

ULSTER TECH BUSINESS OWNERS: IN THEIR OWN WORDS:



“ We had no time for passion projects living in New York City. By moving to Ulster County and lowering our overhead we have more time to work on projects that are important to us. There are plenty of great local clients to work with and when we do get a job in the city or Albany or Boston we can just jump in the car and we're there in an hour or two. We're doing more of the work that we love now, for sure. ”

Alecia Eberhardt & Tom Smith
Co-founders, Eberhardt Smith

“ We love having our StateBook office here in Kingston. Ulster County has a talented digital workforce and you can work with your laptop in great places like Outdated Café, where we are today. Working in Uptown Kingston is both productive and social! ”

Calandra Cruickshank
President, CEO & Co-founder, StateBook International



“ Community was always something that my wife and I talked about wanting more of. When we were in Brooklyn there were people all around us but it was hard to feel really connected or part of a community. In less than a year living here we've become friends with all of our neighbors and we're talking about starting a block party. We feel like we can be friends with everyone that we meet. That's been really meaningful for us moving up here. ”

Aaron Quint
Chief Scientist, Paperless Post, Web Developer & Consultant

“ There's lots of digital companies around here who are really strong and compete not just on a local and regional level but compete at a national level for clients. ”

Norm Magnusson
Advertising Creative Director, Artist, Consultant



DO BUSINESS DIFFERENTLY

TECHNOLOGY ENTREPRENEURSHIP IN ULSTER COUNTY NEW YORK



SAMPLE OF TECH-RELATED COMPANIES THAT CALL ULSTER COUNTY HOME:

Alchemy Creative Group <http://alchemycreativegroup.com>
Ellenbogen Media <http://ellenbogenmedia.com/>
Visco Software <http://viscosoftware.com/>
Next Step Digital <http://www.nextstepdigital.com/>
Pictoura <http://www.pictoura.com/>
Gilday Creative <http://www.gildaycreative.com/>
DragonSearch <http://www.dragonsearchmarketing.com>
Evolving Media Network <http://www.evolvingmedia.net>
Curious Minds Media <http://www.curiousm.com>
Eberhardt Smith <http://eberhardtsmith.com>
IC Film and Video <http://www.icfilmproductions.com/>
Tracking Wonder <http://trackingwonder.com/>

Quirkey <http://www.quirkey.com>
Outlandos Media <http://outlandosmedia.com>
Statebook International <http://statebook.com>
AnchorID <http://www.anchorid.com>
EdgeWorx Studios <http://edgeworxstudios.com>
Crazy Horse Effects <http://www.chevfx.com>
Norm Magnusson <http://www.funism.com>
Broadstrokes, Inc <http://www.twexxt.com>
Hidden Gears <http://www.hiddengears.com>
Exago <http://exagoinc.com>
Color Page Online <http://www.colorpageonline.com>

www.UlsterForBusiness.com
845-340-3556
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Michael P. Hein,
County Executive



QUICK FACTS ABOUT ULSTER

- 90 miles from NYC
- Envious quality of life
- Lower costs
- Educated workforce
- Connected online, by train, bus and NYS Thruway
- World-class recreational and cultural activities
- Growing tech sector
- 4 seasons recreation tourist destination

TECH RELATED BUSINESS RESOURCES

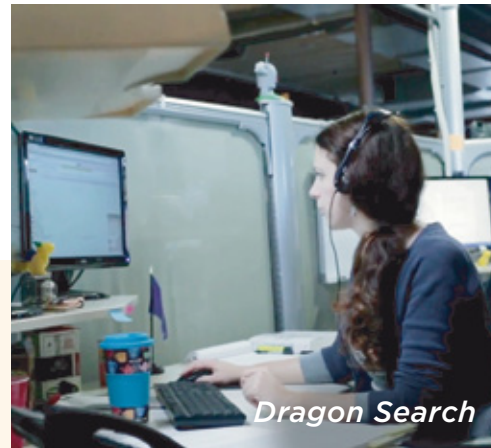
- Hudson Valley Tech Meet Up
- Ulster County Office of Economic Development
- SUNY New Paltz School of Business
- Ulster Chamber of Commerce
- SUNY Ulster
- SUNY New Paltz MakerBot Innovation Center
- Young Ulster Professionals
- Ulster SCORE
- CatskillsConf

TECHPRENEURS: DO BUSINESS DIFFERENTLY IN ULSTER COUNTY

Less than 100 miles from midtown Manhattan, in Ulster County, New York, tech industry leaders like yourself are discovering new ways to successfully manage their business, raise a family, and enjoy a better quality of life—all at a lower cost. In today's networked and connected world, an increasing number of professionals are finding that relocating to Ulster means liberation. No longer having to compromise their standard of living, techpreneurs now more than ever have a better, viable alternative. Why limit your life to a weekend, when you can have it all?

Ulster County is connected not only by the Internet and the New York State Thruway: it offers another level of connection through the strength of its community. Unlike the often-isolating, sometimes claustrophobic experience that life in the city can create, Ulster has human-scale communities which support and nurture enterprising businesses, and increasingly welcomes transplants from places like New York City, Canada, the West Coast, and elsewhere. Ulster County's lower business costs, educated workforce, abundant low-cost real estate, stunning landscapes, exceptional recreational opportunities, charming villages and towns, thriving cultural scene, 350 years of history, and easy access by car, bus and train to New York City, make it the logical choice for your business, and your home.

True innovation means doing business differently in Ulster County.



Dragon Search

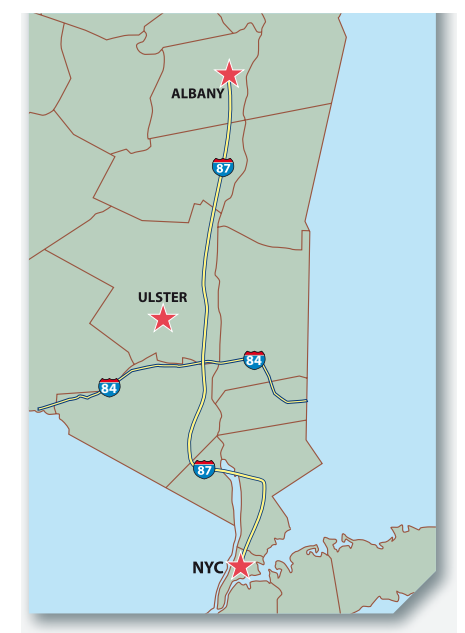


Hudson Valley Tech Meetup

WHERE'S ULSTER COUNTY?

Ulster County is less than 100 miles north of New York City (less than a 2 hour drive), 60 miles south of Albany and about 150 miles from both Boston and Philadelphia. The County sits in the heart of the fertile Hudson River Valley with the Hudson River on its eastern edge. Within its 1,161 square miles lies the Catskill Park and Forest Preserve where there are more than 1/4 million acres of forever-wild woodlands.

Ulster is accessible by car at New York Thruway exits 18, 19 and 20; by train to the Poughkeepsie and Rhinecliff stations; by bus on Adirondack Trailways; and by air to Stewart International Airport in Newburgh and Albany International Airport, each less than an hour away.



ULSTER INFLUX OF YOUNG ADULTS

Growth rate fastest amongst 25 - 40 yo (8.4% average growth rate projected between 2013 - 2020)

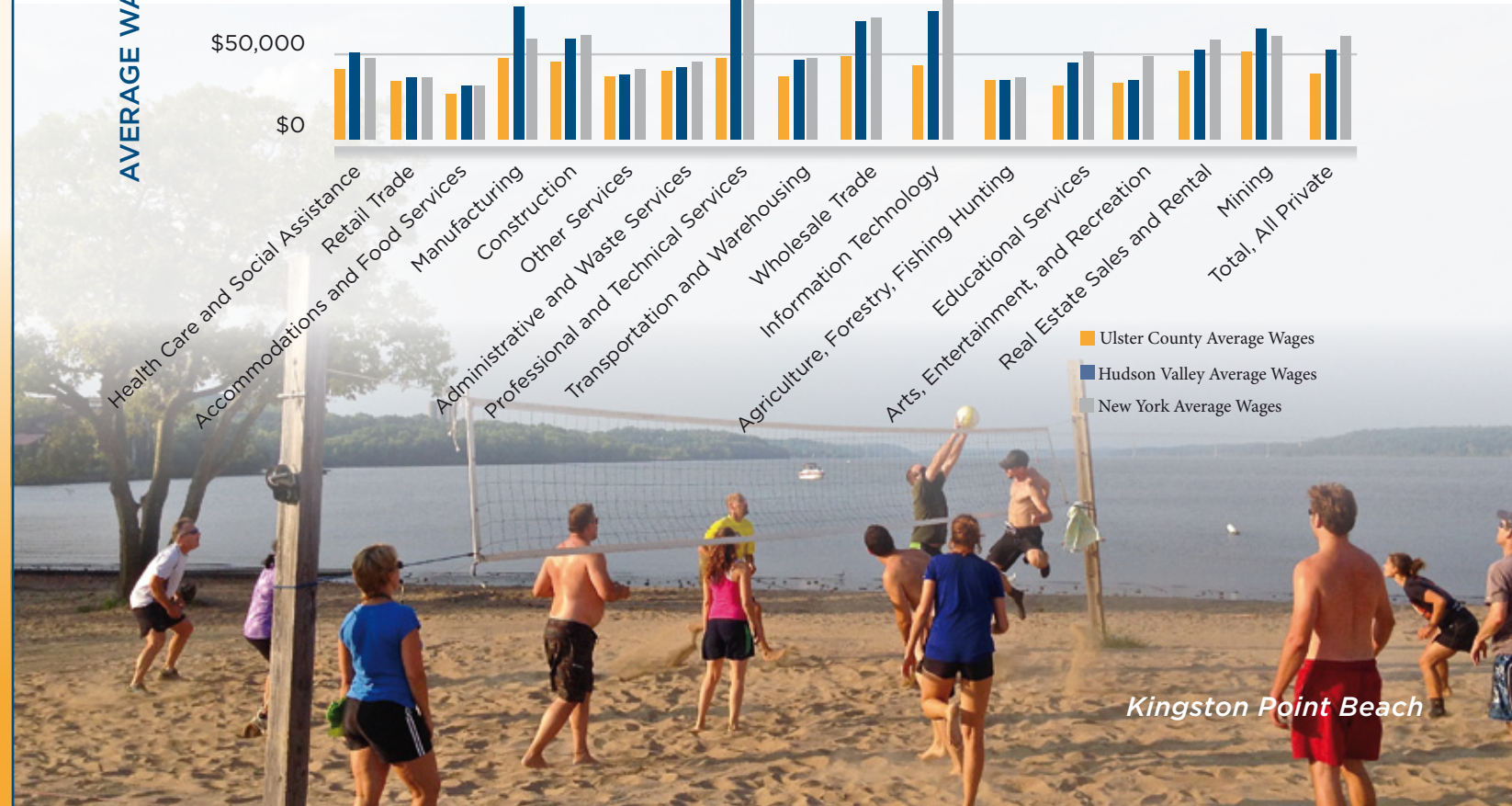
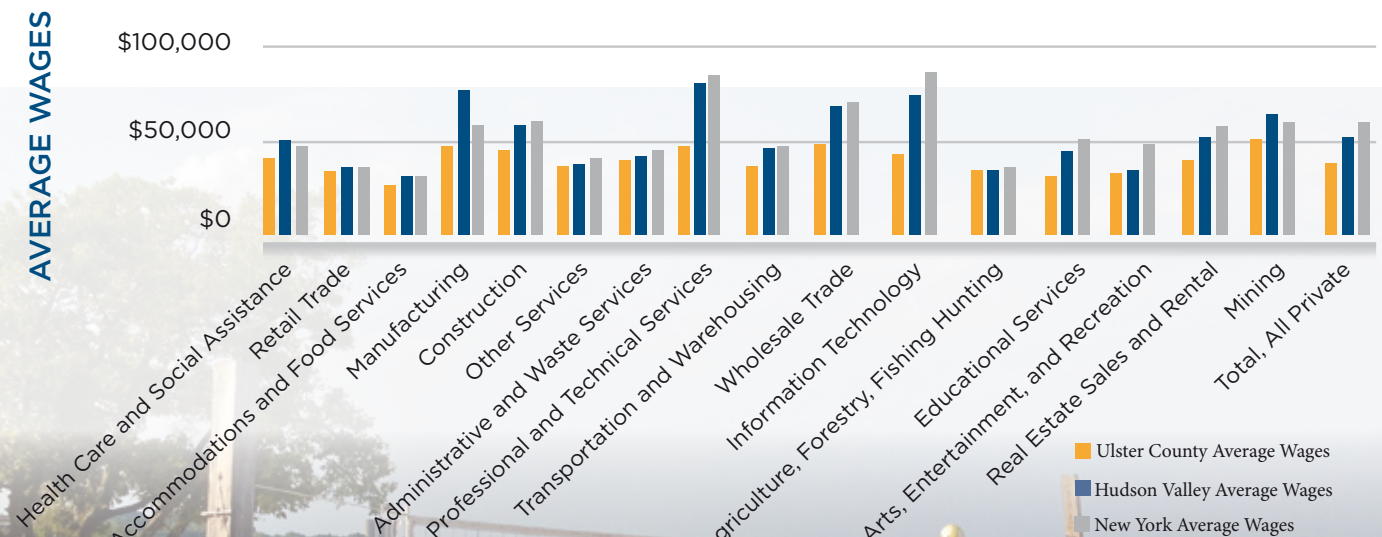
MEDIAN HOME PRICE:

Ulster County \$237,500
New York State \$295,000
New York City \$555,700

ULSTER COUNTY EDUCATIONAL LEVELS:

87.9% HS Diploma
29.3% Bachelor's Degree or more

ULSTER COUNTY COMPETITIVE WAGE STRUCTURE



Kingston Point Beach