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Southern Tier West Launches DiscoverSouthwestNY.com.

Web portal designed to showcase Allegany, Cattaraugus and Chautauqua Counties to residents, tourists and business

Salamanca, New York - The Southern Tier West Regional Planning and Development Board today announced the launch of DiscoverSouthwestNY.com, a new Web site designed to provide virtual tours of the business, residential and tourism opportunities that exist in Allegany, Cattaraugus and Chautauqua counties.

Using a technology called PixEarth, the Web site will be able to display thousands of images of the area including industrial, commercial, residential, cultural and recreation locations. The site will also act as portal to other local information resources, making it the true web destination for "Everything Southern Tier".

"The purpose of Southern Tier West is to promote the social, physical, and economic development of Allegany, Cattaraugus and Chautauqua counties, and the DiscoverSouthwestNY Web site will go a long way towards that goal," Donald Rychnowski, executive director of Southern Tier West, said. "This region possesses many of the amenities that people and business are looking for. This new site will allow

us to receive more consideration because decision makers will have access to the information they want and need – something that did not previously exist.”

In the “business” section of the site, site selectors, business owners and investors can find a regional profile that contains information regarding infrastructure, technology and natural resources. The section also contains statistics on local labor force and educational opportunities, as well as information and links regarding business incentive programs. In addition, visitors can take a virtual tour of the region’s industrial parks and commercial development properties.

The “living” section of this site illustrates what life is like in the Southwest NY corridor. This section contains information, images and links on topics such as culture, housing and community, as well as local statistics and information on education. This area of the site will be especially valuable to local residents and others interested in relocating within the region, and will be a valuable recruiting tool for local real estate agents and businesses.

The availability of recreational opportunities is one of the Southern Tier’s greatest assets, so the “recreation” section of the Web site is devoted to the diverse range of activities available in the region. DiscoverSouthwestNY.com contains information and virtual tours of the region’s most popular spots including cultural, outdoor and sporting attractions. The site also contains images of and links to area accommodations to make visiting easier. While this is perfect for a tourist planning a visit, it also is ideal for local residents who may not realize all the opportunities for fun that exist in their own backyard.

One sign that the Web site will become a successful tool for the region is the support that it is receiving from the Chautauqua-Allegheny Tourism Region, which is made up of the Chautauqua County Convention and Visitors Bureau, the Allegany County Department of Tourism, and Cattaraugus County Department of Economic Development, Planning and Tourism. These organizations, with support from Empire State Development, have pledged their support for the site and are in discussions to promote DiscoverSouthwestNY.com as the official Web destination site for the region. In return, the site will contain links back to these organizations so visitors can get specific information about events and programs happening in the individual communities.

“We’re excited about the potential of this new Web site to increase awareness of all that the Southern Tier has to offer, and to grow the region’s overall share of development and tourism dollars,” Andrew Nixon, executive director of the Chautauqua County Visitors Bureau, said. “This Web site project has brought people together in a spirit of cooperation that will allow us to maximize our communication resources behind a single Web site.”

PixEarth provides complete solutions for combining interactive digital photography (GeoPhotos™) with maps to create geographically referenced virtual tours for any location on earth. Using PixEarth’s unique data-processing software, GeoPhotos are created from standard digital photographs.

The Southern Tier West Regional Planning & Development Board is a Regional Planning Board, a unit of government created in 1969 by a resolution of the County Legislatures of Allegany, Cattaraugus, and Chautauqua Counties in New York State under the authority of Article 12B of the New York State General Municipal Law. From

its headquarters in Salamanca (Cattaraugus County), New York, Southern Tier West serves Allegany, Cattaraugus, and Chautauqua Counties of New York State.