manhattan resident who has been doing triathlons since 2009 and had already done four this summer.

He heard about the race online while looking for triathlons, and was familiar with and liked the area around Port Jervis.

“For me it’s about the course and having a nice course,” he said “The swim was nice, the bike course was beautiful.”

It was the right length for Sam Rodriguez, 24, from Manhattan who was doing a triathlon for the first time just to see if he could.

“It was hard. I should have trained a lot more for the swim,” he said, adding he chose the race because it had the shortest swim distance of any triathlon he could find.

# **For the Port Jervis pride and spirit—I think we accomplished that today**

— *Neal Wilkinson, co-organizer of triathlon*

Some racers said the current was a bit tricky and faster than they expected. Others said the rocky bottom made it difficult to get out.

All in all, most people were pleased with the coordination, weather, and length of the race, and most said they would do it again.

Wilkinson, who organized the event with the help of the Port Jervis Recreation Department Director, John Faggione, said he is already thinking about growing it for next year.

“We’d love to have 300 people next year,” he said. “We got the organization and the safety down. If you run it with 10 people or 300 people, it’s the same thing.”

## **Top Three**

Everyone got a medal for finishing, but the top three in the men’s and women’s division were recognized at the end with another medal.

Missy Denman, 32, from Wallkill placed first overall in the women’s division. She is an avid runner but had stopped doing triathlons for several years prior to this one. When asked if she imagined she would finish first, she said she didn’t think so.

Michael Bassett, 51, from Rock Hill, N.Y., was first in the men’s division. This was his fourth triathlon this summer and he said it was the best-organized event yet. His wife, Elizabeth Bassett, who placed second in the women’s division said they just came out to support the director, a colleague of Michael’s, and were excited to have a race so close to home.

“We appreciate the town supporting us crazy athletes,” she said, referring to Port Jervis.

Wilkinson said before the race that the inspiration was to make it a community event that introduced outsiders to the city, and he thinks it did just that.

“For the Port Jervis pride and spirit—I think we accomplished that today,” he said at the award ceremony.