

Positively Greene

COUNTY-WIDE UPDATE



GREENE COUNTY E.D.C.
ECONOMIC DEVELOPMENT CORPORATION



GreeneGovernment.com

GreatNorthernCatskills.com

GreeneCountyEDC.com

InvestInGreene.com

FilmInGreene.com

June 2020

ECONOMIC DEVELOPMENT

Greene County Releases COVID-19 Economic Recovery Plan



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At the direction of the Greene County Legislature, a COVID-19 Economic Recovery Team was established in April 2020 to provide guidance and assistance to local employers and engage consumers with positive messaging during the phased re-opening of the regional economy. The Greene County Economic Recovery Team has also produced a Crisis Response & Recovery Plan that details the priorities, strategies and tactics required to bring Greene County businesses and residents safely through these challenging times, and create strong and sustainable economic growth. View the plan at https://greencountyedc.com/wp-content/uploads/2020/06/Greene-County-Economic-Redevelopment-Plan-Crisis-Response-Recovery-Final-June-1_2020.pdf

Buy In Greene Launches New Video Ad Campaign

Five Greene County Businesses are representing some of the major categories reopening and/or expanding services this month in video ads running on social media and targeting local consumers in Greene and neighboring counties. Each featured business delivers a personal and consistent message to customers as they safely return to local establishments.

You can watch the 30 second video spots online at the links to the right of each image:



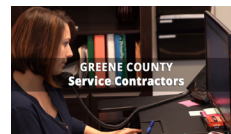
<https://www.buyinggreene.com/greene-county-new-york/places-to-shop>



<https://www.buyinggreene.com/greene-county-new-york/dine>



<https://www.buyinggreene.com/greene-county-new-york/car-service>



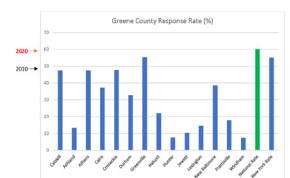
<https://www.buyinggreene.com/greene-county-new-york/contracting>



<https://www.buyinggreene.com/greene-county-new-york/home-improvement>

2020 Census Returns by Greene County Town

The current response rates to the Census show New York State currently 5 points below the national average at only 55.3%. Greene County ranks 58th out of 62 counties at only 34% responding so far. It is exceptionally important for each one of our communities to be accurately counted in order to receive our fair share of federal representation and funding. All residents are strongly urged to take the Census online at <https://2020census.gov/> or by phone, toll free at 844-330-2020.



TOURISM

Take Out In Greene a HUGE Success



Takeout, Curbside & Delivery Dining in Greene County

Our website promoting Greene County restaurants that served take-out, curb-side and delivery had over 25,000 page views over the past 2 1/2 months. 4,000 views were those who heard the commercial on WRIP radio and entered the site by name, TakeOutInGreene.com.

Visitors Want to Travel



Greene County Tourism surveyed visitors on their travel needs. Results identified the following:

- 65% of our audience is willing travel within the first month of reopening
- 92% of travelers will be taking road trips first
- Travelers are looking forward to restaurant dining and outdoor activities most

Little Things Magnified!!

Greene County Tourism will be launching an integrated and phased-in marketing and advertising strategy of paid media, social media, and public relations, highlighting lodging, attractions, arts and entertainment, dining, and outdoor activities linking to the Great Northern Catskills of Greene County website with information on businesses that are open and appropriate messaging for visitors to the county. Unlike our usual campaign, the creative will focus on open attractions, businesses and things to do in our area and will expand over time to include businesses as they reopen. We will also use digital media to heavily target travelers who are willing to visit first in order to bring them to our region over others.

PLANNING

Training Webinars for Planning Officials

Greene County Economic Development, Tourism & Planning and Columbia County Planning in cooperation with New York Department of State Local Government Services will be holding two planning webinars in June for county and local planning officials. These remote webinars will count toward the 4 hours of continuous training required by NYS. To register go to <https://www.greenegovernment.com/departments/planning-and-economic-development/training-presentations>

Session 1: Short Term Rentals

Host: David Jacobson

Date: Thursday, June 4, 2020

Time: 3:00 pm - 5:00 pm

Session 2: Spot Zone or Grant the Illegal Use Variance

Host: David Jacobson

Date: Thursday, June 25, 2020

Time: 3:00 pm - 5:00 pm

Greene County Department of Economic Development, Tourism & Planning

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Great Northern Catskills
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