CALS NYS Internship Program
MVC INTERNSHIP POSITION DESCRIPTION

1. **Name:** Mohawk Valley Collective, Inc. (aka MVC)

2. **Host background Information:** The MVC is a 501(c3) non-profit organization based in Canajoharie, NY dedicated to the restoration and adaptive reuse of our area’s historic architectural gems. Our main mission is the acquisition/preservation of deteriorated properties of historic or other significance in western/central Montgomery County and the return of those properties to productive use; the provision of venues for the visual/performing arts; and the fostering, development, promotion and encouragement of the arts, including support for artists and arts education for the general public. The MVC also promotes tourism and job creation; serves as a clearinghouse for information about our communities’, regions’ and state’s historic, natural, cultural and recreational attractions, events and accommodations; and strives to make connections that cause visitors to return.

3. **Internship Position Name/Title:** Assistant Tourism Data Investigator.

4. **Internship Position / Project Context:** Promoting and increasing tourism to the area is a primary thrust of the MVC. A key component of our tourism effort is the Regional Visitors Center (RVC), an “I Love NY” authorized tourism information location. The center provides information to visitors to the area and has an interest in better understanding who travels to and through the region, why they visit, what they like to do while in the area, and how they could be enticed to stay longer or return. Our goal is to increase visits, lengthen stays, and more ably engage visitors.

5. **Internship Position Description:** With supervision, the intern will be charged with: (1) Understanding the current tourism and visitor environment in Montgomery County, with a focus on the Western portion of the County; (2) Creating data sets documenting the parts of the County people are visiting, attractions or events that are drawing them, and details about specific target groups such as boaters and cyclists; and (3) Developing recommendations for increasing engagement with travelers (i.e. smartphone apps, hotspots, place identifiers and GPS waypoints) and sources of funding to support recommended strategies. To complete this work, the intern will be expected to draw on visitation data from County Tourism, NYS, and other sources, potentially including surveys, online data-mining (North Star Study, I Love NY), etc. The intern will also be expected to attend periodic meetings with stakeholders (e.g.: elected officials in the Villages, Towns, and County, the County Tourism and Economic Development Teams, along with Canal Corp and Thruway Authority staff. The intern should be prepared to present on their findings and recommendations in a professional manner via PowerPoint presentation or similar means.

6. **Basic Qualifications and Preferred Experience:**
   - Superior writing and presentation skills.
   - Ability to think systemically and logically.
   - Attention to detail.
• Working knowledge of Microsoft Office Suite (Word, Power Point, Excel, etc).
• Familiarity with statistical analysis and database concepts preferred but not required.
• Familiarity with strategy modeling methods such as SWOT, 4-Box, etc. is a plus.
• Drivers License valid in New York State.

7. **Internship Schedule**: 32 hours (80%) of a standard 40-hour work week to the responsibilities of their position and 8 hours (20%) to the community engagement project. The MVC is flexible with the 20% release time for the community engagement project, which can be taken either in one eight-hour day or two, 4-hour half days.

8. **Expected Outcomes (for intern)**:
   • General knowledge of community and economic dynamics of Upstate New York (particularly rural areas).
   • General knowledge of New York State local government: laws, structure, operations, planning procedures, grants and funding environment, etc.
   • Practical experience in working with local government officials, business and property owners, and the general public in a public sector setting.
   • Practical experience in developing forms, procedures, graphic tools, and database for government and public use.
   • Detailed knowledge of best practices to deal with specific problem area addressed.
   • A concrete, complete, and demonstrable example of individual work product for use in resume/portfolio.

9. **Institutional Contact Information**: Tolga Morawski, tolga@ieee.org, 646-279-7196, 71 Mohawk Street, Fort Plain, NY 13339.

10. **Reports to**: The intern will report to Tolga Morawski (information above) but will meet weekly with, schedules permitting a group consisting of MVC Member John McGlone and Gina DaBiere-Gibbs of County Tourism.

11. **Location of Assignment**: The MVC Regional Visitors Center, located at 89 Church Street, Canajoharie, NY 13317 will be the base of operations for the internship, but the position will include some travel to attractions and other sites within Montgomery County, including, but not limited to the Montgomery County Tourism Office in the Riverfront Center in Amsterdam, the County Offices and Business Development Center in Fonda, and the municipalities (Towns, Villages and City) for data gathering, meetings, presentations, etc.

12. **Other**: Housing and car will be provided, as-needed.