

Positively Greene

COUNTY-WIDE UPDATE



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GreatNorthernCatskills.com

GreeneCountyEDC.com

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May 2021

ECONOMIC DEVELOPMENT

Greene County to Receive \$6.3M in Highway Infrastructure Funding



Greene County Legislative Chairman, Patrick Linger joined NYS Senator Michelle Hinchey, Senate Transportation Chair Senator Tim Kennedy,

along with highway officials, and town and county legislative leaders on Wednesday April 28th announcing that Greene County and its municipality will receive more than \$6.3 million in state funding for local road repairs and maintenance as part of the 2021-2022 State Budget, marking a 33% increase in infrastructure funding compared to last year's budget allotment.

<https://www.nysenate.gov/newsroom/press-releases/michelle-hinchey/senator-michelle-hinchey-senate-transportation-chair-tim>

Greene County Hospitality Job Fair at Blackthorne Resort



With local businesses resuming to regular activities as more of the population is vaccinated and travel increases, the need for additional employees for tourism-related businesses is on the rise. The Blackthorne Resort

partnered with Columbia-Greene Workforce NY to host an in-person event on Sunday, May 2nd, where Zoom Flume Water Park, Zipline Canopy Tours, Eastwind Hotel and several other hospitality businesses met interested job applicants, matching them with a variety of employment positions available as the season kicks off.

Virtual Hospitality Job Fair will Run May 17th – May 24th



The virtual job fair is another tool that the County (partnered with Columbia-Greene Workforce New York) is using to help employers and employees connect as the restrictions from the coronavirus lessen and businesses

can once again fully operate. Businesses with Greene County operations in hospitality, including the restaurant industry, are encouraged to participate. The virtual job fair will be using a new software package that will enable job-seekers 24/7 access to virtual booths set up by employers - describing each specific business and the job opportunities available. For additional information on the hospitality virtual job fair or to register your business, please contact Danielle Palleschi at Columbia-Greene Workforce New York at 518-828-4181 ext. 3104 or by email at Danielle.palleschi@sunycgcc.edu.

Did you know...

The unemployment rate in Greene County for March 2021 was 6.5%, with 19,000 persons employed and 1,300 persons unemployed. There were 200 fewer unemployed people in March than in February when the unemployment rate was 7.3%.

International Compost Awareness Week (ICAW) is May 2-8

Each year, during the first full week of May, ICAW is celebrated across the country and around the world through community and business events that encourage and promote the benefits of composting. Find out more at <https://www.compostfoundation.org/ICAW/ICAW-Home>

TOURISM

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 led by a team that come from DMOs, hotels, airlines, agencies, and startups, all attracted by a passion for tourism. This data will not only assist the county with identifying visitation trends, where visitors are coming from, and how they are moving around the county; as well as assist the tourism department in building itineraries, campaign planning, making strategic decisions on media buys, and even in grant applications. "I'm excited to get my hands on this data to truly see marketing results and help with making strategic decisions on destination marketing," says Heather Bagshaw, Tourism Director. Read more at <https://thetravelvertical.com/2021/04/05/its-all-about-the-data-qa-with-james-sauter-co-founder-rove-marketing/>

ROAM the EMPIRE Introducing New Yorkers to New York



New York State Tourism Association, in partnership with Mower and Associates, provided tourism destinations (attractions, museums, CVBs, DMOs, TPAs, counties) with pro bono campaign assets, including a rallying cry, wordmark and digital toolkit to supplement their marketing efforts with the goal of driving intrastate travel in 2021. The idea behind the campaign centers around supporting our state's world class destinations that need us now more than ever. "Let's Safely, and Proudly ROAM the EMPIRE". The campaign will be launching at the beginning of May, just in time for National Travel and Tourism Week, May 2-8, 2021. ROAM THE EMPIRE to find New York State world-class vacation destinations, like the Great Northern Catskills of Greene County. Take this opportunity to have a great vacation while doing something good for your fellow New Yorkers.

Thomas Cole National Historic Site Celebrates 20 Years



Join the Thomas Cole National Historic Site, The Greene County Legislature, Congressman Antonio Delgado, the Institute of Museum and Library Services and many community members in celebrating the 20th Anniversary of the Thomas Cole National Historic Site and its prestigious 2021 National Medal nomination. The National Medal is the nation's highest honor given to museums and libraries that demonstrate significant impact in their communities. The Thomas Cole National Historic Site is one of fifteen museums across the country to be nominated.

PLANNING

Upcoming Training for Local Planning & Zoning Officials

Greene and Columbia County in cooperation with NY Department of State Local Government Services will be holding two, two-hour training webinars for planning and zoning officials:

- June 3, 2021 "Comprehensive Planning" 4:00 PM-6:00 PM
- June 10, 2021 "Introduction to Zoning" 4:00 PM-6:00 PM

Full attendance at these two sessions will provide planning and zoning board members the four hours of mandatory training as required by law. Registration information will be posted on the Greene Government website:

<https://www.greeneconomy.com/departments/planning-and-economic-development/training-presentations>

For more information, please contact Rich Schiafo, rschiafo@discovergreene.com, 518-719-3290.



USDA's Farm Service Agency Accepting New and Modified Coronavirus Food Assistance Program Applications

Has your operation been directly impacted by the coronavirus pandemic? The Coronavirus Food Assistance Program (CFAP) has been expanded to reach a greater share of farming operations and improve USDA pandemic assistance to producers. CFAP updates include reopening of CFAP 2, with additional payments for eligible cattle and row crop producers. Visit <https://www.farmers.gov/pandemic-assistance/cfap> to learn more about the program and to see if you qualify. Online application can be found at: <https://apps.fsa.usda.gov/cfap2/index.jsp> or call 877-508-8364.

Greene County Department of Economic Development, Tourism & Planning

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Great Northern Catskills
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