Positively Greene

COUNTY-WIDE UPDATE

GREAT NORTHERN CATSKILLS OF GREENE COUNTY

GREENE COUNTY E.D.C. ECONOMIC DEVELOPMENT CORPORATION

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Special Edition: 2020 A Year-In-Review   **January 2021**

2020 began with the celebration of the completion of a very successful year for Greene County, and a bright outlook on the opportunities to come. Little did we know, that by the end of the first quarter, our county government leadership, agencies, and departmental staff would be facing a Public Health pandemic and Economic emergency that remains ongoing. This 2020 Year-In-Review illustrates some of the exceptional work accomplished during unprecedented challenges.

New Business Growth/Projects

Ten Projects to Receive Over $7.6 Million in NYS Funding

Greene County projects will receive funding through the Consolidated Funding Application (CFA) awards process of the NYS REDC.

Three projects in the Town of Hunter will receive a total of $1.4 Million, two projects in the Town of Coxsackie will receive a total of $2 Million and five projects in the Town of Catskill will receive a total of $4,205,218.

See award allocations at https://www. greenegovernment.com/scoop/greene-county-projects-to-receive-7605218-in-nys-funding

CMH Medical Plaza West Announced for Exit 21 West Property

Columbia Memorial Health (CMH) and the Greene County Industrial Development Agency (IDA) today announced an agreement for a purchase option on a 4-acre parcel of land located near New York State Thruway exit 21. The plan envisions an expansion of services conveniently available to Greene County residents.

https://www.greenegovernment.com/scoop/cmh-medical-plaza-west-planned-near-exit-21
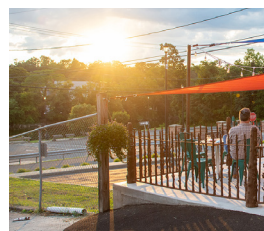
Renovations Begin on Coxsackie Riverfront

Flach Development & Realty's Historic Riverfront Hotel & Event Venue received a total of $2 Million through the NYS Consolidated Funding Application (CFA) awards last December and renovations are actively underway on the legacy brick buildings at the base of Reed Street.
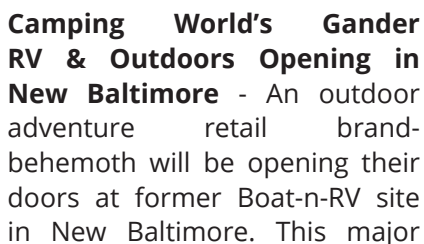
https://www.greenegovernment.com/scoop/greene-county-projects-to-receive-7605218-in-nys-funding

New Businesses Opening Across Greene County

Craft Cidery Opens in Catskill - When the old Bottle Shop moved into the former Central Hudson building between Main and Water Streets the term "artisanal cider" was not in everyone's vocabulary. Fast forward to July 2020, and the newly restored basement entrance leads to Left Bank Ciders in Catskill.
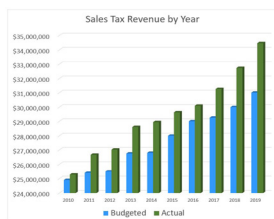
Read the Success Story at: https://updates. investingreene.com/left-bank-craft-cidery-catskill-ny

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.

Camping World's Gander RV & Outdoors Opening in New Baltimore - An outdoor adventure retail brand-behemoth will be opening their doors at former Boat-n-RV site in New Baltimore. This major new business in Greene County will attract buyers from the Capital Region, Upper Hudson Valley and Western Massachusetts with their wide selection of RVs & camping necessities, bringing additional revenue and employment opportunities to our communities.

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.

Holiday Pop-Up at 430 Main St., Catskill to Continue into 2021 - Kaaterskill Market, an online purveyor of sustainable home goods, teamed up with Catskill Mountain Woodworking to take a 3-month lease of the storefront in the 400 block of Main Street for the 2020 holiday shopping season. Growing in-person sales have enabled them to extend their lease and brick & mortar presence well into 2021.

Read the Success Story at https://updates.investingreene.com/kaaterskill-market
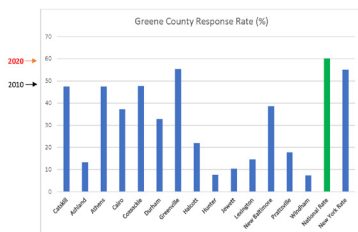
Indicators/Statistics

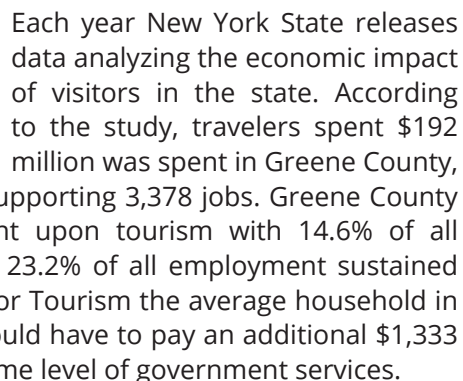## Sales Tax Collected from Greene County Businesses Continue to Grow

2020 marked the 11th consecutive year that Greene County sales tax receipts increased over the previous year, one of the longest such trends for any county in New York State.
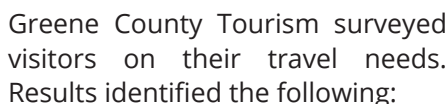
2020 Census Returns by Greene County Town

The current response rates to the Census show New York State 5 points below the national average at only 55.3%. Greene County ranks 58th out of 62 counties at only 34% responding by August. A significant effort using social media and eNewsletters was made to encourage all Greene County Residents to complete the Census.
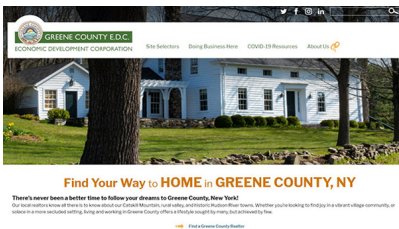
New York State Releases 2019 Tourism Economic Numbers

Each year New York State releases data analyzing the economic impact of visitors in the state. According to the study, travelers spent $192 million was spent in Greene County, a 4.1% increase, supporting 3,378 jobs. Greene County is most dependent upon tourism with 14.6% of all labor income and 23.2% of all employment sustained by visitors. If not for Tourism the average household in Greene County would have to pay an additional $1,333 to maintain the same level of government services.

Visitors Want to Travel

Greene County Tourism surveyed visitors on their travel needs. Results identified the following:
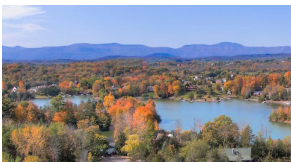
- 65% of our audience is willing travel within the first month of reopening
- 92% of travelers will be taking road trips first
- Travelers are looking forward to restaurant dining and outdoor activities most

GCEDC Launches "Find Your Way to HOME" Campaign

As prospective home buyers look to relocate to less densely populated areas, the Greene County Economic Development Corporation is promoting our local realtors and communities with a new campaign positioning our Catskill Mountain, Rural Valley, and Historic Hudson River towns as great places to live, work and raise a family. Watch the video ad at https://www.buyingreene.com/greene-county-new-york/real-estate

Remote Workers Create Real Estate Boom in Greene County, NY

It's no secret that upstate New York's real estate industry is booming. The pandemic has caused people to leave urban areas in record numbers, and as more and more companies move to a remote workforce, their employees are forgoing the high rents and taxes downstate in favor of a more rural (and affordable) location – giving rise to the trending phrase "Zoom-Town". Read the full story at https://updates.investingreene.com/real-estate-boom-greene-county-ny

Greene County Housing Sales/ Median Price On-The-Rise

The median housing price for closed sales in Greene County during the third quarter of 2020 rose an amazing 31.0%, from $185,000 in 2019 to $242,400 this year, according to the NYS Association of Realtors. Housing sales rose year-over-year in the third quarter of 2020, with 250 closed sales vs. 224 a year ago. Housing inventory on the market fell from 863 properties a year ago to 498 now, a 42.3% decline.

Business, Tourism & Planning Support & Assistance

In a year beset with travel, occupancy and access restrictions, our teams created new resources to help overcome challenges, connect consumers with local businesses, and provide those businesses with the assistance needed to operate safely and capitalize on opportunities.

Resources
Information Gateways, Disaster Assistance, and a Comprehensive Economic Recovery Plan
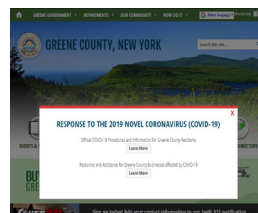
2019 Round Top/Purling Destination Marketing Plan

The Round Top/ Purling meeting held at Riedlbauer's Resort on February 11, 2019 was extremely successful with over 35 people attending. The marketing plan to enhance Round Top/Purling as a tourism destination for travelers is in the works and the website landing page will launch this Spring. More marketing assets will be added throughout the remainder of the year.

Greene Government and Greene County EDC Website Gateways for COVID-19 Information
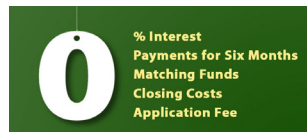

All visitors to the official County are presented with an immediate opportunity to find the most up-to-date information available on Greene County's Response to COVID-19 including Official Orders, Guidance, Services for residents, and Support Programs for Businesses. Information is updated and posted daily, and can be accessed at: https://www.greenegovernment.com/response-to-the-2019-novel-coronavirus-covid-19-in-greenecounty-ny and at COVID-19 Business Resources and Assistance | Greene County NY (greenecountyedc.com)

Preparing to Come Off Pause - Business Recovery After COVID-19

Amidst the daily tasks of responding to the pandemic, the Greene County Department of Economic Development, Tourism and Planning is developing a robust marketing campaign to ensure both newly created and legacy businesses come through this crisis even stronger than before. The campaign l put a personal face on the key retail and service business sectors across Greene County, utilizing in-person interviews with proprietors telling their unique story, and re-assuring customers that they will continue to serve their needs.

Greene County ZEROes in on COVID Disaster Relief

In response to the business damages created by the COVID-19 pandemic, Greene County has created a special disaster loan program to assist small businesses that were negatively affected. The application process has been streamlined for expedited approval and features Zero Interest, Zero Payments for 6 Months, Zero Matching Funds required, Zero Closing Costs, and Zero Application Fees. Greene County Businesses can apply for Emergency Loans at: https://greenecountyedc.com/resources-for-businesses-in-response-to-covid-19/cash-flow/emergency-loans/

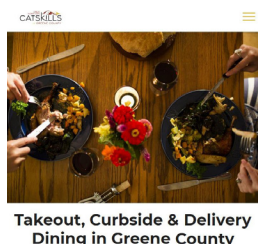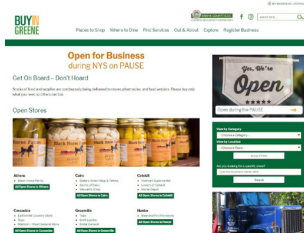## Greene County Releases COVID-19 Economic Recovery Plan

The Greene County Economic Recovery Team 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://greenecountyedc.com/wp-content/uploads/2020/06/Greene-County-Economic-Redevelopment-Plan-Crisis-Response-Recovery-Final-June-1_2020.pdf

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Campaigns
Promoting our Communities, our Businesses, and our Destinations

Serving Our Community on Pause Campaign on BuyInGreene.com

Over 1,000 local businesses connect with customers through their FREE listing on BuyInGreene.com. During the COVID-19 response, a new social media advertising program is promoting our businesses 'Serving Our Community on Pause' enabling customers to find what they need within Greene County, and keep our businesses and communities strong.

Greene County Tourism Launches TakeOutInGreene.com

Takeout, Curbside & Delivery Dining in Greene County

In response to state-wide restrictions on gatherings and efforts to Flatten The Curve by staying home except for essential travel, the Tourism team has re-directed their visitor-attraction advertising to promote Greene County restaurants who provide curbside pick-up and delivery at https://www.greatnortherncatskills.com/dining/take-out-and-delivery

Remember the 'Little Things'

Great Northern Catskills of Greene County has launched a new destination marketing campaign to encourage travelers to return to Greene County. The campaign message reminds the audience that

the 'little things', such as long weekends with friends or exploring new town with family, weren't so little after all, and that these experiences are made greater in the Great Northern Catskills. https://www.greatnortherncatskills.com/whats-open-summer-2020

Two New Towns Added to 'Virtual Greene' Program

With the addition of Windham and the expansion of Tannersville, prospective visitors can now explore featured Main Street Businesses and Community Assets of three Greene County

towns from their computer, smartphone or mobile device at https://www.buyingreene.com/virtual.

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.

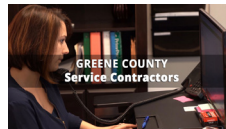You can watch the 30 second video spots online at the links to the right of each image:

https://www.buyingreene.com/greene-county-new-york/dine

https://www.buyingreene.com/greene-county-new-york/car-service

https://www.buyingreene.com/greene-county-new-york/contracting

https://www.buyingreene.com/greene-county-new-york/places-to-shop

https://www.buyingreene.com/greene-county-new-york/home-improvement

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Training & Recognition
Building Skills and Celebrating Successes

Travel + Leisure Names Windham Mountain One of the Nine Best Ski Resorts on the East Coast!

"...only a couple hours north of New York City, yet it feels like you're nowhere near the hustle and bustle of the Big Apple. It's smaller than some of the other East Coast ski resorts with only 54 runs, but its size makes it feel manageable and family-friendly — plus, the mountain offers 45 acres of night skiing on six trails so you don't have to rush off of the slopes when it gets dark." https://www.travelandleisure.com/hotels-resorts/mountain-ski-resorts/best-ski-resorts-east-coast

Two Greene County German Restaurants Rank in Yelp's 25 Best German Restaurants in Upstate NY

Crystal Brook Mountain Brauhaus, Round Top - One customer says: "Of the many German restaurants I have been to, outside of Germany, this one reminds me the most of being there. They have communal tables and serve authentic in-house made everything!"

Jägerberg Beer Hall & Alpine Tavern, Hunter - One customer says: "Food is good and presented in a modern way, but all the old German favorites are present. Decor is simple, but totally nice. Place is popular and the wait staff is very good and attentive."

https://www.newyorkupstate.com/restaurants/2019/11/the-25-best-german-restaurants-in-upstate-ny-ranked-according-to-yelp.html

New York Zipline Canopy Tours Named Top Destination in 2019

New York State is full of unique world-class attractions from natural wonders to bespoke castle resorts, indoor waterparks, and Olympic ski mountains. I Love NY did a 2019 roundup of the top 19 most-visited places on ILOVENY.com. Out of the 19 unique world-class attractions, New York Zipline Canopy Tours at Hunter Mountain was #3! https://www.greatnortherncatskills.com/attractions/new-york-zipline-adventure-tours-hunter-mountain

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

Infrastructure, Workforce & Natural Resources

Advancing our advantages, developing tomorrow's workers, and supporting agriculture and rural environments

C-GCC Partners with SUNY Delhi to Provide Bachelor's Degrees

On January 30th, Columbia-Greene Community College formalized its partnership with SUNY Delhi to enable nursing, business, criminal justice, environmental sustainability and computer science students to pursue a SUNY Bachelor's Degree. https://www.sunycgcc.edu/news/c-gcc-suny-delhi-join-forces-to-offer-bachelors-degree-programs-locally/

New Cashless Mobile App for GCT Route 711 Teal

Beginning in February, GCT Riders can purchase an all-day pass (Route 711 ONLY) on their smartphones by going to Ride711. com. This $5 pass provides unlimited rides from various stops in Catskill to C-GCC, Columbia Memorial Hospital and the Hudson Train Station. https://ride711.com/

New NYS Renewable Energy Law to Streamline Project Siting

In April 2020, New York State adopted, as part of its budget, the Accelerated Renewable Energy Growth and Community Benefit Act intended to streamline and accelerate the siting and development of large-scale renewable energy projects, namely utility scale solar facilities.

The newly created Office of Renewable Energy Siting (Siting Office) is to work with municipalities to garner input, run the public comment process and adjudicate substantive concerns. For more information see https://www.greenegovernment.com/departments/planning-and-economic-development/renewable-energy

Annual Ag District 124 Review

The Greene County Department of Economic Development, Tourism and Planning along with the Agricultural and Farmland Protection Board (AFPB) conducted its annual review of Greene County's Agricultural District No. 124 in accordance with Article 25-AA of the Agriculture & Markets Law. The intent of the Ag District law is to preserve, protect and encourage the development and improvement of agricultural land for the production of food and other agricultural products within designated districts in each county.

Greene & Columbia Counties Partner to Launch 2020 Junior Career Institute

Interactive sessions offer practical soft skills training, career awareness and leadership development to local high school students.

The Greene County Economic Development Corporation (GCEDC) and the Columbia Economic Development Corporation (CEDC), in partnership with Columbia-Greene Community College and the Columbia and Greene County Chambers launched the 2020/21 Junior Career Institute, in a virtual format because of the coronavirus pandemic. https://greenecountyedc.com/news/2020-junior-career-institute/

2020 Ellen Rettus Planning Achievement Awards

Projects in three Greene County municipalities were recognized as 2020 awardees at the November full session of the Greene County Legislature. Awards went to the Cairo Town Board, The Catskill Village Board and Hickory Hill Market in the town of Windham. To view pictures of the winners and their respective Legislators, as well as overviews of each project, visit https://www.greenegovernment.com/wp-content/uploads/2020/11/2020-Planning-Awards.pdf

Comprehensive Recreation Plan Released by CWC

The final Greater Catskill Region Comprehensive Recreation Plan was recently released by the Catskill Watershed Corporation (CWC). The plan offers a strategic vision with actionable steps to increase public recreational access in the Catskill Park with manyprojects and programs that can help promote tourism and economic development in Greene County. Read the full plan at https://cwconline.org/wp-content/uploads/2020/09/Greater-Catskill-Region-Comprehensive-Recreation-Plan.pdf