

Positively Greene

COUNTY-WIDE UPDATE



GreeneGovernment.com

GreatNorthernCatskills.com

GreeneCountyEDC.com

InvestInGreene.com

FilmInGreene.com

October 2021

ECONOMIC DEVELOPMENT

Starting a Business in Greene County eBooks Surpass Milestone



Now in its sixth year, the Invest In Greene initiative attracts new businesses to start up and/or expand in Greene County. As part of this continuing effort, prospective entrepreneurs are drawn to a series

of ebooks created specifically to provide concierge service in helping new businesses navigate the process of establishing nexus within the county. This growing information resource can be downloaded for free and is promoted in digital advertising targeting potential business owners. The nine ebooks in this library have been downloaded over 6,500 times to date, with the newest title "Starting an Online Business in Greene County, NY" downloaded by 250 visitors in the past 60 days! Check out the ebooks at <https://startup.investingreene.com/resource-library>.



Greene County Economic Profile Released by CEG

The NYS Center for Economic Growth has updated Greene County's 2021 profile with the latest available data through July. Increasingly popular with New York City residents, Greene County in 2020 saw New York's sixth largest

increase in domestic migration. Business activity is also accelerating, with the county ranking fifth in the state for annual business formation application growth over the last five years. Prior to the pandemic, Greene County's total employment had experienced robust growth. Despite COVID-19 that trend continued in 2020 as several key sectors experienced year-over-year growth, including construction (2.7%), manufacturing (0.1%), wholesale trade (5.2%) and finance and insurance (2.2%). View the updated profile at: https://greenecountyedc.com/wp-content/uploads/2021/10/CEG-Capital-Region-Economic-Profile_2021-Greene-hr.pdf.

GC Administrator Groden Accepts NYSAC Above-and-Beyond Award



In a break from the standard tradition of presenting one award, this year NYSAC recognized all county leaders in NYS for exemplary service displayed throughout the COVID-19 Pandemic. As President of the New York State Association of Counties, Shaun S. Groden was one of 4 people selected to receive the award on behalf of their fellow members.

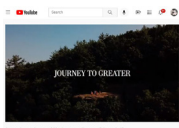
"I couldn't be more proud of the work that was done to respond and adapt to the unprecedented challenges we faced" Groden said accepting the award. Read the Mountain Eagle story at <https://www.greenejournal.com/wp-content/uploads/2021/10/Mountain-Eagle-9.24.21-Trusted-Administrator.pdf>

TOURISM

Workshop (Greene County's Agency of Record) Presents 'Journey to Greater' Campaign Results



Greene County is perfectly positioned for the road trip travelers, with a great offering of recreation experiences. The campaign highlights those activities and just as importantly, showcases the beautiful landscapes you're able to enjoy them in. On Tuesday, September 28th Workshop presented the 'Journey to Greater' marketing campaign and the bi-annual review of 2021 to the Tourism Advisory Committee. To review the bi-annual review go to <https://greencountyedc.com/wp-content/uploads/2021/10/Greene-July-2021-TAC-Presentation-.pdf>.



'Journey to Greater' Video

Greene County Tourism partnered with Workshop and county tourism properties to develop a destination video to attract visitors to the county. Click here to view the video <https://www.youtube.com/user/CatskillsNY>

The World Reunited, Even Hudson Valley Tourism: IPW 2021



Last week, more than 2,600 attendees from 52 countries gathered in Las Vegas for the 52nd annual IPW—the travel industry's premier international marketplace and the largest generator of travel to the United States. Heather Bagshaw, Tourism Director, attended the show on behalf of Hudson Valley Tourism (HVT), Wine Water and Wonders of New York State, and Greene County. She visited with over 60 delegates, domestic buyers, international leisure buyers and marketing and incentive buyers, from 15 countries. The November reopening of international air travel to vaccinated travelers is a critical turning point in our industry's recovery. Later this year, HVT will sponsor training sessions, in tandem with buyers, to educate tourism businesses on how to market themselves to the international buyers and put campaign funding towards the international market in 2022.

PLANNING

Fall Training Opportunities for Planning and Zoning Board Members

General Municipal Law requires that each member of a village, town, or county planning board complete, at a minimum, four hours of training each year. Due to the ongoing COVID-19 pandemic, most training sessions are being offered through on-line webinars. Upcoming New York State Department of State (DOS) Division of Local Government Services webinars include:

Hot Button Land Uses	Oct. 7	5:00 – 7:00 PM
Farmland Protection & Agricultural Viability	Oct. 18	6:00 – 8:00PM
ZBA Overview	Oct. 25	6:00 – 8:00PM
Site Plan Review	Oct. 26	6:00 – 8:00PM
Skills That Make Great Board Members	Oct. 27	12:00 – 1:30 PM
County Referral	Nov. 10	5:00 – 6:30PM

For a complete listing of DOS training opportunities and for registration links: <https://dos.ny.gov/events>

DOS also offers Online Interactive Training Courses <https://dos.ny.gov/training-courses> that will allow you to produce a certificate

at the end of the course that can be provided to your town or village board. Additionally there are DOS recorded webinars.

Additional training opportunities:

New York Upstate Chapter of the American Planning Association (APA) and New York Planning Federation (NYPF) joint Virtual Planning Conference (October 2021). For more information: <https://www.nyupstateplanning.org/annual-conference>

Hudson River Estuary Conservation and Land Use Webinar Series <https://www.dec.ny.gov/lands/120539.html>

Southern Tier West Fall Planning & Zoning Training Webinars series.

To register on-line visit: <https://www.southerntierwest.org/on-line-training.html>

Check with you local Town Board to determine training course eligibility.

Greene County Department of Economic Development, Tourism & Planning

Warren Hart - Deputy County Administrator • 518-719-3290 • business@discovergreene.com

Great Northern Catskills
of Greene County
tourism@discovergreene.com

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Greene County Economic
Development Corporation
info@GreeneCountyEDC.com

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