

Positively Greene

COUNTY-WIDE UPDATE



GreeneGovernment.com

GreatNorthernCatskills.com

GreeneCountyEDC.com

InvestInGreene.com

FilmInGreene.com

October 2019

ECONOMIC DEVELOPMENT

In-County Jobs Continue to Grow



The number of jobs in Greene County increased by 200 in August over the previous year to 15,700. Only six of the 24 rural counties in NYS showed in-county job growth. Greene County's growth rate is ahead of the State average at 1.3%.

<https://www.labor.ny.gov/stats/pressreleases/prtbjd.pdf>

HBO Miniseries Filming at Lumberyard

The Catskill Green-Screen studio hosted the cast & crew of "The Plot Against America" from September 16th to October 2nd. This six-part miniseries qualifies for 40% tax credits on all production done in NYS, and was attracted through the county's Film In Greene Commission.



<https://www.hudsonvalley360.com/article/hbo-filming-miniseries-lumberyard>

New Outdoor Adventure Businesses Taking Hold

The increasing popularity of Greene County waterways has launched several new rental and tour businesses including: Sail Hope, Inc. in Hannacroix, Screaming Eagle Outdoor Adventure in Athens and Purling Waters in Purling.



<https://www.greatnortherncatskills.com/outdoors/boating-and-watersports>

The Tasting Lab Opens in Greenville



With the assistance of the Greene County Economic Development Corporation, The Tasting Lab has revitalized a legacy storefront into a specialty food and craft beverage destination. Their locovore menu features farm-to-table specialty meats and Greene County brews.

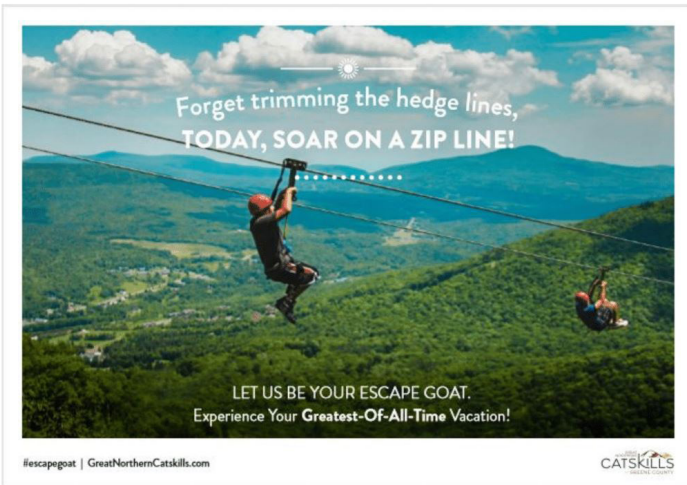
<https://www.facebook.com/thetastinglab/>

Did You Know:

Greene County Sales Tax Revenue is up 4.74% so far this year – that's just under \$1 Million more than last year!

TOURISM

Tourism Analytics Increase!



The first half of the year was successful for Greene County Tourism’s marketing efforts. We saw a continued increase in website traffic, strong growth on our social media channels and above average CTR’s for paid media campaigns. Website traffic is up 12.5% in total sessions and 32.9% in organic sessions. Our Instagram following has more than doubled and our month-to-month key performance indicators for Facebook are looking very good.

<https://greencountyedc.com/business-support/projects-plans-studies/#tourism>

NYS Report Confirms Tourism & Visitor Spending Up in Greene County



Greene County had a banner 2018 with across-the-board growth according to the recently released NYS Tourism Impact Study. Travelers to Greene County spent over \$185 million in 2018 an 8.4% increase over 2017. Labor income in Greene County was up 13.8% year-over-year, and tourism-generated employment was 22.9% of the total employment for the county.

<https://greencountyedc.com/wp-content/uploads/2019/10/NYS-Tourism-Impact-2018-Catskills-.pdf>

PLANNING

Planning Achievement Award Nominations due by Oct. 31

The Greene County Planning Board is soliciting nominations for this year’s Ellen Ruttus Planning Achievement Awards, which will honor worthwhile planning, community and economic development activities that have taken place in Greene County over the past three years. View nomination requirements at GreeneGovernment.com



Greene County Department of Economic Development, Tourism & Planning

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