

Positively Greene

COUNTY-WIDE UPDATE



GreeneGovernment.com

GreatNorthernCatskills.com

GreeneCountyEDC.com

InvestInGreene.com

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August 2020

ECONOMIC DEVELOPMENT

SBA sets Date to Open PPP Forgiveness Platform



The Small Business Administration plans to open a Paycheck Protection Program loan forgiveness platform on August 10. Almost \$130 billion remains available for small businesses and the application deadline has been extended to August 8th. For more information go to <https://www.sba.gov/document/sba-form-paycheck-protection-program-loan-forgiveness-application-instructions-borrowers>.

People are Moving to Rural Areas due to COVID-19



A recent article in [MoneyTalksNews](https://www.moneytalksnews.com) states that over 1/5 of Americans have either moved or know someone who has moved since the pandemic arrived, and 13% of those who have moved to a second or vacation home in an area with a lower risk of contracting the virus. To find out more about living and working in Greene County, go to <https://greencountyedc.com/find-your-way-to-home-in-greene-county-ny/>.

New Businesses Opening Across Greene County



Left Bank Ciders opened its tasting room and terrace overlooking the Catskill Creek Walking loop at 150 Water Street – Cider production goes on all week and customers can enjoy New York State Craft Beverages and foods Thursdays through Sundays.



Old Factory Brewing Company completed its renovation of a legacy brick building at 628 Main Street in Cairo and has commenced operations to meet the needs of its growing customer base.



See and Be Kitchen has expanded its 'from scratch' baking delights and opened a restaurant at 512 Rt 145 in Cairo serving breakfast and lunch, Thursdays through Sundays, and delivering exceptional baked goods every day.

TOURISM

Tourism Launches New Initiatives to Address Kaaterskill Clove Issues

As the leading source of information on Google Search for Waterfalls & Kaaterskill Clove in Greene County, and in support of the Town of Hunter, Greene County Tourism has launched new initiatives to reduce the overcrowding, parking and safety issues along the Route 23A corridor. This is also in line with I Love NY and the DEC's "Leave No Trace" Campaign. This includes:

- Updates to [Kaaterskill Falls](#), [Fawn's Leap](#), and [Hiking](#) pages to include information about overcrowding, safety and parking regulations on the Route 23A corridor. This page will continually be updated as new information becomes available.
- Pushing users to a [new waterfalls page](#) suggesting alternative hikes and again notes the parking, safety, and overcrowding issues.
- Running ads on Google that warn travelers of overcrowding, safety and illegal parking.
- Reaching out to media and broadcast news outlets and regional publications, requesting they reinforce the new regulations and advisories taking place along Route 23A and within the Clove.



PLANNING



Short-Term Rentals

Regulating short-term rentals (STR) at the local level has garnered increased attention recently as communities examine the pros and cons of residential housing being rented on a short-term basis. The Hudson Valley region is most traveled Airbnb corridor

in NY. There are many benefits as well as challenges associated with STRs and many things to consider when deciding if and how to regulate them. Greene County EDT&P, in cooperation with the NYS Dept of State Division of Local Government Services and Columbia County Department of Planning, recently held a training webinar on 'Short-Term Rentals'. A summary of the June 4, 2020 webinar, highlighting

the benefits and challenges of STRs and outlines issues to consider when regulating them is available at <https://www.greenegovernment.com/wp-content/uploads/2020/07/Short-term-rentals-Webinar-Summary.pdf>. A few examples of local regulatory approaches are provided.

Census Push in Greene County



The 2020 Census Continues to be a priority for Upstate communities as we strive to count everyone living in Greene County to receive our

fair share of federal representation and funding. As door-to-door efforts begin, we urge all our friends and neighbors to complete the census online at <https://2020census.gov/> or by phone at 844-330-2020.

Greene County Department of Economic Development, Tourism & Planning

Warren Hart - Deputy County Administrator • 518-719-3290 • business@discovergreene.com

Great Northern Catskills
of Greene County
tourism@discovergreene.com

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Greene County Economic
Development Corporation
info@GreeneCountyEDC.com

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