

# ORANGE COUNTY FUNDING CORPORATION

Orange County Business Accelerator  
4 Crotty Lane, Suite 100  
New Windsor, NY 12553  
Phone: 845-234-4192 Fax: 845-220-2228

Robert T. Armistead, Chairman  
Mary Ellen Rogulski, Vice Chairman  
Russell O. Vernon, Second Vice Chairman  
Stephen Brescia, Secretary  
John Steinberg, Jr., Assistant Secretary  
Henry VanLeeuwen  
Robert J. Schreibeis, Sr.

James R. Petro, Jr, Executive Director  
Laurie Villasuso, Associate Executive Director  
Joel Kleiman, Chief Financial Officer  
Kevin Dowd, Attorney

## Agenda

PLEASE TAKE NOTICE, The Orange County Funding Corporation will hold a regularly scheduled meeting on March 27, 2014 immediately following the Orange County Industrial Development Agency meeting in the Newburgh Armory Unity Center, 321 South William St, Newburgh, New York, to consider and/or act upon the following:

### Order of Business

- **Roll Call**
- **Approval of the minutes from January 15, 2014 meeting**
- **Financial Reports and/or Requests for Payments**
- **New and Unfinished Business**
  - Discussions
    - National Purple Heart Hall of Honor
    - River of Opportunities/TSEC
- **Resolutions**
  - Kikkerfrosch – Inducement Resolution
- **Such other and further business as may be presented**
- **Public Comments**
- **Adjournment**

Dated: March 17, 2014

Stephen Brescia, Secretary

By: James R. Petro, Jr., Executive Director

ORANGE COUNTY FUNDING CORPORATION  
MINUTES

January 15, 2014

A regular meeting of the Orange County Funding Corporation was convened in public session on January 15, 2014 at 6:05 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, Mary Ellen Rogulski, John Steinberg, Stephen Brescia, Robert Schreibeis

ABSENT: Russell Vernon, Henry VanLeeuwen

ALSO PRESENT: Kevin Dowd – Attorney  
James R. Petro, Jr. – Executive Director  
Laurie Villasuso – Associate Executive Director

Chairman Armistead calls the meeting for the Orange County Funding Corporation, January 15, 2014. Board consists of five members. There is a quorum.

Review of the prior November 20, 2013 meeting minutes. Motion made by Brescia, seconded by Schreibeis to approve the minutes as presented. Motion carries with all in favor.

Roll Call taken.

**Post-Issuance Compliance Procedures Resolution**

Mr. Gaenzle explains that Best Practices call for the corporation, as an issuer of tax-exempt bonds, to adopt Post-Issuance Compliance Procedure. Basically, all of the obligations of the issuer are passed on to the borrower for reporting requirements. He notes that he has reviewed them, along with Mr. Dowd.

Mr. Gaenzle reads aloud the Post-Issuance Compliance Procedures resolution. Motion made by Rogulski, seconded by Brescia. Open for discussion. Affirmative votes of all members present resulted in motion carried.

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

Motion made by Brescia, seconded by Schreibeis, to authorize the reports, payments and vouchers for January 2014. Open for discussion. Motion carries with all in favor.

**Middletown Community Health Center, Inc.**

Mr. Brescia advises that the project will come before the Board next month, as their application must be amended.

**Resolution to Appoint CEO of Orange County Funding Corporation**

Mr. Dowd reads aloud the resolution to appoint James R. Petro, Jr. as CEO of the Orange County Funding Corporation. Motion made by Brescia, seconded by Schreibeis. Open for discussion. Affirmative votes of all members present resulted in motion carried.

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

Mr. Dowd advises that the CNW project is still in process, but will be finalized later in the year.

With no further business, meeting called for adjournment by Chairman Armistead, motion made by Schreibeis, seconded by Brescia, the time being 6:08 p.m.

Orange County Funding Corporation  
Income and Expense Summary  
January 2014

	Jan 14	Budget	\$ Over Budget
<b>Income</b>			
Closing Fees	\$ -	\$ 100,000	\$ (100,000)
Interest Earnings	\$ 166.16	\$ 125	\$ 41
Millennium Pipeline Co. LLC	\$ -	\$ 108,000	\$ (108,000)
<b>Total Income</b>	<b>\$ 166.16</b>	<b>\$ 208,125</b>	<b>\$ (207,959)</b>
<b>Expense</b>			
Administrative Expense	\$ -	\$ 5,000	\$ (5,000)
Auditor	\$ -	\$ 4,000	\$ (4,000)
<b>Legal</b>			
Loan Program	\$ -	\$ 170,000	\$ (170,000)
Loan Program Administration	\$ -	\$ 60,000	\$ (60,000)
Legal - Other	\$ 499.50	\$ 60,000	\$ (59,501)
<b>Total Legal</b>	<b>\$ 499.50</b>	<b>\$ 290,000</b>	<b>\$ (289,501)</b>
Office Supplies & Expenses	\$ -	\$ 2,500	\$ (2,500)
<b>Total Expense</b>	<b>\$ 499.50</b>	<b>\$ 301,500</b>	<b>\$ (301,001)</b>
<b>Income Over/(Under) Expense</b>	<b>\$ (333.34)</b>	<b>\$ (93,375)</b>	<b>\$ 93,042</b>

Orange County Funding Corporation  
Income and Expense Summary  
February 2014

	Feb 14	Jan - Feb 14	Budget	\$ Over Budget
<b>Income</b>				
Closing Fees	\$ -	\$ -	\$ 100,000	\$ (100,000)
Interest Earnings	\$ 150.13	\$ 316	\$ 125	\$ 191
Millennium Pipeline Co. LLC	\$ -	\$ -	\$ 108,000	\$ (108,000)
Recovered Funds	\$ 522.59	\$ 523	\$ -	\$ 523
<b>Total Income</b>	<b>\$ 672.72</b>	<b>\$ 839</b>	<b>\$ 208,125</b>	<b>\$ (207,286)</b>
<b>Expense</b>				
Administrative Expense	\$ -	\$ -	\$ 5,000	\$ (5,000)
Auditor	\$ -	\$ (4,250)	\$ 4,000	\$ (8,250)
Insurance Expense	\$ -	\$ 10,112	\$ -	\$ 10,112
Legal				
Loan Program	\$ -	\$ -	\$ 170,000	\$ (170,000)
Loan Program Administration	\$ -	\$ -	\$ 60,000	\$ (60,000)
Legal - Other	\$ -	\$ 37	\$ 60,000	\$ (59,963)
<b>Total Legal</b>	<b>\$ -</b>	<b>\$ 37</b>	<b>\$ 290,000</b>	<b>\$ (289,963)</b>
Office Supplies & Expenses	\$ -	\$ -	\$ 2,500	\$ (2,500)
<b>Total Expense</b>	<b>\$ -</b>	<b>\$ 5,899</b>	<b>\$ 301,500</b>	<b>\$ (295,601)</b>
<b>Income Over/(Under) Expense</b>	<b>\$ 672.72</b>	<b>\$ (5,060)</b>	<b>\$ (93,375)</b>	<b>\$ 88,315</b>



**ORANGE COUNTY  
INDUSTRIAL DEVELOPMENT AGENCY**

Orange County Business Accelerator  
4 Crotty Lane, Suite 100  
New Windsor, NY 12553  
Phone: 845-234-4192 Fax: 845-220-2228

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Joel Kleiman, Chief Financial Officer  
Kevin Dowd, Attorney  
Laurie Villasuso, Administrative Assistant

**PROJECT EXPENDITURE APPLICATION FORM**

**ORGANIZATION**

Name of Organization: Purple Heart Hall of Honor, Inc. DATE: 11-13-2013

Project Title: PHASE 1 ENHANCEMENT & ENLARGEMENT

Address: 330 MEADOW AVE

City/Zip Code: NEWBURGH, N.Y. 12550

Telephone: 845-562-0159 E-mail Address: andy@thepurpleheartinc.com

Name of Contact: ANDREW KOMONCHAK

Title: EXECUTIVE DIRECTOR

Specific amount requested from Orange County IDA: \$ 500,000.00

Have you received any Project Expenditures or other forms of assistance from the Orange County Industrial Development Agency in the past?  Yes  No Dates and amounts

2010 - \$9,000, 2012 \$14,000

Have you received any other assistance from other agencies or organizations?  Yes  No

If yes, please indicate from whom and the type or amount.

DYSON FOUNDATION \$250,000, McCANN FOUNDATION \$250,000, KAPLAN FOUNDATION \$500,000, GERRY FOUNDATION \$250,000 PENDING

(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 IDA.)

\$50,000 KIRCHHOFF  
\$25,000 ADVANCE TESTING  
\$250,000 NYS CFA GRANT

## **ORGANIZATION BACKGROUND**

(Include a brief history of your organization.)

## **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.)

## **BUDGET**

Specific amount requested from the Orange County Industrial Development Agency: \$ 500,000.  
(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.)

## **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 Orange County IDA were to reject this Project Expenditure.)

## **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.)

## **PLEASE RETURN THIS APPLICATION TO:**

Orange County Industrial Development Agency  
Orange County Business Accelerator  
4 Crotty Lane, Suite 100  
New Windsor, NY 12553

**Organization Background:**

Purple Heart Hall of Honor, Inc. is the non-profit organization formed to advise, support, and assist the National Purple Heart Hall of Honor in its mission to collect, preserve, and share the stories of Purple Heart recipients. The organization's team of officers and directors are dedicated to ensuring the Hall of Honor provides memorable experiences to its visitors and continues to educate Americans on the history and significance of the Purple Heart for generations to come.

**Description of Project:**

Purple Heart Hall of Honor, Inc., is committed to an Enhancement and Expansion Capital Funding Campaign that will address the needs outlined below. The organization has proposed a phased project delivery, beginning with a complete interior redesign, numerous exterior improvements, and technological enhancements that will allow the Hall to be more closely aligned with its mission. Development in these areas will allow the Hall to be the commemorative figure, educational tool, and conduit to healing that it has always strived to be.

The current state of the National Purple Heart Hall of Honor is lacking in a number of critical areas of importance, including the overall experience of the visitors of the Hall, as well as logistical and operational aspects. Though it was only opened in 2006, no input was sought from military museum experts or military consultants, which resulted in a deficient final design.

The most important need that must be addressed is the unequal representation of the five branches of the United States Military. Currently, the Hall places heavy emphasis on ground combat, primarily focused on the Army, and with minimal Marine representation. The remaining branches, Air Force, Navy, and Coast Guard, are severely underserved with almost no representation at all. The Purple Heart is a military decoration awarded to all branches and it is entirely unacceptable to not recognize and provide an equal commemorative and healing experience to those who have served in any branch. It has been acknowledged that visitors of the Hall become captivated in the experience of being surrounded by their comrades. Those in the underrepresented branches who are not provided the same ambiance and visual triggers to evoke memories of their experiences cannot attain this same experience.

**Budget:**

The Phase 1 Budget is \$3 Million. In order to address the issues outlined herein, the Purple Heart Hall of Honor, Inc. respectfully requests the sum of \$500,000.00 to assist in executing Phase 1 of the proposed project. This disbursement will be used to ensure recipients of the Purple Heart from every branch of the military are equally represented and the Hall can continue the difficult but important undertaking of educating the public and healing those who have given so much.

We have contracted with three of the premier organizations in the military museum world and begun the Schematic Design phase of the project.

**Target Population and Performance Site:**

The target population is basically every citizen of our country. We have received visitors from every state in the Union. As the **National Purple Heart Hall of Honor** we are the



repository of the records and stories of every Purple Heart recipient from every state and territory of the United States. We are also a research and study source for students from Elementary School through College. The "Never Forget" component of our mission is driving an effort to educate our school children to the Purple Heart and the sacrifices made by those individuals. This needs to be greatly expanded and we believe that we should be a part of the curriculum. We currently have some educators who visit us on a yearly basis but again that needs to be greatly expanded through an awareness campaign and possibly volunteer veterans who would act as docents.

**Evaluation:**

We are currently tracking visits and will continue to do so. Partnering with school districts to expand awareness and educational opportunities would also be a track-able process. The improvements to the overall experience of a visitation for veterans and their families should also contribute to a word-of-mouth campaign that will increase tourism. I personally have met with people who have traveled from the west coast just to visit the Hall of Honor. Partnering with USMA would also be a way to increase visitation.

We have contracted with three of the best organizations in the military museum world and begun the Schematic Design phase of the project.

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**PRODUCT EXPENDITURE APPLICATION FORM**

**ORGANIZATION**

Name of Organization: The Solar Energy Consortium/The center for Global Advanced Manufacturing DATE: 3/05/2014

Project Title: "A River of Opportunities" Jobs Program, Newburgh, NY

Address: 434 Old Neighborhood Rd.

City/Zip Code: Kingston, NY, 12401

Telephone: (845) 336-5354 E-mail Address: carl.tsec@gmail.com

Name of Contact: Carl E. Meyer & Peter Malone

Title: President/CEO & Project Director

Specific amount requested from Orange County Funding Corporation :  
\$ \$50,005.00

Have you received any grants or other forms of assistance from the Orange County Funding Corporation in the past? Yes  No Dates and amounts \_\_\_\_\_

Have you received any other assistance from other agencies or organizations?  Yes  No  
If yes, please indicate from whom and the type or amount. \_\_\_\_\_

CGAM, in partnership with the City of Newburgh, Orange County, SUNY Orange, and Gateways for Entrepreneurial Tomorrows has been working under a two year Jobs Innovation Accelerator Challenge (JIAC) Grant (#01-79-14136) with funding provided by a triumvirate of federal agencies, namely the EDA, ETA and SBA. The goal of this 2.4 million dollar grant is to improve the livelihood of city residents by providing access to quality jobs and training, in effect creating economic opportunities and connecting unemployed or underemployed people to them. Specifically, the objective of this multi-stakeholder grant is two-fold: 1) to repurpose vacant manufacturing space in or proximate to the city by marketing these facilities to firms looking to expand or relocate, thus creating jobs while at the same time removing municipal barriers to their re-use and 2) to provide training in both soft and craft skills to prepare city residents for what is in many cases their first job. The training, coupled with the new jobs, creates capacity in young adults and families, which in turn helps to build community and to point residents towards a path leading to economic recovery. Funding from this grant will be exhausted within the next few months. Specifically, funds to support the "A River of Opportunities" marketing program have already been used up. This marketing program is fully underway and it is just starting to show positive results. It is the intention of this application to secure additional funds from the Orange County Funding Corp. to continue the "A River of Opportunities" marketing program through the end of 2014. \_\_\_\_\_

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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 OCFC.)

## **ORGANIZATION BACKGROUND**

(Include a brief history of your organization.)

CGAM, which grew out of a successful TSEC business model, is a 501©(3) partnership of industry and academia headquartered in Kingston NY, with a satellite office at MSMC. CGAM is an industry-led public/private partnership dedicated to providing technical/business programs and support services to small and medium-sized manufacturers in the Hudson and Mohawk Valley regions of NYS, with a primary goal of **job creation**. CGAM seeks to accelerate the growth of small/medium manufacturers in the region by 1) providing access to state-of-the-art laboratory equipment (including that to be located at the Newburgh Armory), 2) providing technology commercialization assistance (through retired business executive volunteers) and 3) connecting these small/medium businesses with other suppliers and markets to enable them to expand their supply chains. CGAM is an all-volunteer organization at this point and as such relies on private and public funding to accomplish its objectives.

## **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.)

As stated above, the primary objective of the JIAC grant is to create 200 new jobs by repurposing vacant manufacturing space in and proximate to the City of Newburgh and attracting new manufacturers to relocate to the city, thus creating jobs for city residents. The secondary objective is to provide training for city residents to make them “job-ready”. Clearly, Newburgh is a former manufacturing city all but bypassed by the recent strengthening of the regional economy. Its high crime and unemployment rates attest to the damage wrought by economic decline. Its population, heavily minority-based, continues to struggle to remain competitive in a dynamic marketplace. The JIAC grant has enabled CGAM to invest over \$2.4 million in the Newburgh community to help turn things around for the city and its residents. Importantly, the city appears to be at an inflection point, wherein the economy is just starting to turn around. CGAM wishes to continue its leadership of the multi-stakeholder JIAC effort, which is just beginning to show positive results from the “A River of Opportunities” marketing program, with the **penultimate objective of making the marketing program sustainable on the local level**. The requested funding, as detailed in the next section, will enable CGAM to continue the marketing program through the end of 2014, with the expectation that manufacturers will relocate to the city and new jobs will be created.

This program is unique because the city has never before branded itself and marketed its brand to attract new businesses to the city. The Orange County partnership has branded Orange County, but they have not concentrated on business attraction specifically for the city. Of note, however, the “A River of Opportunities” marketing campaign is now prominently displayed on the partnership’s website. Another unique feature of this program is that CGAM established a collaborative partnership among key city stakeholders: public, private and academic. These stakeholders now work closely through a newly developed web-based lead tracking system that identifies, coordinates and most importantly assigns responsibility for the tasks that must be completed to meet the business needs of prospective manufacturers – a ONE STOP approach that is much appreciated by the business owners.

Attached are several examples of the materials that have been created in support of the marketing program.

## **BUDGET**

Specific amount requested from the Orange County Funding Corporation: \$ 50,005.00

(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.)

**See attached budget spreadsheet**

## **TARGET POPULATIONS AND PERFORMANCE SITE(S)**

**Increase job opportunities to the greater Newburgh area potential workforce by attracting light manufacturing, specialty food companies and Artisans in need of skilled and semi-skilled workers. Stabilize city of Newburgh neighborhoods by increasing the number of these types of companies housed here. The City of Newburgh is considered a Targeted Employment Area with current unemployment rates exceeding 120% of the current Federal unemployment rate.**

#### **EVALUATION**

**Currently generate reports on website traffic, number of clicks and number of likes on Facebook plus track the actual leads generated by advertising efforts. The following reports can be provided upon request:**

**Facebook analytics, Google analytics and Twitter analytics.**

#### **PLEASE RETURN THIS APPLICATION TO:**

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Orange County Business Accelerator  
4 Crotty Lane, Suite 100  
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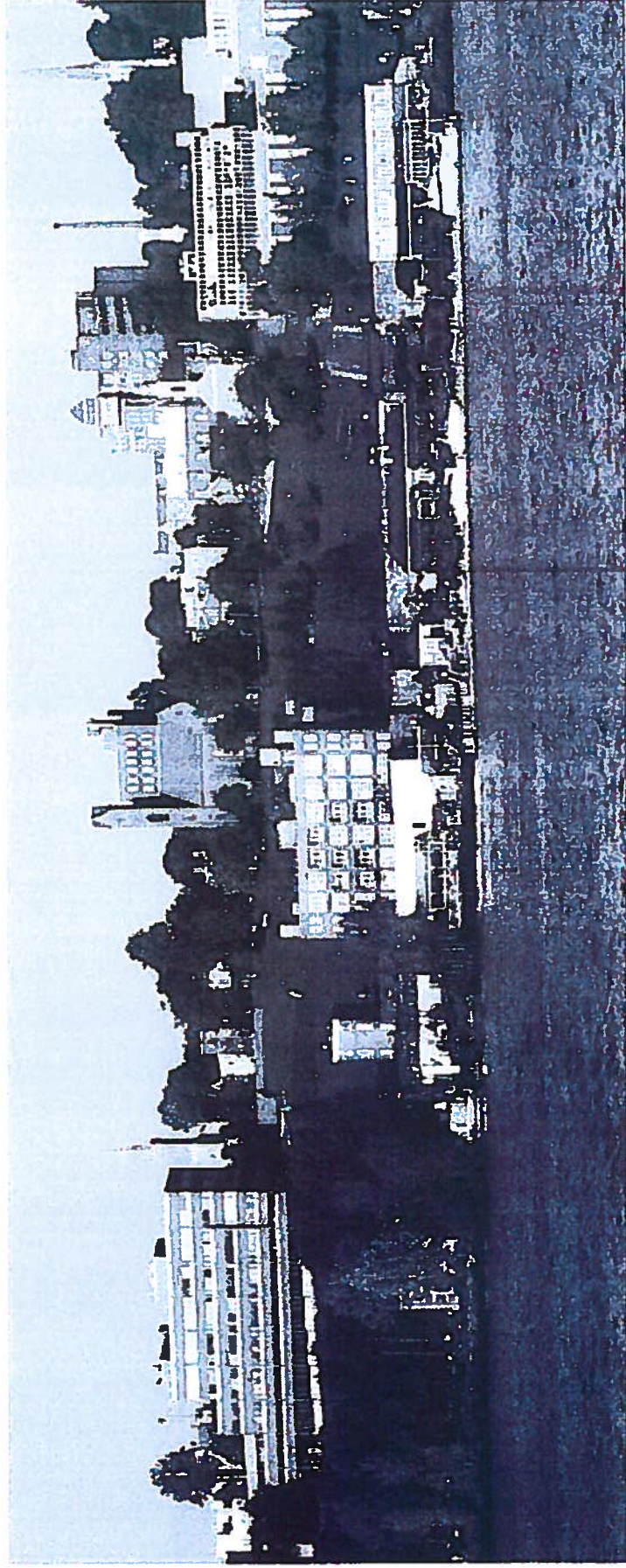
3/3/14

**Advertising Campaign for "A River of Opportunities" 2014**

<u>Advertising Items</u>	<u>March</u>	<u>April</u>	<u>May</u>	<u>June</u>	<u>July</u>	<u>August</u>	<u>September</u>	<u>October</u>	<u>November</u>	<u>December</u>
Blanket Blogs	\$ 2,000.0	\$ 2,000.0	\$ 2,000.0	\$ 2,000.0	\$ 2,000.0	\$ 2,000.0	\$ 2,000.0	\$ 2,000.0	\$ 2,000.0	\$ 2,000.0
Facebook Posts	\$175	\$175	\$175	\$175	\$175	\$175	\$175	\$175	\$175	\$175
Twitter Posts	\$175	\$175	\$175	\$175	\$175	\$175	\$175	\$175	\$175	\$175
Facebook Ads	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300
Mailings	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
Twitter Ads	\$175	\$175	\$175	\$175	\$175	\$175	\$175	\$175	\$175	\$175
Supermedia	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150
Featured Stories	\$175	\$175	\$175	\$175	\$175	\$175	\$175	\$175	\$175	\$175
Broker Luncheon	\$650									
Brochures & Postcards	\$750									
Banners			\$855							
Press Release	\$275	\$ 275.00	\$275	\$ 275.00	\$ 275.00	\$ 275.00	\$ 275.00	\$ 275.00	\$ 275.00	\$ 275.00
Owner Open House			\$500							
Website Maintenance	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300
<b>Monthly Totals</b>	<b>\$ 5,475.00</b>	<b>\$ 6,230.00</b>	<b>\$ 5,225.00</b>	<b>\$ 4,725.00</b>	<b>\$ 4,725.00</b>	<b>\$ 4,725.00</b>	<b>\$ 4,725.00</b>	<b>\$ 4,725.00</b>	<b>\$ 4,725.00</b>	<b>\$ 4,725.00</b>
<b>Grand Total</b>	<b>\$ 50,005.00</b>									

# ACTION PLAN

*“A River of Opportunities”*



# Tracking Leads

- **Acquire CRM Software** (\$10.00 per month per user)
- **Attend Webinars for CRM Training**
- **Setup CRM Software fields for Property Owners**
- **Import Property and Owner information**
- **Setup Lead Contact Fields on CRM**
- **Enter Leads into CRM- respond to lead with email indicating receipt of their request**
- **Assign Project name to each lead**



# Sample Screen for CRM



## Newburgh Industrial Spaces Report - September 25, 2013

**Active**     **John Doe**  
Property Management Firm  
550 Lakeside  
johndoe@gmail.com  
845-555-1212

**S.B. 111**  
Building Street Address: 50 Factory Rd  
City: Newburgh  
Total Sq Ft: 20,000  
Ceiling Height: 16  
Elevator: yes  
Sanitizer: no  
Power: 3 Phase  
Current Owner Name: John Smith  
Current Owner Phone: 914-555-1212  
Current Owner Email Address: johnsmith@gmail.com  
Current Available Square Footage: 5000  
Leasing Dates: Yes, 2  
Days In Lease: yes, 1

Last updated on Wednesday, September 25th

## Lead Tracking (continued)

- **Email out property request via email blast**
- **Accumulate responses from owners**
- **Review responses to see if they match request**
- **Send list of owners with contact info (name, email, phone #, property address) to Lead.**
- **Enter list of properties sent to Lead in CRM**
- **Schedule a call back date to lead for follow up**
- **If Lead is negotiating with Owner, note it in CRM and schedule another call back to lead**

## Tracking Owner Info

- **Enter Owner and Building info into CRM**
- **Email Owner that their info was received**
- **Complete property intake form for OCP**
- **Ask owner for digital photos (exterior and interior) or use existing from RPS**
- **Submit intake form to OCP**
- **Working with OCP on differentiating City properties from Town of Newburgh properties**

# Recent Transactions

- We need to keep track of these for future PR
- Report back to owners the status of property requests.

## Advertising Campaign- Phase I

- Phase 1 – Marketing/Branding Devices –
- Press Conference
- Post Cards
- Brochures
- Website
- Letter from City Hall to Owners with Brochure

## Advertising Campaign- Phase II

### **Market Awareness/Penetration**

- A strategic and creative plan will be generated that outlines thematic content for the next four months.
- Content will be applied across 3 media streams and every attempt will be made to coordinate or piggyback content to the three channels.
-

# Phase II

## Market Awareness/Penetration

### Advertising

- Pay per Click
- On-line Banner Ads – select group of webmedia
- Advertorial
- Outdoor and Billboard – Local/Regional

Phase II  
Market Awareness/Penetration  
Public Relations

- 1-2 Press Releases per Month
- Use of online PR firm to broadcast Press Releases to multiple channels-both general and Industry/Trade Press



# Phase II

## Market Awareness/Penetration

### Social Media

- Facebook- already up
- Linked-In-group created
- Google+ ?-not sure yet
- You Tube-Channel created, videos on website
- Twitter?- No sure yet

## **Division of Labor**

**Must assign specific people to do specific tasks**

- Sending out email blasts
- Updating CRM
- Lead follow ups
- Complete intake form for OCP with photos
- Contacting Owners
- Updating recent transactions

# Closing Thoughts

## The Process

- **Weekly City Team Status/Brainstorm Meetings**
- **Weekly Campaign Team Planning and Development Work**
- **Analytics- is it working?**
- **Who will run social media in short and long term?**
- **Future Press Releases- who will do this?**
- **Are there other funding options to keep this going after the grant runs out?**

**Motion By:** \_\_\_\_\_  
**Seconded By:** \_\_\_\_\_

**INDUCEMENT RESOLUTION**  
*(Kikkerfrosch LLC Project)*

A regular meeting of The Orange County Funding Corporation was held on March 27, 2014 at 2:00 p.m. (local time) at the Newburgh Armory, 321 South William Street, Newburgh, New York 12550.

After the meeting had been duly called to order, the Chairman announced that among the purposes of the meeting was to consider and take action on certain matters pertaining to the proposed issuance of up to \$25,000,000 Taxable Revenue Bonds for the benefit of Kikkerfrosch LLC (the "Company").

RESOLUTION (i) ACCEPTING THE APPLICATION OF KIKKERFROSCH LLC WITH RESPECT TO A CERTAIN PROJECT (AS MORE FULLY DESCRIBED BELOW); AND (ii) DESCRIBING THE FORMS OF FINANCIAL ASSISTANCE BEING CONTEMPLATED BY THE ORANGE COUNTY FUNDING CORPORATION WITH RESPECT TO SUCH PROJECT.

WHEREAS, The Orange County Funding Corporation (the "Issuer") is a not-for-profit local development corporation duly organized and is validly existing pursuant to Section 1411 of the Not-for-Profit Corporation Law ("N-PCL") of the State of New York (the "State"); and

WHEREAS, pursuant to the N-PCL the Issuer was established as a not-for-profit corporation for the purposes of relieving and reducing unemployment, promoting and providing for additional and maximum employment, bettering and maintaining job opportunities and lessening the burdens of government and acting in the public interest, and has the powers, among other things, to construct, acquire, rehabilitate and improve for use by others industrial or manufacturing plants, to assist financially in such construction, acquisition, rehabilitation and improvement, to acquire real or personal property and to issue bonds, notes and other obligations thereof; and

WHEREAS, the N-PCL authorizes the Issuer to lease and sell any or all of its facilities, to issue its bonds for the purpose of carrying out any of its corporate purposes and, as security for the payment of the principal and redemption price of and interest on any such bonds so issued and any agreements made in connection therewith, to pledge the revenues and receipts from the lease or sale thereof to secure the payment of such Bonds and interest thereon; and

WHEREAS, **KIKKERFROSCH LLC** (the "Company"), has submitted an application (the "Application") to the Issuer requesting the Issuer to issue up to \$25,000,000 of its Taxable Revenue Bonds (Kikkerfrosch LLC Project), Series 2014 (the "Bonds") to assist in financing all or a portion of the cost of a certain project (the "Project") consisting of (A) the acquisition by the Agency of a leasehold or other interest in an aggregate approximately 115-acres of vacant land located at 2500 State Route 17M in the Village of Goshen and Nucifora Boulevard in the Village

of Chester, Orange County, New York (Tax Map ID Nos: 117.000-0001-001, 117.000-0001-002.100 and a portion of 117.000-0001-003) (collectively, the "Land"), (B) the construction on the land by the Company as agent of the Agency of an approximately 90,000 square foot state-of-the-art brewery including, but not limited to, a brewhouse, grain elevator, malt milling area, yeast propagation area, filtration area, fermentation tank farm area, refrigeration/chiller area, storage area, finished goods warehouse areas, keg and bottle filling lines, and office space (the "Improvements"); (C) the acquisition in and around the Improvements of certain items of machinery, equipment and other tangible personal property (the "Equipment" and, collectively with the Land and the Improvements, the "Facility"); and (D) the paying of certain costs and expenses incidental to the issuance of the Bonds (as defined below) (the costs associated with items (A) through (D) above being hereinafter referred to as the "Project Costs"); and

WHEREAS, the Issuer desires to adopt a resolution accepting the Company's Application and describing the Bonds.

NOW, THEREFORE, BE IT RESOLVED BY THE MEMBERS OF THE ORANGE COUNTY FUNDING CORPORATION AS FOLLOWS:

Section 1. The Issuer hereby finds and determines:

(a) Pursuant to the Issuer's certificate of incorporation filed on May 13, 2010, with the Department of State (the "Certificate") and the purposes and powers contained within Section 1411 of the N-PCL, the Issuer is empowered to undertake the Project, issue the Bonds, and undertake the various transactions contemplated herein.

(b) The Issuer, in undertaking the Project pursuant to the purposes and powers set forth within N-PCL Section 1411 and the Certificate is acting in the public interest by lessening the burdens of government and, further, is promoting urban redevelopment initiatives in Orange County, New York.

(c) THE BONDS AND THE INTEREST THEREON WILL BE SPECIAL LIMITED OBLIGATIONS OF THE ISSUER PAYABLE SOLELY FROM PROJECT REVENUES. THE BONDS SHALL NEVER BE AN OBLIGATION OF THE STATE OF NEW YORK OR ORANGE COUNTY, NEW YORK.

Section 2. The proposed Financial Assistance being contemplated by the Issuer includes (i) financing all or a portion of the Project Costs by the issuance of the Bonds in an aggregate principal amount not to exceed the lesser of the Project Costs or \$25,000,000, and (ii) providing an exemption from all mortgage recording taxes with respect to any qualifying mortgage on the Facility (or such interest in the Facility as is conveyed to the Issuer) to secure the Bonds; and

Section 3. The issuance of the Bonds shall be subject to agreement by the Issuer, the Company and the purchaser of the Bonds on mutually acceptable terms for the Bonds and for the sale and delivery thereof and mutually acceptable terms and conditions for the security for the payment thereof; and

Section 4. The Company is hereby authorized to conduct such environmental, engineering, economic, feasibility and other studies and preliminary planning and budgetary processes necessary or convenient to enable the Issuer to make its final determination whether to approve the Financial Assistance, and the Company is further authorized to advance such funds as may be necessary for such purpose, subject, to the extent permitted by law, to reimbursement from the proceeds of the sale of the Bonds, if the Bonds are issued.

Section 5. With respect to the issuance of the Bonds, the law firm of Harris Beach PLLC of Rochester, New York, is hereby appointed Bond Counsel.

Section 6. Counsel to the Issuer and Bond Counsel are hereby authorized to work with counsel to the Company and others to prepare for submission to the Issuer, all documents necessary to effect the authorization, issuance and sale of the Bonds, and reimbursement of the cost of all such work prior to the date hereof is hereby authorized to the extent permitted by the Code. The Issuer hereby authorizes the underwriter of the Bonds to prepare and distribute an official statement, private placement memorandum or other similar marketing document with respect to the initial sale of the Bonds, in such form as approved by Issuer and Bond Counsel (the "Offering Document").

Section 7. The officers, employees and agents of the Issuer are hereby authorized and directed for and in the name and on behalf of the Issuer to do all acts and things required and to execute and deliver all such certificates, instruments and documents, to pay all such fees, charges and expenses and to do all such further acts and things as may be necessary or, in the opinion of the officer, employee or agent acting, desirable and proper to effect the purposes of the foregoing resolutions and to cause compliance by the Issuer with all of the terms, covenants and provisions of the documents executed for and on behalf of the Issuer.

Section 8. These Resolutions shall take effect immediately.

The question of the adoption of the foregoing Resolution was duly put to vote on roll call, which resulted as follows:

	<u><i>Yea</i></u>	<u><i>Nay</i></u>	<u><i>Absent</i></u>	<u><i>Abstain</i></u>
Robert T. Armistead				
Mary Ellen Rogulski				
Russell O. Vernon				
Stephen Brescia				
John Steinberg, Jr.				
Henry VanLeeuwen				
Robert J. Schreibeis, Sr.				

The Resolutions were thereupon duly adopted.

STATE OF NEW YORK )  
COUNTY OF ORANGE ) ss:

I, the undersigned Secretary of The Orange County Funding Corporation, DO HEREBY CERTIFY:

That I have compared the foregoing extract of the minutes of the meeting of The Orange County Funding Corporation (the "Issuer") including the resolution contained therein, held on the 27<sup>th</sup> day of March, 2014, with the original thereof on file in my office, and that the same is a true and correct copy of the proceedings of the Issuer and of such resolution set forth therein and of the whole of said original insofar as the same relates to the subject matters therein referred to.

I FURTHER CERTIFY that all members of said Issuer had due notice of said meeting, that the meeting was in all respects duly held and that, pursuant to Article 7 of the Public Officers Law (Open Meetings Law), said meeting was open to the general public, and that public notice of the time and place of said meeting was duly given in accordance with Article 7.

I FURTHER CERTIFY that there was a quorum of the members of the Issuer present throughout said meeting.

I FURTHER CERTIFY that as of the date hereof, the attached resolution is in full force and effect and has not been amended, repealed or modified.

IN WITNESS WHEREOF, I have hereunto set my hand this 27<sup>th</sup> day of March, 2014.

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Stephen Brescia, Secretary