

Positively Greene

COUNTY-WIDE UPDATE



GreeneGovernment.com

GreatNorthernCatskills.com

GreeneCountyEDC.com

InvestInGreene.com

FilmInGreene.com

April 2020

THE GREENE COUNTY RESPONSE TO COVID-19

Greene County Employees Working 7-Days/Week During the COVID-19 Crisis

During Greene County's Response to the COVID-19 Pandemic, county offices and departments have adjusted their schedules to comply with State & Federal regulations and guidance, while continuing to provide the essential services necessary for the county's operation. An Emergency Operations Center was activated and remains in operation 7 days a week responding to calls and coordinating the response. Employees are following safety protocols in the office, in the field or working remotely. Daily Public Health Updates to county residents are dispatched by email and social media. A complete list of hours of operation by department can be found at:

<https://www.greengovernment.com/hours-of-operation-for-greene-county-offices-in-response-to-covid-19>



Greene Government Website Gateway for COVID-19 Information

On March 12, all visitors to the official county website have been presented with an immediate opportunity to find the most up-to-date information available on Greene County's Response to COVID-19 including Official Orders, Guidance, Services for residents, and Support Programs for Businesses. Information is updated and posted daily, and can be accessed at:

<https://www.greengovernment.com/response-to-the-2019-novel-coronavirus-covid-19-in-greene-county-ny>



STAYING CONNECTED DURING SOCIAL DISTANCING

Greene County Economic Development Website Gateway for Business Assistance and Guidance

Business owners visiting GreeneCountyEDC.com can find guidance on COVID-19 guidelines and restrictions as well as the most up-to-date information on disaster business assistance and emergency funding including all federal, state and local programs. Local businesses providing services during this crisis can update their FREE business listings on BuyInGreene.com with special contact instructions and hours of operation.

<https://greencountyedc.com/resources-for-businesses-in-response-to-covid-19/>

Serving Our Community on Pause Campaign on BuyInGreene.com

Amidst the daily tasks of responding to the pandemic, the Greene County Department of Economic Development, Tourism and Planning is in production of a robust marketing campaign to ensure both newly created and legacy businesses come through this crisis even stronger than before. The campaign will put a personal face on the key retail and service business sectors across Greene County, utilizing in-person interviews with proprietors telling their unique story, and re-assuring customers that they will continue to serve their needs. Our marketing will support the recovery of our downtowns and the campaign will launch immediately upon the lifting of social-distancing restrictions through a series of social media videos directed first to Greene County residents, and expanding outward to engage prospective visitors.

<https://www.buyingreene.com/response-covid-19>



STAYING CONNECTED DURING SOCIAL DISTANCING *continued*

Greene County Tourism Launches TakeOutInGreene.com

In response to state-wide restrictions on gatherings and efforts to Flatten The Curve by staying home except for essential travel, the Tourism team has re-directed their visitor-attraction advertising to promote Greene County restaurants who provide curbside pick-up and delivery. As we can expect a much lower number of visitors from

outside our county, it's never been more important for Greene County residents to support our favorite eateries.

<https://www.greatnortherncatskills.com/dining/take-out-and-delivery>



Takeout, Curbside & Delivery Dining in Greene County

COMING THROUGH THIS CRISIS TOGETHER

Preparing to Come Off Pause - Business Recovery After COVID-19

Amidst the daily tasks of responding to the pandemic, the Greene County Department of Economic Development, Tourism and Planning is developing a robust marketing campaign to ensure both newly created and legacy businesses

BUY IN GREENE

come through this crisis even stronger than before. The campaign will put a personal face on the key retail and service business sectors across Greene County, utilizing in-person interviews with proprietors telling their unique story, and re-assuring customers that they will continue to serve their needs. Our marketing will support the recovery of our downtowns and the campaign will launch immediately upon the lifting of social-distancing restrictions through a series of social media videos directed first to Greene County residents, and expanding outward to engage prospective visitors.

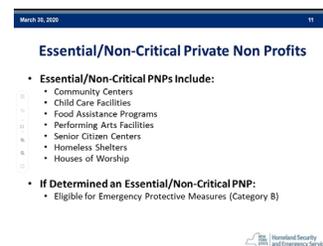
SBA Paycheck Protection Program

The U.S. Small Business Administration has been empowered by the CARES Act to provide a wide range of Coronavirus relief options for businesses with under 500 employees. In addition to Economic Injury Disaster Loan Emergency Advances, SBA Express Bridge Loans, and DBA Debt Relief, the Paycheck Protection Program is designed to help businesses keep their workforce employed during the COVID-19 crisis. Loan information, details on loan forgiveness, and approved lenders can be found at:



<https://www.sba.gov/funding-programs/loans/paycheck-protection-program-ppp>

Disaster Relief Available for Essential, Non-Critical Private Non-Profits



The Federal Emergency Response Agency (FEMA) has released guidance for non-profit organizations on available funding under the DR-4480 Federal Order. Complete details on this program, along with

eligibility guidelines and procurement guidance can be found on the NYS Homeland Security & Emergency Services website at:

<http://www.dhss.ny.gov/recovery/public/active-declarations.cfm>

Greene County Department of Economic Development, Tourism & Planning

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