

Positively Greene

COUNTY-WIDE UPDATE



GreeneGovernment.com

GreatNorthernCatskills.com

GreeneCountyEDC.com

InvestInGreene.com

FilmInGreene.com

Special Edition: 2021 A Year-In-Review

January 2022

2021 was a year of work accomplished during the continuing challenges presented and exacerbated by a global pandemic. This included supporting our communities, businesses, and residents with the resources needed to provide information, guidance, and inspiration to everyone living and working in Greene County, and continuing the efforts required for a strong recovery and continuing, sustainable growth.

New Business Growth/Projects



FELLOW Mountain Café Now Open in Hunter

An owner of Scribner's Catskill Lodge has opened a new destination eatery and community meeting place at 7883 Main Street in the Village of Hunter. This new venture received the assistance of Quantum Fund financing obtained through the Greene County Economic Development Corporation. Read the full story at <https://www.greenegovernment.com/wp-content/uploads/2021/02/Positively-Greene-Print-February-2021.pdf>



Tannersville Awarded 1.4 Million in Grant Funding

Greene County was awarded over \$4.6M for projects across the county, including three projects in the Village of Tannersville totaling over \$1.4 million dollars. Read the full story at <https://www.governor.ny.gov/news/governor-hochul-announces-tannersville-second-10-million-capital-region-winner-fifth-round>

5 Greene County Projects Receive over \$5.7 Million in Round XI of the NYS REDC Initiative

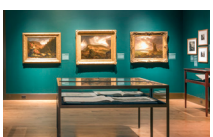


Governor Kathy Hochul announced that an additional \$196 million has been awarded to support 488 projects across multiple New York State from state agency programs that participated in Round XI of the Regional Economic Development Council initiative. This year, \$525 million in resources from state agencies was made available to support community revitalization and business growth consistent with the REDC strategic plans.

- **335 Main Street LLC** (Catskill Gateway Carbon Neutral Project) **\$1,914,059** (NYSERDA CNED)
- **Village of Hunter** (Firehouse Relocation) **\$1,970,000** (DEC CSC)
- **Local Astoria LLC** (Astoria Cabins Renovation, Leeds) **\$750,000** (ESD Grants)
- **Thomas Cole Historic Site** (Infrastructure for Economic Growth, Catskill) **\$750,000** (ESD Grants)
- **Wylder Windham LLC** (Historic Thompson House Revitalization) **\$750,000** (ESD Grants)

Read the full story at <https://greenecountyedc.com/news/round-xi-nys-redc-initiative/>

Thomas Cole National Historic Site Awarded Two Prestigious Federal Grants



The Thomas Cole National Historic Site has been awarded two federal grants from the National Endowment for the Humanities (NEH) and the National Endowment for the Arts (NEA). Read the full story at <https://www.greenegovernment.com/wp-content/uploads/2021/03/Positively-Greene-Print-March-2021.pdf>

The Wire Event Center Key to Reed Street Revitalization



Aaron Flach and his wife Rebecca have a deep appreciation for all the beautiful and storied buildings throughout Greene County. Though time has taken its toll

on some locations, they know history is worth preserving. That's what drives their latest passion project – developing a multi-acre Cossackie riverfront site into an event center and hotel. Read the Success Story at <https://updates.investingreene.com/the-wire-event-center-coxsackie-ny>

Windham Mountain Announces \$4 Million in Capital Improvements



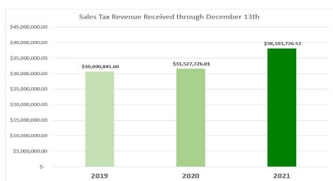
After a banner winter season, Windham has announced plans for over \$4 million in capital improvements for the upcoming Winter 2021/2022 season. The Greene County Legislature is proud to see local businesses perform so well and make commitments towards boosting the local economy. Read the full story at <https://www.greenegovernment.com/wp-content/uploads/2021/06/Positively-Greene-Print-June-2021.pdf>

Renovations in Full Swing at Riverside Park in Cossackie



The revitalization of the Cossackie riverfront includes the first NYS boat launch to be renovated under the Hudson River Eagles Area Initiative to improve access to the river and enhance waterfront communities in our region. Read the full story at <https://www.greenegovernment.com/wp-content/uploads/2021/11/Positively-Greene-Print-November-2021.pdf>.

Indicators/Statistics

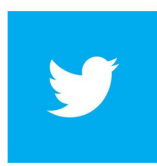


Greene County Sales Tax Revenue Continues to Grow

In a Three-Year comparison of Sales Tax Revenue received by Greene County through December 13th, 2021 surpassed 2020 by almost 21% and 2019 by over 24%. – a \$6.5 million increase year over year.

Messaging & Communications

Combined Greene County Social Media Following Exceeds 220K



The importance social media plays in communicating critical information has never been more prevalent than it has been in the past year. Greene County departments & initiatives have expanded their followings by over 20% in 2021 and over 220,000 in total social media followers. The departments within Greene County rely heavily on their social media platforms for updates on Public Health, Legislative Actions, Development Projects, Businesses and Destinations. We provide links to official information for residents and visitors alike. See a complete list of Greene County social media accounts at: <https://www.greenegovernment.com/wp-content/uploads/2022/01/GC-Govt-Social-Media-Update-Sheet-JAN-2022.pdf>

News Release Repository on GreeneGovernment.com

All Official Greene County News Releases are available to the public at <https://www.greenegovernment.com/scoop>. Website visitors can easily access in-depth information and links to other resources relevant to the topic of each release, which are organized by date, beginning with the most recent. In addition to Public Health information, other significant 2021 Releases include:



- [Greene County Legislature Dedicates Legislative Chambers in Honor of Frank P. Stabile, Jr.](#)
- [Greene County Releases Economic Development Study and Greene County Legislature Announces Investment in Infrastructure Development to Support Business Attraction and Job Growth](#)
- [Greene County Police Reform & Reinvention Collaborative Releases Draft Committee Report](#)

Capital Facilities Projects

2021 saw the advancement of multiple capital facilities projects throughout the county, implemented to improve the health, safety, and economic well-being of all who live, work, and visit Greene County including:



The Greene County Solid Waste Transfer Station in the Town of Hunter, NY received significant improvements in both access and capacity with the construction of a new 4,000 square foot solid waste transfer building.



The new Greene County Sheriff's Office and Corrections Division facility was completed in the Town of Coxsackie, with modern detention units, and specialized areas for training, probation, and rehabilitation services.



The Greene County Legislature is planning a new Community Health Services Building at the Catskill Exit 21 West site and the extension of natural gas infrastructure to support development of the site as a medical campus.



Greene County and its municipalities will receive more than \$6.3 million in state funding for local road repairs and maintenance as part of the 2021-2022 State Budget- a 33% increase in infrastructure funding over last year.



The Greene County Legislature is planning a new Criminal Justice Center adjacent to the County Courthouse in Catskill upon the successful demolition of the old jail and re-conditioning of the site.

Campaigns

Promoting our Communities, our Businesses, and our Destinations

The Great Northern Catskills of Greene County Launches Journey to Greater Campaign



No one could have predicted the journey we've been on, or the roads we've all had to take. But the journey to better and brighter days isn't ahead of us, it has already begun. And, as always, it is not just about the destination, but the journey. Journey to Greater. The Great Northern Catskills of Greene County. Read the full story at <https://www.greengovernment.com/wp-content/uploads/2021/04/Positively-Greene-Print-April-2021.pdf>

Greene County Tourism Partners with Rove Marketing



Greene County, through its regions, purchased travel and tourism data and analytics to identify visitor demographics through mobile visits. Rove Marketing is a data and analysis company that assist the county with identifying visitation trends, where visitors are coming from, and how they are moving around the county to better target marketing initiatives. Read the full story at <https://www.greengovernment.com/wp-content/uploads/2021/05/Positively-Greene-Print-May-2021-1.pdf>

Starting a Business in Greene County eBooks Surpass Milestone



Now in its sixth year, the Invest In Greene initiative attracts new businesses to start up and/or expand in Greene County. The newest title "Starting an Online Business in Greene County, NY" was downloaded by 250 visitors in its first 60 days! Read the full story at <https://www.greengovernment.com/wp-content/uploads/2021/10/Positively-Greene-Print-October-2021.pdf>

Recognition

Celebrating Successes

Greene County Destinations Celebrate Milestones in 2021



The Last Chance Cheese Café in Tannersville has been feeding and entertaining patrons for 50 years. Thomas Cole National Historic Site is celebrating 175 years in sharing the life of Thomas Cole and the Hudson River School of Art Trail. Bauman's Brookside has been hosting guests in the Catskills for 100 years. Riedlbauer's Resort's annual Round Top Senior Soccer Tournament and the Zoom Flume Waterpark both have hosted guests for 40 years. Other notable milestones include Windham Mountain Outfitters (25 years) and The Post Cottage (10 years).



Greene County Featured in "Backyard Adventures"

Nancy Petramale, Senior Marketing & Sales Coordinator, was featured in the Backyard Adventures segment on WBPW. This segment, sponsored by SunCommon and Emerson Resort & Spa, ran from May 17th through Labor Day with weekly featured highlights & attractions, festivals, farmers markets, and much more! Read the full story at <https://www.greenegovernment.com/wp-content/uploads/2021/06/Positively-Greene-Print-June-2021.pdf>

Video Shoot at the Zoom Flume Water Park



Great Northern Catskills of Greene County partnered with The Sherpa Adventure Show to feature Zoom Flume Water Park as THE place to go this Summer. ZOOM FLUME was featured

on Best Experiences Facebook, Instagram, and YouTube, and shared on the Great Northern Catskills of Greene County social channels. Read the full story at: <https://www.greenegovernment.com/wp-content/uploads/2021/07/Positively-Greene-Print-July-2021.pdf>

GC Administrator Groden Accepts NYSAC Above-and-Beyond Award



In a break from the standard tradition of presenting one award, this year NYSAC recognized all county leaders in NYS for exemplary service displayed throughout the COVID-19 Pandemic. As President of the New

York State Association of Counties, Shaun S. Groden was one of 4 people selected to receive the award on behalf of their fellow members. Read the Mountain Eagle story at <https://www.greenegovernment.com/wp-content/uploads/2021/10/Mountain-Eagle-9.24.21-Trusted-Administrator.pdf>

Local Businesses Receive Recognition at the 2021 Best in Hudson Valley



On October 14th Hudson Valley Magazine hosted the 2021 Best of Hudson Valley® Party at The Poughkeepsie Grand Hotel Plaza in Poughkeepsie. Three Greene County tourism properties were recognized at this event. In the [Food and Drink](#)

category, Mama Boys Burgers took home Best Burger Stack. The Themed Boutique went to The Old Catskill Game Farm in the category of [Fun and Leisure](#). Owners of the Greenville Drive-In, Dwight Grimm and Leigh Van Swall, accepted the award for the Best Drive-In Theatre in the [Arts and Culture](#) category.

2021 Ellen Rettus Planning Achievement Awards

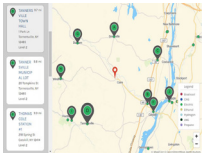


Greene County Planning Board Vice-Chair Carl Giagrande of Hunter presented the annual planning achievement awards to four notable projects: FORELAND (Village of Catskill), the Cairo Development

Foundation, Durham Connect and the Windham Manor. Recipients were honored at the November full session of the Greene County Legislature. Read more about the projects at <https://www.greenegovernment.com/wp-content/uploads/2021/11/FINAL-Presentation-Summary-2021-Ellen-Rettus-Planning-Achievement-Awards.pdf>

Infrastructure, Workforce & Natural Resources

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

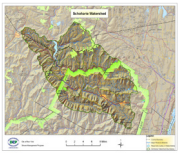


Electric Vehicles Charging Stations in Greene County

With aggressive State climate action goals, we are seeing the installation of additional charging stations in New York, including in Greene County. To search for electric charging stations in Greene County and throughout New York, visit the Electric Vehicle Station Locator on NYSDERDA's website: <https://www.nyserda.ny.gov/all-programs/programs/drive-clean-rebate/charging-options/electric-vehicle-station-locator#/find/nearest>

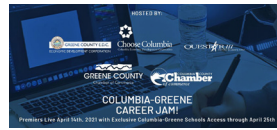
A free toolkit that provides stakeholders with model EV policies on topics ranging from vehicle purchase to charging infrastructure to battery recycling can be found at <https://www.electrificationcoalition.org/achieve/>

GC Soil & Water Conservation District SMIP Funding



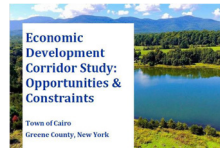
The SMIP provides funding to implement projects, programs, or management efforts that serve to protect water quality within the Schoharie Reservoir watershed area that is part of the New York City public water supply. The SMIP offers funding for government agencies, streamside landowners, schools, and 501(c)(3) organizations involved in stream stewardship. All programs and projects funded through SMIP must support water quality protection and stewardship. Windham, Jewett, Ashland, Prattsville, and the Villages of Hunter and Tannersville all lie wholly within the Schoharie Watershed with the Towns of Hunter, Lexington and Halcott - being partially within this watershed. Find out more at <https://www.gcswwcd.com/swp/smp/smp>

Columbia-Greene Career Jam Premiered April 14th



This first-of-its-kind virtual event connected local students with local employers with an inside look at real-world career opportunities in our area. Hosted by the Greene County EDC, Choose Columbia, Questar III and the Chambers of Commerce for both Greene and Columbia Counties, this on-line platform will introduce students to Local companies who provide good careers. Read the full story at <https://www.greenegovernment.com/wp-content/uploads/2021/04/Positively-Greene-Print-April-2021.pdf>

Greene County Releases Economic Development Study and Greene County Legislature Announces Investment in Infrastructure Development to Support Business Attraction and Job Growth



A new study of economic impact and infrastructure requirements was recently completed in partnership with the Town of Cairo, County Legislators from District 8 - Cairo, and the Greene County Economic Development Team. This study serves as a springboard for a previous plan to attract manufacturing and distribution companies to a new 120+ acre site on the north side of the junction between NYS Routes 23 & 32, and paves the way for the next investment in a shovel-ready industrial park in the town. Read the full story at: <https://www.greenegovernment.com/scoop/economic-study-infrastructure-development>



Greene County Initiates Broadband Survey

Greene County initiated a broadband and cellular communications project to identify households and businesses without access to fiber or coaxial broadband service and to formulate a technical solution and its estimated cost to providing service. In the initial broadband survey (pertinent to homes and businesses both with and without access)

respondents entered an address, indicated whether it is for a home or business, then proceeded to a survey designed to collect information on demand for services unique to their location. Responses to the survey surpassed the target goal by an additional 50% with approximately 1,200 locations participating.

Greene County continues to work with local internet providers in support of accessing State and Federal grant funding.



Social Media Following Quarterly Update

WINTER 2022 (Following as of January 4, 2022)

FOLLOWERS

| | | | |
|---|-----------|-----------------------------------|---|
| Buy In Greene Invest In Greene | Facebook | 12,296 | @BuyInGreene |
| | Instagram | 1,658 | www.instagram.com/buyinggreencounty/ |
| Great Northern Catskills | Facebook | 23,047 | @GreatNorthernCatskills |
| | Instagram | 23,900 | www.instagram.com/CatskillTourism/ |
| | Twitter | 2,139 | @CatskillTourism |
| Greene County Economic Development Corp. | Facebook | 742 | @GreeneCountyEDC |
| | Instagram | 996 | www.instagram.com/greeneedc |
| Public Health | Facebook | 6,118 | @GreeneNYHealth |
| | Instagram | 256 | www.instagram.com/greenenyhealth |
| | Twitter | 389 | @GreeneNYHealth |
| Emergency Services | Facebook | 3,545 | @Greene-County-Emergency-Services |
| Family Planning | Facebook | 271 | @ MYGCFP |
| | Instagram | 171 | www.instagram.com/greencountyfamilyplanning |
| Veterans Services | Facebook | 722 | @greencountyvets |
| Civil Service | Facebook | 1,039 | @Greene-County-NY-Civil-Service |
| Human Services | Facebook | 538 | @GCNYHumanService |
| Catskills Association for Tourism Services | Facebook | 67,975 (inactive since June 2020) | @VisitTheCatskills |
| | Instagram | 40,100 | www.instagram.com/visitcatskills |
| Hudson Valley Tourism | Facebook | 18,279 | @HudsonValleyTourism |
| | Twitter | 10,820 | @HudValleyTravel |
| Sheriff's Office | Facebook | 7,230 | @GreeneCountySheriffNY |
| | Instagram | 71 | www.instagram.com/greencountysheriffsoffice |
| | Twitter | 76 | @GreeneSheriffNY |
| Greene County, NY Government | Facebook | 1,240 (launched 10/10/2020) | @GreeneCountyNewYork |

Greene County Department of Economic Development, Tourism & Planning
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Buy In Greene | Invest In Greene
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