



Approved by Hudson Valley eCOnoMICS

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H.V.E.D.C.

AND THE ECONOMIC FORCE!



THE BEGINNING OF AN EXHILARATING ECONOMIC ADVENTURE...



"In the past year, HVEDC has helped to attract \$1.2 billion in new investments, which will generate more than 4,000 jobs – all as a result of varying economic development projects that came to fruition."

Looking back on my first year as chairman of Hudson Valley Economic Development Corp., I'm left with a lasting impression of the overpowering excitement exhibited by the individuals who are a part of this vital organization. Their unwavering enthusiasm to create a stronger and more fertile business community is unmatched, and that passion is a large part of what propels this seven-county region forward.

In the past year, HVEDC has helped to attract \$1.2 billion in new investments, which will generate more than 4,000 jobs – all as a result of varying economic development projects that came to fruition. As I witnessed the commitment of the individuals involved in carrying those projects to completion, I was reminded of a league of superheroes banding together to benefit the greater good.

And, just as superheroes should be honored for the important work that they do, HVEDC was commended for its outstanding economic development efforts, winning an International Economic Development Council (IEDC) Gold Award for its Hudson Valley 3D Printing (HV3D) cluster development initiative. HVEDC also received six major marketing awards from the New York State Economic Development Council for its digital and traditional marketing efforts.

It's fulfilling to be part of such a seasoned team that is devoted to moving the Hudson Valley forward and has set the stage for ongoing success. HVEDC will continue working diligently to ensure that our Economic Force – Hudson Valley 3D Printing, NY BioHud Valley, Hudson Valley EDs & MEDs and the Hudson Valley Food & Beverage Alliance – continues fighting for business growth in the region.

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HVEDC UNLEASHES FORMIDABLE FORCE!

In the last few years, we've seen a resurgence of comic book superheroes. Production companies are breaking box office records with movies about fictional crime-fighting characters who have supernatural capabilities and join together in awe-inspiring alliances. These protagonists empower us with hope, and we just can't seem to get enough of them.

However, you don't need to buy a comic book or take a trip to the movie theater to experience an action-packed tale where forces unite to protect and support the interests of the people. All you have to do is flip through the pages of HVEDC's 2015 Annual Report and you will quickly learn about our own heroes of economic development – Hudson Valley 3D Printing, Hudson Valley EDs & MEDs, NY BioHud Valley and the Hudson Valley Food & Beverage Alliance – known collectively as the Economic Force.

These heroes are part of a larger team – HVEDC staff members, local economic development corporations, esteemed elected officials and other champions of growth – who have helped to achieve numerous accomplishments for the business community, right here in the Hudson Valley.

Together, the Economic Force and a group of powerful partners continue to nurture the economic engines that drive the economy to new heights we have never seen before.



Laurence P. Gottlieb, President and CEO



"...flip through the pages of HVEDC's 2015 Annual Report and you will quickly learn about our own heroes of economic development..."

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PLANS FOR GROWTH TAKE THE HUDSON VALLEY ECONOMY BY **STORM**

BOOM!

2015 may seem like a blur when it comes to economic development, and that's because **H.V.E.D.C. and the Economic Force** banded together for the greater good of the Hudson Valley for 12 action-packed months. They assembled like-minded individuals for super-charged success; put time and power toward development projects to take them from dreams to reality; bridged the gap between the people, academicians, government, non-profits and business; and, used laser-like vision to see the sometimes hidden needs of the community at large to greater enhance economic opportunity for the region.

BAD

POW!

ANNUAL EVENT CHARGES **FULL STEAM AHEAD**

The second annual "State of the Hudson Valley Economy: Full STEaM Ahead!" event was one of HVEDC's many successes in 2015. More than 200 business professionals, government representatives, community members and academicians packed the house at SUNY New Paltz to discuss the regional economy and how Science, Technology, Engineering, Arts and Mathematics (STEaM) will impact the region's future.

Leading U.S. labor expert Paul Harrington, Ph.D., of Drexel University, served as the forum's keynote speaker. His insights, information and statistics revealed that the Baby Boomer generation remains the economic powerhouse in the Hudson Valley.

A group of regional leaders addressed STEaM education and provided different perspectives pertaining to academia, the technology community and manufacturing companies.

As HVEDC encourages an increasing involvement in STEaM career development, the organization is looking at the current workforce as only one part of the equation. Driving interest in STEaM skills among even younger generations – as early as elementary school – is a critical element of ensuring the Hudson Valley economy's continued growth.



MONTREIGN PROGRESS **PROPELS** REGIONAL ADVANCEMENTS



Empire Resorts and its wholly owned subsidiary, the Montreign Resort Casino, continued moving the needle for the region's economy last year after meeting with various county executives, local chambers, development agencies, community groups and HVEDC in an effort to locate and potentially hire thousands of contractors, vendors and employees.

Montreign, located in the Town of Thompson in Sullivan County, will create thousands of construction jobs and have an incredibly positive economic impact on the entire Hudson Valley. When it opens, the five-diamond casino, along with an indoor waterpark hotel, entertainment village and renovated Monster Golf Course, will create 2,200 new, well-paying permanent jobs in our region.

In December 2015, Montreign received formal approval of a casino license from the New York State Gaming Commission. Construction on the casino has commenced, and the facility is expected to be operational in March 2018.

CLUSTER INITIATIVES CHAMPION! BUSINESS DEVELOPMENT!



NIBBLES OFFERS NUGGETS FOR SUCCESS

Launched at Heineken's national headquarters in White Plains, 2015 marked the start of Nibbles, a food and beverage educational series that serves as an extension of the highly regarded Hudson Valley Food & Beverage Alliance. A second event took place at Rocking Horse Ranch in Highland, with both occasions satisfying the participants' hunger for tasty information and networking with other entrepreneurs.

Each Nibbles seminar provided local entrepreneurs with educational tools to thrive in the regional economy. The event at Heineken focused on restaurant advertising and marketing campaign strategies, licensing and leasing issues, while the session at Rocking Horse Ranch featured a discussion on the challenges and opportunities facing the craft beverage industry.

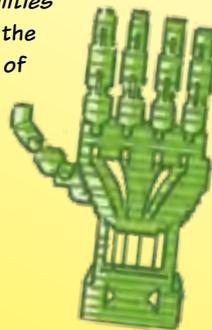


HVEDC PROGRAMS ACHIEVE MAJOR MILESTONES

For the first time in its history, HVEDC was named an International Economic Development Council (IEDC) Gold Award recipient for the organization's Hudson Valley 3D Printing (HV3D) cluster development initiative. Competing against some of the largest regions in the nation, HV3D has become a global model for building a successful public-private partnership.

Additionally, HVEDC received six marketing awards in top categories from the New York State Economic Development Council (NYSEDC) for its 2014 digital and traditional promotion efforts. The organization earned "Best in Class" awards in the website, annual report, multimedia advertising and print advertising material categories, while receiving an honorable mention for a second multimedia advertising campaign.

Further, HVEDC was bestowed the *Business Facilities Economic Development Award* for spearheading the advancement of HV3D, which led to the creation of SUNY New Paltz's \$10 million Engineering Innovation Hub. The award was presented in the magazine's "Achievement in Innovation Hubs" category.



BEER, WINE, SPIRITS & CIDER SUMMIT TOASTS COLLABORATION

The craft beer, wine, spirits and cider sectors continued to grow in 2015, reinforcing the regional importance of these game-changing industries. In October, world-renowned wine educator Kevin Zraly dazzled more than 400 attendees at the third annual Hudson Valley Beer, Wine, Spirits & Cider Summit at The Culinary Institute of America, a world-famous academic institution.

Presented by the Hudson Valley Economic Development Network, the Summit was the Hudson Valley Food & Beverage Alliance's latest achievement in bringing together industry organizations to forge strong partnerships with other like-minded business leaders in an ever-expanding support network of government officials, academicians, private investors and economic development groups. The event has become the largest gathering of its kind in New York State, and since its launch, employment in this regional sector has grown by 20 percent.

NEW MEMBERS OF THE ECONOMIC FORCE

NEW BOARD MEMBERS ADVANCE MISSION



FRANK GIORDANO III, CPA



DR. KENNETH J. STEIER

Members of the HVEDC Board of Directors are second to none in empowering the Hudson Valley's Economic Force and advancing growth in the region. In 2015, two outstanding leaders – Frank Giordano III, CPA, partner and shareholder of accounting firm Judelson, Giordano & Siegel, CPA, PC, and Dr. Kenneth J. Steier, dean of the Touro College of Osteopathic Medicine, Middletown campus – joined the board to lend their time and talent in support of HVEDC's mission to serve the Hudson Valley's diverse business ecosystem.

DYNAMIC PARTNERSHIP FUELS INNOVATIVE THINKING

HVEDC and Hudson Valley Tech Meetup united last year, fostering innovative thinking among the two groups. With over 1,000 members, Hudson Valley Tech Meetup is a monthly gathering of creators, engineers, entrepreneurs, educators and genuine technology lovers who meet to combine resources and connect into a larger business network.

Sharing in the mission and values of HVEDC, Kale Kaposhilin, a leader of the Tech Meetup and principal and co-founder of Kingston-based Evolving Media Network, understands the undeniable importance of networking and collaboration among established entrepreneurs. Together, this new relationship will embark on exciting endeavors in the year to come.

BORYS-MCCORMICK JOINS HVEDC TEAM



SARA
BORYS-MCCORMICK

Last year, Sara Borys-McCormick joined HVEDC as the manager of operations and special projects. Borys-McCormick brings more than a decade of business and financial experience to the team, having most recently worked with a major area construction firm. In her role, she leads HVEDC's financial and day-to-day operations, and provides guidance and assistance to the organization's numerous cluster development initiatives and special events.



KALE KAPOSHILIN

H.V.E.D.C.'S ECONOMIC FORCE ELECTRIFIES THE REGION



**HUDSON VALLEY
FOOD & BEVERAGE ALLIANCE**



HUDSON VALLEY 3D PRINTING



NY BIOHUD VALLEY



HUDSON VALLEY EDs & MEDs

Lurking around every corner of the Hudson Valley are entrepreneurs investing time and money in new projects, an established organization mentoring a startup or a CEO solving workforce challenges through dialogue with a college or university – all of which amplify the Hudson Valley's economic powers. HVEDC zig-zags across the region at the speed of light to supercharge this collaborative economic effort and empower the Hudson Valley's vital industries. H.V.E.D.C.'s Economic Force consists of four cluster development initiatives that arm the business community with capes for soaring and shields for protection from harm. The Hudson Valley Food & Beverage Alliance, Hudson Valley 3D Printing, NY BioHud Valley and Hudson Valley EDs & MEDs are the superheroes of our exceptional economic present and exciting future.

HUDSON VALLEY FOOD & BEVERAGE ALLIANCE INTENSIFIES IMPACT



SUNY NEW PALTZ, SFA TEAM UP WITH THE ALLIANCE

Expanding upon its existing collaborative relationship with HVEDC and whetting its appetite for growth in the food and beverage industry, SUNY New Paltz joined the Hudson Valley Food and Beverage Alliance in 2015. HVEDC President and CEO Laurence P. Gottlieb spoke at the college's American Marketing Association (AMA) Business Development Conference in October, which focused on the boon of food and beverage businesses. Dr. Russell Zwanka, faculty advisor to the New Paltz AMA, is spearheading the college's effort to offer courses related to food and beverage marketing.

Additionally, the Specialty Foods Association (SFA), the international not-for-profit business organization fostering trade, commerce and interest in the specialty food industry and creator of the world-famous Fancy Food Shows, linked up with the Alliance. SFA is composed of more than 3,000 independent domestic and foreign trade manufacturers, importers, distributors, brokers, retailers, restaurateurs, caterers and others in the specialty food business.

NEW ALLIANCE MEMBERS

- KAS Spirits LLC
- The Little Wine Bus/
The Little Beer Bus/The
Hudson Valley Beer Trail
- Specialty Foods Association
- Pearl River Pastry
- Restaurant Depot
- Finding Home Farms
- Peekskill Brewery
- Yonkers Brewing Co.
- Whitecliff Vineyard
- Bad Seed Cider Company
- Grand Cru Beer
& Cheese Market
- SUNY New Paltz School
of Business
- Catskill Brewery
- Roscoe Beer Company

BULL & BARREL REAPS ALLIANCE BENEFITS

Brewster-based Bull & Barrel Brew Pub, the artisanal craft brewery and restaurant and Putnam County's first brewpub, marked its first year of operation in 2015. Wendy Wulkan, who partners and owns the brewpub with Rick Cipriani, said Alliance membership has helped build Putnam's food and beverage industry.

ENTREPRENEURS TRAIN WITH HOSPITALITY EXPERTS

Using its superpowers for the benefit of up-and-coming entrepreneurs, the Alliance introduced its new Bet on My Business Academy, providing regional food and beverage business owners with the opportunity to shadow national and regional hospitality experts. The effort – which includes class sessions and one-on-one mentoring – aims to educate program participants about the critical challenges of taking a small business to the next level of success. Classes will commence in spring 2016.



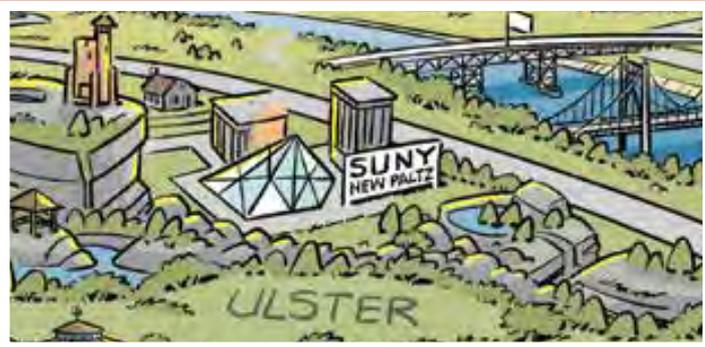
ANGRY ORCHARD ARRIVES IN THE HUDSON VALLEY



The Alliance's promotional, networking and strategic capabilities, coupled with the efforts of the Orange County Partnership, helped lure a national hard cider company to the Hudson Valley. Angry Orchard – a division of the Boston Beer Company – opened the doors of its Innovation Cider House in Montgomery last year.

The 15,000-square-foot facility is located on a 60-acre apple orchard. Angry Orchard aims to develop new product lines for on-site tastings and Hudson Valley restaurants, further expanding its local influence.

HUDSON VALLEY 3D PRINTING BUILDS UPON ACHIEVEMENTS



SUNY NEW PALTZ MARKS MAKERBOT'S FIRST YEAR

HVEDC applauded SUNY New Paltz as it commemorated the one-year anniversary of the nation's first MakerBot Innovation Center in 2015. The occasion included an announcement of plans to purchase MakerBot 3D printers – funded by a portion of a \$1 million economic development grant awarded to the college in 2013 by the Regional Economic Development Council – and to provide technical and curriculum support to county community colleges, including Ulster, Dutchess, Orange, Sullivan and Columbia-Greene.

These colleges have since begun to align their curricula and finalize user training to incorporate routine use of 3D printers. MakerBot Innovation Lab officials continue to regularly visit each campus to provide guidance and the latest training.

HVEDC and SUNY New Paltz have been partners in the 3D printing endeavor prior to the Center's opening. Since they launched the Hudson Valley Advanced Manufacturing Center (HVAMC) in spring 2013, the college has increased its 3D capacity to meet both current and future regional demands of this burgeoning technology for educational and business use. This includes the School of Science and Engineering and School of Fine and Performing Arts, expanding their collaboration to include the School of Business and School of Education.

RAPID PROTOTYPING SPEEDS INDUSTRIAL CRAFT PRODUCTS TO MARKET

With over 120 clients, the Hudson Valley Advanced Manufacturing Center (HVAMC) at SUNY New Paltz continues to grow its list of satisfied business owners, entrepreneurs and inventors by supplying personalized 3D design and fabrication services.

Industrial Craft in Newburgh was the latest member of the client roster to reap the rewards of HVAMC's assistance with rapid prototyping. The company, which develops home products – such as candles, serving trivets and decorations – has been able to create product components simultaneously instead of sequentially. This advantage has introduced Industrial Craft's products to market at a faster pace by reducing the number of product modifications.

Additionally, HVAMC's rapid prototyping enabled Industrial Craft's internal design team to print a wider range of design iterations and better visually communicate with engineers, manufacturers and other external partners, resulting in a smoother and more streamlined product development process.



TECHNOLOGY TRANSFORMS INNOVATOR'S VISION

When entrepreneur Jason Dorf was looking to develop what he believes will be the latest fashion trend to hit the "tween" market, HVEDC connected him to the Hudson Valley Center for Advanced Manufacturing based at SUNY New Paltz.

The college's 3D research and development experts helped Dorf to create "impresto" 3D templates that brought his vision of personalized fashion accessories to life. The product, branded as Yodle, will enable girls from ages eight to 14 to stylishly express themselves through specially manufactured denim products and 3D templates.



NY BIOHUD VALLEY BOLSTERS TECH CLUSTER



GROUNDBREAKING INITIATIVE DRIVES BIOTECH, PHARMA FIVE YEARS LATER

NY BioHud Valley – HVEDC's prototype for award-winning cluster development initiatives – celebrated five years of advancing the region as a biotech and pharmaceutical epicenter for both New York State and the Northeast. The region's unmatched resources and offerings make it a unique hub for the ever-expanding industry, and this powerful enterprise's achievements continue to strengthen the Hudson Valley's economy.



PFIZER PEARL RIVER SITE BREATHES NEW LIFE

HVEDC's ongoing efforts to reposition the Pfizer Pearl River property for sale became a reality last year. California-based Industrial Realty Group purchased 200 acres of the site to create a campus that will mix science, technology, education and retail businesses. Some of Pfizer's operations – including research and development – will remain at the location.

BIOINC@NYMC BUBBLES OVER WITH INNOVATIONS

Throughout 2015, several organizations became tenants of BioInc@NYMC – the biotechnology, medical device and related fields incubator on the campus of New York Medical College (NYMC) in Valhalla. A project that emerged from HVEDC's established partnership with NYMC, BioInc@NYMC encourages entrepreneurs to work together to achieve overarching business goals, such as promoting healthy lifestyles and improving quality of life globally.

One of BioInc's new tenants, Spring Valley-based Conversion Energy Enterprises (CEE), achieved the ability to use properties of diode lasers to activate infection inhibiting, wound-healing surgical dressings that enable the precise adhesion of delicate tissue in eye surgery. The company – run by professional optoelectronics research experts Barbara and Robert Stoltz – is continually seeking wound-healing surgical dressing advancements in its clinical trials.

Another tenant, New Rochelle-based MOE Medical Devices (MOE) has pioneered work with low temperature ion radiation sources to develop targeted therapies. The company employs a scientific principle similar to that used in plasma TV screens. Co-founder Marc Zemel and his team are now able to zap infectious organisms and abnormal tissue without harming healthy cells. MOE has also begun clinical trials focusing on onychomycosis (a tenacious toe nail fungus) and intraepithelial neoplasia (pre-cancerous lesions).



HUDSON VALLEY EDS & MEDS USHERS ECONOMIC FORCE INTO THE FUTURE



HEALTHCARE, EDUCATION SOAR TO NEW HEIGHTS

In its first full year, HVEDC's Hudson Valley EDs & MEDs cluster initiative supported growth of higher education institutions (EDs) and health care (MEDs) organizations throughout the region. The Hudson Valley's continued expansion of these sectors reinforces why the area remains an industry leader in the nation.

EDs and MEDs' success demonstrates the integral roles that the health care and education industries play in the region's economic future. As a direct result of this initiative, two critical engines of the Hudson Valley economy are working

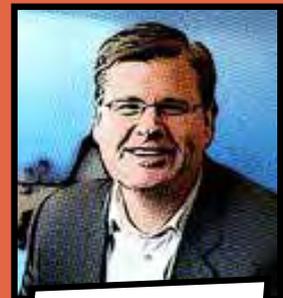
together efficiently and effectively to generate employment opportunities and spur economic evolution.

For example, hospital affiliations, as well as consolidations and mergers are part of a nationwide trend. Many smaller hospitals realize that in order to survive and thrive in the current economic climate, they will need to affiliate with larger health care organizations. The collaboration between health care organizations and local colleges and universities during these times will ultimately result in incredible potential for students, the workforce and the regional economy.

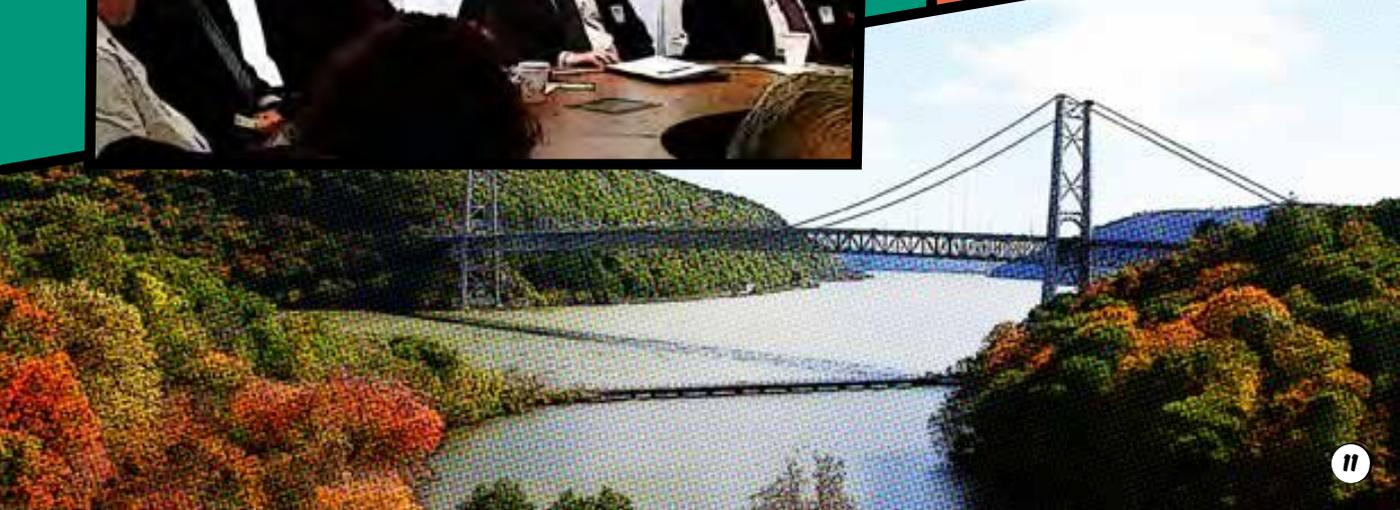
With over \$1 billion in announced projects, 2015 saw an increase in growth, capacity and understanding of the essential role that the health care industry plays in college and university expansion, as new demands support new curricula.

ACTION-PACKED POWER PANEL TO DRAW HUNDREDS

As a result of the cluster's initial accomplishments, HVEDC finalized plans for a Hudson Valley EDs & MEDs Power Panel roundtable event, part of the organization's Thought Leaders Master Series. The event, to be held at Marist College in March 2016, will address the region's unprecedented growth in both health care and higher education. Keynote speaker Chad Rynbrandt, head of strategy and business development for Phillips North America, will lead a panel of top executives in a thought-provoking discussion with a regional audience.



CHAD RYNBRANDT



HUDSON VALLEY

