

Positively Greene

COUNTY-WIDE UPDATE



GreeneGovernment.com

GreatNorthernCatskills.com

GreeneCountyEDC.com

InvestInGreene.com

FilmInGreene.com

October 2020

ECONOMIC DEVELOPMENT

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 have announced the launch of the 2020/21 Junior Career Institute, in a virtual format because of the coronavirus pandemic. Sessions began on



September 26 and will run through November 21. Read the complete press release <https://greencountyedc.com/news/2020-junior-career-institute/>

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.buyinggreene.com/virtual>. Panoramic aerial



views lead to street-level video and 360-degree virtual tours of the interiors of businesses, and enjoyable destinations for residents and visitors to the communities of Catskill, Tannersville & Windham. This program will continue to grow with the addition of the Historic Reed Street district of Coxsackie later this year, and more Greene County Communities in the Spring of 2021.

Remote Workers Create Real Estate Boom in Greene County, NY



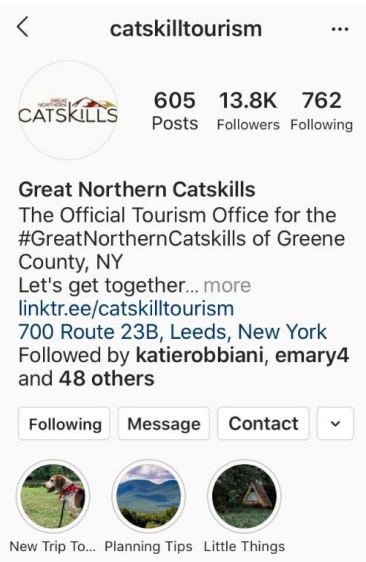
It's no secret that upstate New York's real estate industry is booming. The pandemic has caused people to leave urban areas in record numbers, and as more and more companies move to a remote workforce, their employees are forgoing the high rents and taxes downstate in favor of a more rural (and affordable) location – giving rise to the trending phrase "Zoom-Town". Local Realtor Pattie Meyers says: "This is the busiest year post 9/11...I can't even keep up and it's not just me, it's everyone in the Hudson Valley. The market is unprecedented, and I haven't seen it this busy for at least 20 years." Read the full story at <https://updates.investingreene.com/real-estate-boom-greene-county-ny>

TOURISM



Greene County Launches Destination Campaign

Greene County Tourism has developed a multi-year campaign focusing on historic destinations that are truly unique to Greene County. In February, the Round Top/Purling tourism businesses came together to share property details and promotions with the county agency, Workshop. Due to COVID-19 this campaign has been delayed however we are happy to announce the launch of the landing page at <https://www.greatnortherncatskills.com/round-top-ny>. Additional marketing assets will continue to be added as the campaign progresses.



Tourism Team Acts Quickly and Sees Success

Greene County Tourism received its bi-annual destination marketing results and although COVID-19 put travel on hold the Great Northern Catskills of Greene County saw success. Tourism was quick to change focus to the local community and grow the brand. As restrictions were lifted Tourism prepared a survey to obtain travel information in an effort to develop a new campaign, The Little Things. Here are a few results of the first half of 2020:

- TakeOutInGreene.com resulted in over 27,000 page views as of June 30, 2020. This page continues to be updated by Tourism and viewers are returning for details.
- The Instagram account grew by 115% during this time period and the annual goal of 10,000 followers was met prior to the end of the year.
- Total traffic to the dining page increased 8.9%, new entrances to the page increased 89.3%, and page views increased 163.8%.

PLANNING

Nominations Sought for Annual Ellen Rettus Planning Achievement Awards

Each year the Greene County Planning Board and Greene County Legislature partner to present the Ellen Rettus Planning Achievement Awards. The awards recognize outstanding planning, community and economic development activities that have taken place in Greene County over the past three years and the individuals and organizations that contribute to their realization. The

awards also recognize individuals who have distinguished themselves through their service to Greene County and its communities.

Nominations will be accepted until October 15th, 2020. Nomination guidelines can be found at <https://www.greenegovernment.com/wp-content/uploads/2019/09/Ellen-Rettus-Planning-Achievement-Awards-Nomination-Guidelines.pdf> Please send nominations to Rich Schiafo – Principal Planner, Greene County Economic Development, Tourism and Planning, 411 Main Street, Suite 419, Catskill, NY 12414 or email rschiafo@discovergreene.com

Greene County Department of Economic Development, Tourism & Planning

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