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County Executive Neuhaus Bullish on County's Future



Steve Neuhaus

By John Jordan

Since winning the County Executive post in the November 2013 election, former Chester Supervisor Steve Neuhaus has tackled some difficult issues. In his first term he has successfully closed significant budget gaps, stabilized county government finances, shepherded the redevelopment of the Government Center in Goshen, which is now under construction, and has taken a very active part in economic development initiatives that have fostered economic growth and new jobs in Orange County.

Real Estate In-Depth recently sat down with County Executive Neuhaus at his offices in Goshen to learn the latest on these and other initiatives that hold such promise for Orange County.

Q: I know the project is in approvals, but what is your position on the LEGOLAND New York proposal in Goshen, and what do you think it can do for the Orange County economy if it is approved?

Neuhaus: I think the application is very strong. From day one, I have been on board with them... (ultimately) and they fell in love with Goshen. We brought the Goshen leadership in from day one, including Town Supervisor Doug Bloomfield, and even talked to the Village of Goshen about water and sewer. When this project took life, when it became public, it was not the first time that officials had heard about it. That being said, last Monday was a big day for

Legoland, they codified the water and sewer agreement. That is real traction, because the lifeblood of any project is water and sewer...

Editor's Note: On Aug. 9, the project cleared a major hurdle when the Village of Goshen Board of Trustees passed a resolution to provide water and sewer service to the proposed LEGOLAND New York theme park. Based on anticipated usage, LEGOLAND New York will pay the village approximately \$900,000 per year once the deal is finalized.

We had talked with the Village of Goshen about it early on, but it had no value until it was actually codified. Now that it is codified, it is going to help the Village of Goshen out, which has very high sewer rates, and they have a sewage plant that can handle way more than what it takes in now. So having a big user is going to help them.

I think that it is a wonderful attraction and will have a regional impact. Just like the casino (in Sullivan County) will have a regional impact, it (LEGOLAND New York) will have a host of ancillary benefits. They are going to do business with a lot of local firms around here. People from all around the region will have jobs there, just like they have in the construction phase of the casino going on right now. So I am very happy about it. We



expect anywhere from 1.3 million to 2.5 million people coming to Legoland (each year). Also, the type of people the park will attract; I am a father with young kids, the people that will come are good

people. They are family people...

Editor's Note: Neuhaus, who visited Legoland's Florida resort earlier this summer, praised the resort's relationships with local school districts and the educational programs that he says will benefit Orange County youth if the project is given the green light to break ground.

I am sold on it. I know I am overdoing it a bit on this, but I feel that strongly about the project.



Q: One of the major issues the project has is its potential impact on traffic on Route 17. Do you think the traffic impact can be mitigated?

Neuhaus: The only obstacle they need to overcome at this point now

is traffic. I knew that from day one. Some people cited water and sewer, but I knew the village had issues and their issues were they needed more customers... I drove home from Virginia last night from my military base and at 10 p.m. I was coming up the New York State Thruway from Route 17 in New Jersey and the traffic was backed up from the Tappan Zee

Bridge all the way up to Harriman. The state and the federal government need to prepare for future growth. When the State of New York gets criticized for spending hundreds of millions of dollars

on Start-Up New York and only creating



a few hundred jobs, now you have a project that is going to bring 1,500 jobs to my county. Sexy jobs—engineering jobs and hospitality jobs—they should build (additional infrastructure) to accommodate these projects.

I have been very active with pushing the State DOT and the governor to fast track the Harriman (Exit 131 off of Route 17 by Woodbury Common) project. Harriman is now scheduled to start as a Design-Build project in 2018. But, they should not be just redesigning the interchange; they should also be designing a high-speed toll. That being said, they also need to fix the other backup (further south).

Q: Can you provide an update on the progress on the redevelopment of the Orange County Government Center in Goshen?

Neuhaus: We are moving full speed ahead on it. The skin is being put on the outside (of the buildings). The good thing now about the Government Center is you can actually see some major work going on. That doesn't mean nothing happened previously. We had to put in about 131 pilings in the new section. In September steel will be delivered and we will be erecting steel shortly thereafter.

Right now there is tangible evidence of major work because they are now putting up the steel and putting up the

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Orange County Housing Market Moving in Right Direction



Ron Garafalo

By Ron Garafalo

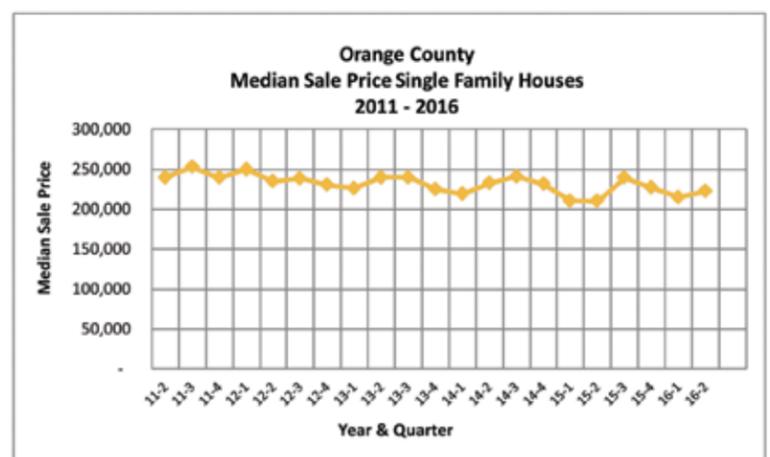
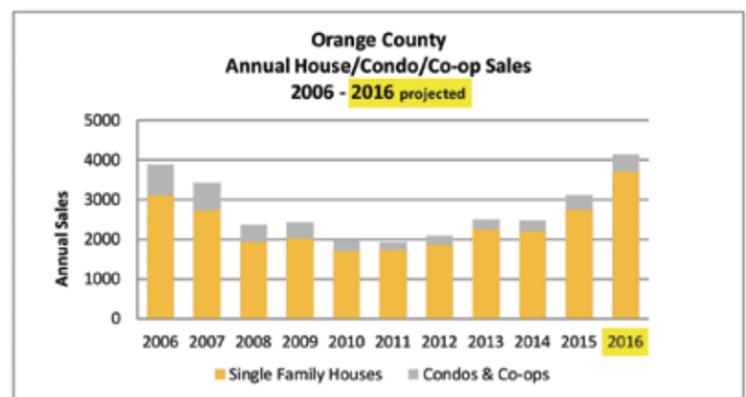
The real estate market in 2016 has been extremely busy in Orange County. I believe that the biggest change this year has been the large increase in the number of homes that have sold. In both the first and second quarter, Orange County has seen an increase in the number of homes sold by about 30%

as compared to the same time last year. This speaks volumes as to the activity that is occurring in the real estate market in our area.

Another statistic that is very encouraging is that for the first two quarters of the year, we have also seen home prices rise slightly. This is significant since we have not seen home prices increase in Orange County in over a decade. We saw large decreases in home prices in the 2006 -2008 period, and then a continuation of price declines since then, but at a slower rate. The overall decrease since the peak of the market has been that home prices have declined about 25%. Therefore, to have two quarters of positive results in home prices is another sign that the real estate market in Orange County is definitely moving in the right direction. For many years we have seen prices increase in Westchester, then Rockland and later Orange. However, until the first two quarters this year, we had not seen that happening—it is happening now.

At this time, I believe that we have a powerful combination of economic data and news that point to continued positive results for Orange County real estate. We have increases in units and

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Legoland Looks to Develop \$500M Theme Park in Goshen

By John Jordan

GOSHEN—While Orange County drew snake eyes in its quest to land a casino resort last year, the county is now on the



Legoland's Rescue Academy

Merlin Entertainments made its first presentation of its LEGOLAND New York theme park on June 14th to the Goshen Town Board and hundreds of local residents, politicians and members of the building trades. Merlin is seeking a zone change from the Town of Goshen on 153 acres of the 523 acres it controls on a parcel that abuts Route 17 along Harriman Road between exits 124 and 125. Merlin had considered sites all along the

East Coast. Merlin was also mulling properties in New Jersey and Virginia before deciding on pursuing the property off Harriman Road.

Merlin Entertainments plc, the owner and operator of the proposed LEGOLAND New York resort and theme park, filed plans with the Town of Goshen in June for its \$500-million theme park to be built on property bordering Route 17. The proposal for the LEGOLAND New York resort includes a theme park with more than 50 rides, shows and attractions and a 250-room LEGOLAND Hotel. The theme park will be geared toward families with children ages two to 12.

Merlin officials had proposed to build the Legoland park at the 175-acre Letchworth Village site in Haverstraw and Stony Point in Rockland County. However, after the project, which had not been officially presented to the town, drew some local criticism, the Haverstraw Town Board and Town Supervisor Howard Phillips released a statement last October that it would no longer consider the project. Shortly thereafter, Orange County Executive Steve Neuhaus and the Orange County Partnership, along with officials from Empire State Development, began talks with Merlin Entertainment to develop the theme park in Orange County.

On Aug. 9, the project cleared a major hurdle when the Village of Goshen Board of Trustees passed a resolution to provide water and sewer service to the proposed LEGOLAND New York theme park. Based on anticipated usage, LEGOLAND New York will pay the village approximately \$900,000 per year once

the deal is finalized. Merlin has also promised to donate two wells to the adjoining Acadia Hills neighborhood. In an exclusive interview with *Real Estate In-Depth*, Phil Royle, head of community & project relations for LEGOLAND New York, discussed how the firm selected Goshen for its theme park and how it hopes to secure approvals so that work could begin sometime next year on the development.

Royle said that Legoland conducted a site search of locations throughout the Northeast for some time before its site team selected Goshen. He said the more than 500-acre parcel is "highly suitable" for the theme park. In addition, the company was impressed with the work behind the scenes by the Orange County Partnership, the Orange County Executive, and the Chambers of Commerce to bring new business to the area.

"We knew that if we selected Goshen and decided to work with Goshen that we would have all those people who are very, very pro-business trying to bring new business to the area," he said.

He offered high praise to Orange County Executive Steve Neuhaus and the Orange County Partnership in communicating with the company Orange County's interest in the project and in identifying the Goshen property.

Royle said that like its other Legoland parks, the company believes that the theme park can fit into the area. In that vein, he said that the theme park will be designed as a "park within a park" and will not be visible from the outside.

He said the main reason the theme park is designed that way is to "hide it from the children." Royle related, "When you are driving along the freeway and you have screaming kids in the car and they are getting excited, you want to surprise them."

While some local opposition has surfaced concerning potential environmental impacts and traffic volume on Route 17, Royle said that for the most part his firm has been pleased with the support it has received from the community, business groups and local building trades.

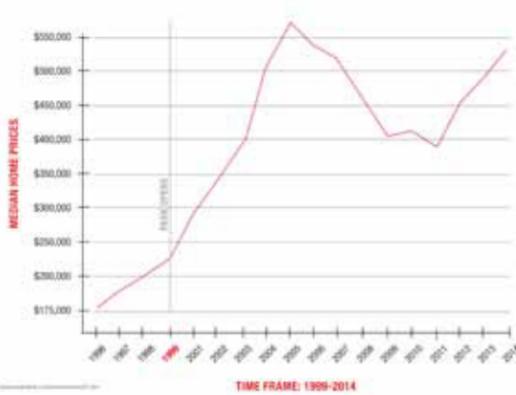
"We have been very fortunate and have received a lot of public support, and we have a lot of grass root supporters who have gone off and printed their own T-shirts and banners and signs," Royle said.

"And yes, there is a small amount of opposition and there are questions that they have, but there have been a lot more people that are sitting on the fence."

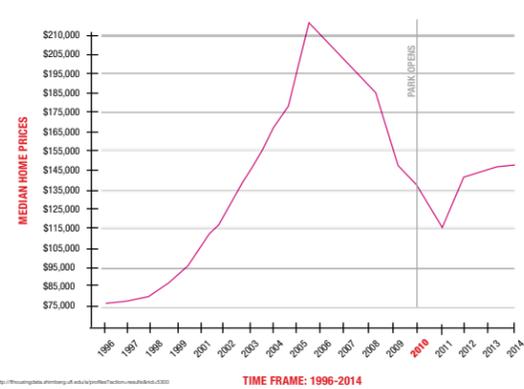
He said that Merlin has been "incred-

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LEGOLAND CALIFORNIA OPENED IN 1999
SAN DIEGO COUNTY (CARLSBAD, CA.)



LEGOLAND FLORIDA OPENED IN 2010
POLK COUNTY (WINTER HAVEN, FL.)



A study of median home prices when Legoland opened its theme parks in Carlsbad, CA and Winter Haven, FL both indicate a measurable positive effect on sale prices. SOURCE: Legoland

Orange County Partnership Celebrates 30th Anniversary



From left, former Orange County Executive Lou Heimbach and Orange County Partnership President and CEO Maureen Halahan.

By John Jordan

GOSHEN—The year 1986 holds a special place for some. Ronald Reagan was serving his second term as President of the United States, Oprah Winfrey began her nationally syndicated television show and long-suffering New York Mets fans saw their team from Queens, NY defeat the Boston Red Sox in seven games.

However, for those in the business community in Orange County, the year 1986 is very significant because it was

30 years ago that then Orange County Executive Lou Heimbach brought in private business leaders to form the economic development agency—the Orange County Partnership. The Partnership, which remains the chief economic development agency in the county, has since its formation attracted thousands of jobs and filled millions of square feet of commercial space and fostered billions of dollars in new investment in the county.

Real Estate In-Depth recently sat

down with Heimbach and Maureen Halahan, president and chief executive officer of the Orange County Partnership, to discuss the organization's first three decades and its goals for the future.

Heimbach related that his initial intent was to unify business attraction activities, which were very fragmented between two competing Chambers of Commerce in Middletown and Newburgh, as well as a portion of the Orange County Planning Department that was responsible for some economic development activities.

After his proposal to consolidate economic development into one entity was rejected by the business organizations, Heimbach approached Orange & Rockland Utilities, phone companies, and major banks in the county about the plan and many agreed to provide seed funding to get the new organization—the Orange County Partnership started. Orange County government also provided funding for the partnership as well, he noted.

Heimbach recalled that part of the Partnership's bylaws included having the partnership operate as a non-government agency so that it would not be subject to the restrictions imposed on governmental agencies and their employees.

Although the County Executive, the County Legislature and the Industrial Development Agency each had a seat

on the Orange County Partnership's Board of Directors, the majority of the board was and continues to be members of the private sector.

The organizational structure of the Orange County Partnership was specifically structured to keep politics out of economic development, Heimbach stressed "I think we are kind of the poster child for those type of organizations, not only in New York, but probably most of the country," Heimbach said.

Halahan shared that when the Partnership began operations there were 23 business parks that had space available or had developable space on the market. Today, with the exception of the recently launched (2014) Warwick Valley Office and Technology Corporate Park and a few spaces at several business parks, the spaces at those parks back in 1986 have been filled or built out.

Some of the changes that have taken place since then, both good and bad, include more restrictive regulations, particularly in terms of environmental approvals with the State Environmental Quality Review Act (SEQRA), and more available office space.

Halahan added that while the wholesale/distribution and retail industries are still strong in Orange County, the county is now seeing a host of emerging sectors, specifically food and beverage, health care and manufacturing that are making the Orange County economy

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Orange County Partnership Supports Advance Testing's High School Mentorship Program

GOSHEN—Since 1992, the Orange County Partnership has partnered with Leadership Orange, the county's premier leadership training program, to train new and emerging county leaders.

Recently, the Partnership joined with Advance Testing Company to deliver a program that impacts local high school students. On August 2nd and 3rd, students from Middletown High School and the Newburgh Free Academy experienced, first-hand, the world they will inherit. According to Jimmy Smith, president and CEO of Advance Testing Company, "We will only thrive as a county if we invest in our youth."

Because of Smith's leadership, several Orange County companies opened their doors to expose students to the opportunities and challenges they will face in forging a career in the county they call home.

Maureen Halahan, president & CEO of the Partnership remarked, "Jimmy Smith has been associated with the Partnership as an advocate for economic development for the past 20 years. He continuously creates new and innovative ways to engage the next generation."

The Orange County Partnership hosted six students from MHS and NFA to brief them on the economic world we live in. The Partnership shared with them its role in attracting and expanding businesses in the county and how they use their resources to make it happen. In fact, the Partnership presented an in-depth case study to walk the students through the intricate planning and approvals process necessary for one of their most recent and newsworthy attraction projects: LEGOLAND New York.

The Partnership and ATC also coordinated local tours of recent attrac-

tion and expansion "wins" that included visits to Pratt & Whitney, Angry Orchard and the Accelerator.

In addition, the students had the opportunity to share the lunch table with County Executive Steven Neuhaus, as well as Ed Harrison and Michael Torelli of Stewart International Airport, who shared their advice and insight with the young scholars.

Advance Testing Company's 2016 mentorship program culminated with a formal graduation on Thursday, August 25th at the company's headquarters in Campbell Hall. Several dignitaries were on hand for the celebration, including County Executive Neuhaus, U.S. Representative Sean Patrick Maloney, New York State Assemblyman James Skoufis, along with the students and their parents. Several guests spoke, all of them acknowledging the leadership and commitment demonstrated by Advance Testing Company



From left, Larissa Lewis, Orange County Partnership; Bill Fioravanti, Orange County Partnership; Steve Neuhaus, Orange County Executive; Alvin Joel Alicea, NFA graduate; Brian Bezkorowajny, Advance Testing Company; Sergio Andrade, NFA student; Maureen Halahan, Orange County Partnership; Aisling Martin, NFA student; Ed Harrison, Stewart International Airport General Manager; Adam Seidman, Advance Testing Company; Manpreet Kaur, Middletown High School student; Alberto Jorge Herrera, NFA student and Corey Ryan Resto, NFA student.

and its leader Jimmy Smith.

Halahan said of the mentorship initiative, "I applaud Jimmy and hope more business leaders take his lead and help us to, along with Leadership Orange,

develop the next generation of Orange County."

For more information about how you can participate in this program, call 845-294-2323.

County Executive Neuhaus Bullish on County's Future

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inside of the exterior wall. So in the last few weeks there are people calling saying, "My God, this thing is actually happening."

Q: When are you looking to complete the project and move government operations back to the Government Center?

Neuhaus: We are looking to be in

there in the fall of next year, so just over a year from now. We think that we will be all moved in by the end of next year because you will have to do the move in phases so that you are bringing offices in there and not disrupting services.

The good thing about that (move back to the Government Center) is that I am not going to be leasing all these offices. There are hundreds of thousands of dollars in annual leases that we will not be doing anymore.

Q: Can you provide any update on the planned redevelopment of the Camp LaGuardia property?

Neuhaus: Camp LaGuardia is now fully in our possession. John McCarey, director of real property, and Planning Commissioner David Church are working and looking at the future of that property. The way I envision it is to partition some of it out. There is a lower 100-plus acres that is mainly wetlands or could revert back to farming. I have already had some farmers approach me on purchasing it. I wouldn't have a problem doing an RFP and selling it, putting it back on the tax rolls and letting farmers farm it.

There are other sections. I want to cut out a piece to provide access to the Heritage Trail, which is a no-brainer—we need more parking for people to enjoy it. I am physically constructing expansions of the Heritage Trail this year. We are going to start this month on the Hariman section. (He added that work on a section of the Heritage Trail between Middletown and Goshen will begin next year.)

Right now what we are looking at is cleaning the property up first. Then, we are planning to have the (developable portion) on a brokerage tour this fall with the Orange County Partnership. So right now I have to clean it, because it still looks like a scene from the "Walking Dead."

Q: On the developable portion of the property, are you looking to do an RFP or do you have another strategy in mind?

Neuhaus: I would do an RFP and have developers come in. In Chester, we had a company V. Paulius out of New

Jersey that bought a big piece of property, subdivided it out and sold a couple of sections each year. I don't want to get into the construction business. That being said, I know the Orange County IDA has a great shovel-ready program that we worked on together and the only people eligible are governments—local and county. So I could also see the county putting some money in to get some of the infrastructure in place to make the property more valuable, but you could very easily have that property on the market within the next six to nine months.

Q: I understand that you are looking to also sell some property surrounding the Valley View Nursing Home. Where does that initiative stand at the moment?

Neuhaus: We have about 80 acres around the Valley View Nursing Home. Everyone is concerned that if we sell it and it becomes a competitor (to Valley View) that would make things worse? One of the easiest, no-brainer projects to put there is a senior housing project. So you and your wife can live there. God forbid you need some assisted care in the future, you get admitted into Valley View so it helps Valley View keep its patient level high and your wife can walk right through the campus connecting it and see you. That is a way to grow old gracefully together. That should be a no-brainer and we are going to be marketing that through an RFP.

Q: When will you be issuing an RFP on the Valley View parcel?

Neuhaus: I am going to announce it at the end of September in my State of the County address.

Editor's Note: Neuhaus said he will tell the Orange County Legislature that the time is now to do something with the property. He said he is amenable to an outright sale or a long-term lease.

I have had the biggest and the best in the business approach me on everything already. The biggest health care companies have all come up with different types of plans as well as senior housing companies.

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Legoland Looks to Develop \$500M Theme Park in Goshen

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ibly transparent” and has hosted public meetings and also staged a very well attended Open House to better inform residents about the project.

To those who are still “sitting on the fence,” Royle said, “You don’t have to believe what I say. Look on Trip Advisor, look on You Tube, look on the Internet and review what our customers are saying about our Florida and California theme parks and talk to local businesses and local real estate agents and let them tell you what a good neighbor and what a good business we are to have in the community.”

The third Legoland Park in North America in Goshen would mirror the successful concept of the six operating resorts in Florida, California, the United Kingdom, Germany, Malaysia and Denmark. However, unlike most of its other theme parks, LEGOLAND New York as presently designed would not include a water park.

The main issues being put forth at the moment by opponents of the project are water usage and traffic impact. Royle, when asked by *Real Estate In-Depth* if he believes those concerns can be addressed in the environmental review of the proposal, responded, “Absolutely, we are fully confident that we can address both of those issues.”

He cited the recent agreement with the Village of Goshen to supply water to the project. He also noted that Merlin is working with the New York State Department of Transportation and others to address traffic impacts the project might have. Merlin, Empire State Development and NYSDOT are also in talks regarding costs of those traffic mitigation measures and improvements to

Route 17 interchanges and accessory roads leading to the theme park.

“Any theme park has to rely on excellent customer service,” Royle stressed. “If it doesn’t deliver excellent customer service then people aren’t going to come back. If my guests sit in traffic trying to get to my theme park and have screaming kids in the car in the background, they will not spend lots of money and they certainly will not return. It is not in my best interest at all to operate a theme park where I haven’t taken practical measures of getting vehicles into that theme park quick enough.”

One traffic mitigation measure planned at the Goshen theme park in the hopes of alleviating traffic bottlenecks on Route 17 will be that customers will not be subject to parking fees upon entrance, but rather upon leaving the theme park. “That puts pressure on us as a theme park to get people onto the roads rather than getting people off the roads,” he added.

The developer will initially invest \$350 million in the development of the park and a total of more than \$500 million over the first five years of the theme park and resort. Merlin is looking to secure a total of \$10 million in incentives from the State of New York. A spokesperson for Empire State Development said that \$4.1 million in state funding has been committed thus far to the Legoland project, none of which has been disbursed. It is believed that Legoland has applied for additional state funding this year through the state’s Consolidated Funding Application (CFA) process.

Royle said that Merlin hopes to secure approvals by the first quarter of 2017 and would then bring the project

to the Merlin Board of Directors for final approval. Construction would begin shortly thereafter. The developer hopes

to open the LEGOLAND New York theme park in Goshen in early 2019.

Orange County Housing Market Moving in Right Direction

Continued from page 12

prices, which I mentioned earlier. We also have continued news that interest rates will be rising. Presently, interest rates are at historical lows. It is a great time to buy a home with interest rates being where they are.

However, if rates do rise, many possible homebuyers, that are presently on the fence about moving forward will want to buy. The idea of waiting will possibly cost homebuyers more money if interest rates do rise, which seems to be what many economists are saying. Add to that rising prices, and I see many buyers coming into the market so they can buy at the beginning of a cycle that features rising rates and rising prices.

Additionally, with the increase in unit sales, we are seeing our listing inventory decrease. Less homes for sale will also lead to price increases in the future. We have been seeing many multiple offer situations. This is something that we have not seen in almost 10 years. New construction has also been very busy this year. Traffic at sales offices of new developments has been very brisk. There are many new developments being built, and this is very helpful as the inventory of existing homes for sale decreases.

As summer comes to an end, there is a consensus among my fellow Realtors

that they are busier than they have been in many years. The improvement in the housing markets across the nation has reached Orange County. Going forward, all the signs mentioned above indicate that we are at the beginning of a busy real estate market in Orange County.

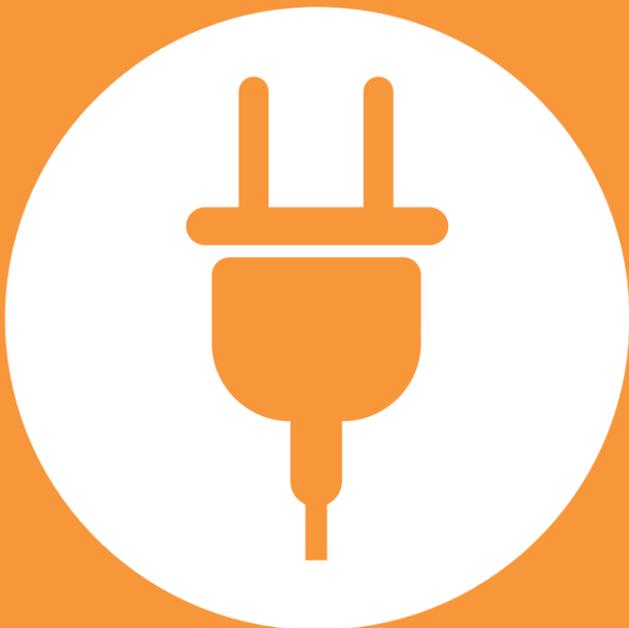
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Ron Garafalo is office manager of the Middletown office and broker associate with John J. Lease Realtors, which has offices in Newburgh and Middletown.

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Orange County Partnership Celebrates 30th Anniversary

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more diverse and strong.

"I think this organization is much more targeted than it was before," Heimbach said. "It is now looking for high-paying jobs."

In addition, urban centers, such as Middletown, Newburgh and Port Jervis, are now in demand and some are considering the development of workforce housing to accommodate their expected growth in years to come. Earlier this year, Gov. Andrew Cuomo selected the

There was no Internet, there were no websites. There was nothing like that," Halahan said. "Most everything now is done online. We have conferences that can target that specific industry we are looking to attract here." Heimbach and Halahan noted that the industry has changed whereby major companies employ site selectors to help them make their real estate decisions. Relations with key site selectors have been critical of late in Orange County secur-

time it has matured... and became more sophisticated as to how it operates."

Even the popular Broker Tours, which involved transporting brokers by bus to various available commercial parcels, can now be done electronically every day if one wishes, Halahan related.

Halahan, who has been employed at the Orange County Partnership 15 years and has served as its president and CEO more than 13 years, praised the prior Partnership Presidents for their fine

\$6-million research and development center in Goshen; the Touro College of Osteopathic Medicine in Middletown, a \$26-million project that has netted 275 permanent jobs; Pratt & Whitney's \$140-million expansion in the Town of Walkkill that created 100 new jobs; and PharmaCannis, which was awarded one of only five medical marijuana licenses by New York State, which built a new \$20-million 121,000-square-foot plant in the Hudson Valley Crossing tech park in

Orange County Partnership Economic Activity 2010-2016							
	2010	2011	2012	2013	2014	2015	2016
Attractions	15	7	9	7	11	18	11
Expansions	5	12	7	12	14	16	6
Total Projects	20	19	16	19	25	34	17
Total Jobs	538	412	441	1,058	816	1,500	443
Total Square Feet	973,220	1,468,783	1,021,912	1,069,021	721,128	1,951,435	983,665
Total Capital Investment	\$80,275,000	\$414,350,000	\$101,595,000	\$96,400,000	\$211,826,000	\$1,248,435,000	\$115,155,000

Note: 2016's numbers are as of 9.12.16

City of Middletown as the winner of a \$10-million state grant to help revitalize its downtown district.

Middletown won the award based on the recommendation of the governor's Mid-Hudson Regional Economic Development Council. The City of Middletown bested six other finalists from the Mid-Hudson region. The other finalists were: Ossining, Kingston, Peekskill, Poughkeepsie, New Rochelle and White Plains

Halahan related that one of the principal changes in how the Orange County Partnership markets the county is in the area of technology.

"Marketing 30 years ago meant you were sending out direct mail and putting out advertisements in trade magazines.

ing major new business attractions and thousands of new jobs to the region, they added.

That is not to say that over the years, the marketing efforts by the partnership were not unique and did not bear fruit.

The former leaders of the Orange County Partnership launched groundbreaking marketing efforts in their day, including an international junket to Hanoi, Germany by then President Michael DiTullo to market Orange County commercial properties.

Heimbach said, "The organization went through a learning process because nobody knew how we were going to function or what we were going to do. We had some broad ideas, but over

work during their tenures, noting that the Partnership has been committed to working with other agencies, such as the Industrial Development Agency, Orange County government, the Chamber of Commerce, the Hudson Valley Economic Development Corp., the Accelerator, the Alliance for Balanced Growth and others to promote and foster economic growth in the county.

She stressed that over the years, the Partnership has learned that during the worst of economic times is when it must spend the most in marketing. Halahan attributes a good part of the success Orange County has enjoyed after the recession ended in the second quarter of 2009 to the outreach efforts undertaken by the Partnership during the Great Recession.

The Orange County Partnership recently launched a new highly interactive website with a host of improvements and has embarked on an ambitious online advertising effort, in addition to its print and radio marketing efforts.

The organization has consistently marketed Orange County's favorable demographics and strategic location to companies in the region and all over the globe. Those efforts have led to a host of new companies investing in Orange County including: Angry Orchard's

the Town of Hamptonburgh that created 80 permanent jobs.

In the health care sector, AmerisourceBergen will take occupancy sometime next year of its 312,000-square-foot distribution facility in the Town of Newburgh. Meanwhile, Crystal Run Healthcare has recently completed a new building project in Newburgh and is working on a new facility in the Village of Monroe.

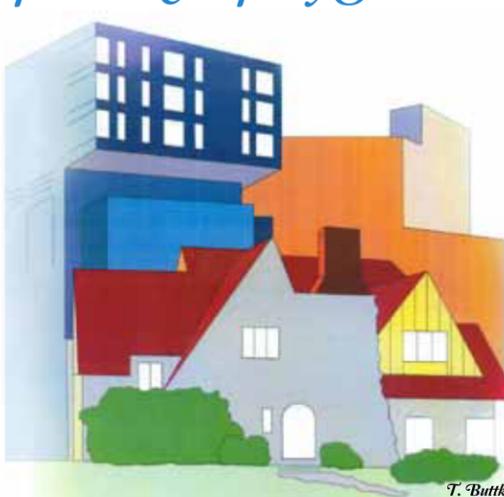
The largest project being constructed at the moment in Orange County is the \$900-million CPV Valley Energy Center in Wawayanda and in the pipeline is the possible development of a LEGOLAND New York resort in the Town of Goshen.

While many things have changed over the past 30 years, there is one thing that has been a constant—the marketing of the county's prime location in the New York metro region.

"We have an international airport, we have three interstate highways and access to rail," Halahan said. "We also have available properties." She adds that while New York State's costs have risen over the past 30 years, Orange County remains a less costlier location than other prime surrounding markets and those who qualify for incentives can also significantly reduce costs as well.



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Milestones:

County Executives Since Partnership Formation

Louis Heimbach	—1978-1989
Mary McPhillips	—1990-1993
Joseph Rampe	—1994-2001
Edward Diana	—2002-2013
Steve Neuhaus	—2014-Present

Orange County Partnership Presidents

Michael DiTullo	—1986-1996
Ann Barber	—1996-2001
David Dirks	—2001-2002
Maureen Halahan	—2002-Present

1980s

Attractions: 25
Total Jobs: 2,335
Square Footage: 3.456 million

1990s

Attractions: 105
Expansions: 79
Total Jobs: 7,667
Square Footage: 8.846 million

2000s

Attractions: 162
Expansions: 181
Total Jobs: 9,570
Square Footage: 13.395 million

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