Positively Greene

COUNTY-WIDE UPDATE

July 2020

ECONOMIC DEVELOPMENT

### GCEDC Launches "Find Your Way to HOME" Campaign
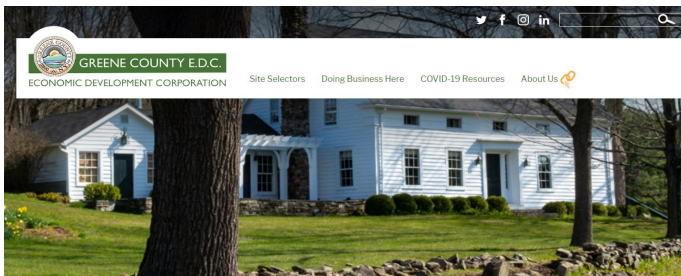
Find Your Way to **HOME** in **GREENE COUNTY, NY**

There's never been a better time to follow your dreams to Greene County, New York!
Our local realtors know all there is to know about our Catskill Mountain, rural valley, and historic Hudson River towns. Whether you're looking to find joy in a vibrant village community, or solace in a more secluded setting, living and working in Greene County offers a lifestyle sought by many, but achieved by few.

Find a Greene County Realtor

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

GC COVID Metrics are Good – Let's Keep It That Way
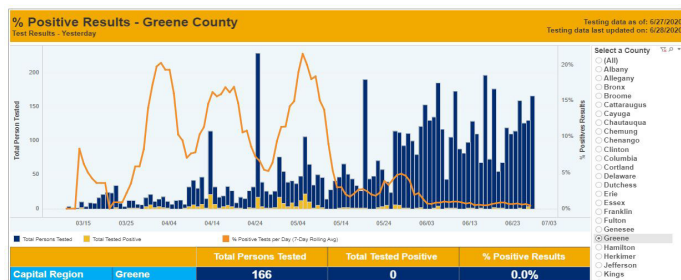
As part of New York State's Capital Region, Greene County is on track to enter Phase IV of the reopening process as

soon as July 1st. Our active cases and rate of transmission remain some of the lowest in the region, and more and more businesses are opening safely. Now is the time to remain vigilant, practice safe social distancing, wear face coverings in public, and act responsibly so we don't take a step backward. For up-to-date information, visit https://greenecountyedc.com/
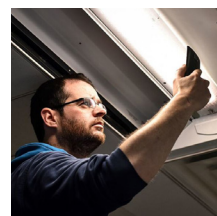
Free Lighting & Refrigeration Upgrades for Small Businesses

Central Hudson has launched a new, limited time commercial LED lighting and refrigeration program offering to fund conversions for small businesses, up to $10,000. In most cases, the entire installation can be provided at no cost to the business. For more information, visit www. CentralHudsonLighting.com

GC Extends Dates for Emergency Loans to Small Businesses

Greene County and the GCEDC will extend the dates for small businesses to apply for Zero Interest Emergency Loans from June 30th, 2020 until the national emergency order is lifted (or until the available funds have been dispersed). Greene County businesses in need of financial assistance should contact the GCEDC at 518-719-3290 or visit the web page at: https:// greenecountyedc.com/resources-for-businesses-in-response-to-covid-19/cash-flow/emergency-loans/

TOURISM

Spirit of Grey Fox – "There in Spirit"

Greene County has partnered with Grey Fox Bluegrass Festival to bring a virtual festival to you. Due to COVID-19, Grey Fox could not hold an in-person, live event, but has decided to host the festival online, an event billed as Spirit of Grey Fox – "There in Spirit." The festival will air on NUGS.tv, YouTube and Facebook, with most 2020 artists agreeing to participate. In addition, Grey Fox will stream some of the best archival sets from prior years, including: Del McCoury Band, Nickel Creek, Earls of Leicester, and many more. Find out more at https://greyfoxbluegrass.com/festival/

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. This campaign is spread across every tactic including social, paid media, public relations and our website. The message is tailored to each audience and tactic based on interests such as lodging, attractions, dining, and outdoor activities. Users are sent to a new landing page that highlights what's open in the area where they can plan their trip!

https://www.greatnortherncatskills.com/whats-open-summer-2020

New York State's Best Online Events, Virtual Tours, and Livecams

I LOVE NY's social channels are active as ever! Photos, trivia, blogs and more are shared across platforms to reach our ever-growing social audience. Like and follow all our social channels for even more opportunities to promote Greene County. https://www.instagram.com/catskilltourism

PLANNING

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