



Annual Report 2020



"In the complex and uncertain environment of a sustained, evolving crisis, the most robust organizations will not be those that simply have crisis management plans in place, but those that have continuous sensing and response capabilities... Advantage in a crisis will go to the organization that can leverage its capabilities and cooperate with other members of the community – even competitors"

–**Nitin Nohria**

Dean of the Harvard Business School,
in his paper "Survival of the Adaptive" (HBR #84, May 2006)

COVID-19 ECONOMIC SHUT-DOWN

The COVID-19 health crisis and world pandemic of 2020 set in motion an unprecedented public health and economic crisis. New York State issued a variety of executive orders related to COVID-19 including an emergency declaration, temporary suspension or modification of certain laws relating to the disaster emergency, including stay at home orders and closing of all non-essential businesses in March 2020. Phased business reopening did not begin until early summer 2020 and most retail, tourism-related and restaurant businesses were not fully operational for the balance of the year.

Multiple federal relief programs were developed via federal “stimulus” as announced and deployed over a dizzying array of new rules and regulations for businesses to navigate. The Coronavirus Aid and Relief Economic Security (CARES) Act was most significant by introducing the SBA Economic Injury Disaster Loan, Loan Advance and the Paycheck Protection Program. SEEC positioned as a broker of information and vital resource director for businesses. By the end of March, SEEC had organized an Alliance response team, launched an online “Resource Hub” and began outreach to businesses.

SEEC RESPONDED BY BUILDING ALLIANCES

SEEC was uniquely situated among the various local organizations, agencies, and government entities to provide a coordinated and positive economic development response in Schoharie County. SEEC quickly shifted its operating focus to address the crisis, and performed in precisely the manner envisioned in the 2018 Schoharie County Economic Development Strategy, Shaping the Way Forward “...to have an economic development organization able to be flexible, agile and responsive to the needs of the businesses in the County.”

SEEC’s pandemic response and recovery priorities were consistent with long-range strategic initiatives adding a sense of urgency to:

- Providing Business Outreach & Value-Add Services;
- Deploying Unconventional Funding;
- Building Strategic Alliances; and
- Galvanizing Public-Private Partnerships.

SEEC leading COVID cooperation and communication:

- Alliance coordination, on-going since March 19, 2020
- Business Outreach Surveys, March – May 2020
- County COVID Task Force and Board of Supervisor Presentations, April – December 2020
- SchoCo Forward Business Task Force, May 2020 – March 2021



SchoCoForward

The SchoCo Forward Business Reopening & Recovery Task Force was hard at work throughout the COVID-19 Pandemic discussing ideas and strategies on how to best support the business community in Schoharie County. The Task Force, made up of 20 volunteer business representatives, met weekly, along with leadership from SEEC and the County's Economic Alliance. Collaboratively, the SchoCo Forward Task Force:

- Organized & published a directory of local places to purchase safety supplies and COVID social distancing signage
- Created a NY Forward Tutorial and distributed to hundreds of local business helping each navigate the reopening rules
- Developed and launched the SchoCo Promise as a means to differentiate local commitment to keeping businesses open



Co-hosted Business Recovery Roundtable Discussions:



**RECOVERY
ROUNDTABLE
AUGUST 24 2020
VIA ZOOM**

WITH SCHOHARIE COUNTY BOARD OF SUPERVISORS CHAIRMAN FEDERICE AND
DR. AMY GILBERT-MESTER, SCHOHARIE COUNTY DEPARTMENT OF HEALTH

TOPIC: ENFORCEMENT OF NEW PUBLIC HEALTH LAWS

**ALL LOCAL GOVERNMENT OFFICIALS AND
BUSINESS OWNERS WELCOME!**
REGISTER AT: [SCHOHARIECHAMBER.COM/CALENDAR](https://schohariechamber.com/calendar)

SchoCoForward
SCHOHARIE COUNTY CHAMBER OF COMMERCE
ESTABLISHED 1882 • 2020 • 138

Hosted by SchoCoForward Alliance: Schoharie County Chamber of Commerce, Destinations Marketing Corp., Sharon Springs Chamber of Commerce, and Schoharie Economic Enterprise Corp. (SEEC)



**BUSINESS RECOVERY
ROUNDTABLE
NOVEMBER 12, 2020 AT 8AM
VIA ZOOM**

PANELISTS INCLUDE:
SEEC RESILIENCY FUND, JIM BECKER
INVED CARES ACT REVOLVING LOAN FUND, STEVE SMITH
COMMUNITY LOAN FUND, RICH LEE OR WALT
STEED EMERGENCY FUND, TOM GREY
NY FORWARD, ALLISON HODGINS
MUNICIPAL SOLUTIONS, JEFF SMITH
NATIONAL BANK OF CDSACKIE, JAMIE CASTERLIN

TOPIC: ACCESS TO CAPITAL

ALL BUSINESS OWNERS WELCOME!
REGISTER AT: [SCHOHARIECHAMBER.COM/CALENDAR](https://schohariechamber.com/calendar)

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**BUSINESS RECOVERY
ROUNDTABLE**

February 23, 2021 | 9am | via Zoom

TOPIC: PANDEMIC PIVOTS, LOCAL BEST PRACTICES

Panelists:
Carrie Edsall, Black Willow Pond Farm
Chris Guldner, Bull's Head Inn
Jacqui Hauser, The Studio for Art & Craft
Josh Loden, Apple Barrel

**LOCAL BUSINESS OWNERS WILL SHARE HOW THEY
REACHED CUSTOMERS, INCREASED SALES**
REGISTER FOR FREE AT:
[SCHOHARIECHAMBER.COM](https://schohariechamber.com)



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**BUSINESS RECOVERY
ROUNDTABLE**

April 29, 2021 | 9am- 10:30am | via Zoom

TOPIC: REDESIGNING EVENTS DURING COVID

Panelists:
Noah Rayman, Special Adviser to the Chairman, ESD
Jane Weisenberg, Senior Policy Adviser, Executive Chamber
Tommy Ruise, The Arc Lexington
Lois Goblet, Hessian Hill Farm
Fred Breglia, Landis Arboretum

- Learn about state guidelines and resources available to businesses
- Hear how businesses successfully redesigned events during the pandemic
- Look towards the future and what events could look like this summer
- Presentations plus 30 minute Q&A

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Business Outreach Surveys, March – May 2020




Schoharie Economic Enterprise Corp

**Schoharie County Business
Impact Survey COVID-19**

250 Responses

Thursday, March 26, 2020

Powered by SurveyMonkey




Schoharie Economic Enterprise Corp

**SEEC's COVID-19 Survey #2:
Economic Injury & Broadband**

177 Responses

Monday, April 06, 2020

Powered by SurveyMonkey



Schoharie Economic Enterprise Corp

**SEEC's COVID-19 Survey
#3: Business Relief & PPE**

114 Responses

Sunday, May 03, 2020

SEEC RESOURCE HUB

SEEC was proud to have worked with business alliances to launch the COVID-19 Business Resource Hub online in just a matter of days and quickly disseminated information to people who needed it most – Schoharie County businesses. The most utilized pages of the Business Resource Hub featured Access to Capital, Workforce Programs, Utility Relief as well as Government Resource Guides. A flowchart assisted “Creative Professionals” in navigating the relief programs and Department of Labor benefits chart helped employers and individuals better understand their options. Other valuable resources directed to an index of useful webinars and podcasts easily accessed in one location. Points of Light and Business Tips were offered to be uplifting in time of crisis.

LOCAL MONEY FOR LOCAL BUSINESS

As a result of outreach to businesses, SEEC consulted Advisors and Alliances hastening an unconventional funding response. The SEEC Resiliency Fund was established and accepting applications by May 2020. An initial allocation of \$75,000 was offered as \$2,500 grants or \$5,000 borrower friendly loans available to all business sectors across Schoharie County. Two dozen businesses were awarded funding in 2020. By early 2021, the SEEC Board authorized additional resource allocations for a total Resiliency Fund allocation of \$125,000.

Resiliency Fund Awardees, May – December 2020

Catskill Simple Living
Cobleskill Ag Society
Cobleskill Community Library
Cobleskill Golf & Country Club
Destination Marketing Corporation
EMPTY Pockets Ranch
GTO Wood Turning
Highland Hollow Farms
Hop House Farm

Iroquois Indian Museum
J Lacy Hair Salon
Jays Daycare
Kaskazini Kitchen Inc.
Literacy Volunteers
Mercer Daycare
Middle Brook Mill
Middleburgh Library
Panther Creek Arts

Power Up Health Fitness
Revolutionary Spirits
Schoharie Colonial Heritage Association
Schoharie Free Library
Scrumpy Ewe Cider LLC
She Shed Services
Skidmore Brown
VanDyke Enterprises
Wayward Lane Brewing



SEEC Board Members

Thomas Putnam

SEEC Founding Member & Chairperson

Eric Stein

SEEC Founding Member & Treasurer

Peter Johnson

SEEC Founding Member & Secretary

James Becker

SEEC Founding Member

Stephen Harris

SEEC Founding Member

SEEC Advisory Council

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Cindy Barber
Jim Barber
Fonda Chronis

Paul Conroy
Tara Winter, PhD
Ron Filmer
Bart Finegan

Leo McAllister
Anne Morton
Carl Mummenthey
Kevin Neary

Benjamin Oevering
Doug Plummer
Nan Stolzenburg
Marion Terenzio, PhD
Steve Wilson

SEEC Associates

Trish Bergan, SEEC Administrative Associate
Jerrine Corallo, SEEC Grantsmanship Associate
Julie Pacatte, Executive Director

Specialty Professional Services:
Trisha Miller, Public Relations
Mosaic Mountain Media, Katerina Weingarten

SEEC Financial Statement 2020

Revenue & Support (Donations w/o Restrictions, In-Kind, Investments)	\$458,223
With Donor Restrictions (Impact Fund)	\$101, 973
Expenses (Program & Management)	(\$311,813)
Net Assets Year End 2020	\$914,679

SEEC Priorities



Business Retention & Expansion



Industry & Talent Attraction



Destination Building



Targeted Value Add
Investments

SEEC Measures of Success



Expanded Business Resources
& Network Connections



Community & Economic
Development Engagement



Environment & Community
Character Enhancements



Industry Growth



PO Box 1099 Schoharie, NY 12157 | seecny.org | Instagram: [seec_upstateny](https://www.instagram.com/seec_upstateny)