

Positively Greene

COUNTY-WIDE UPDATE



GreeneGovernment.com

GreatNorthernCatskills.com

GreeneCountyEDC.com

InvestInGreene.com

FilmInGreene.com

November 2022

ECONOMIC DEVELOPMENT



Major Progress on Exit 21 Business Parks

Bell Jar Holdings acquired a 1.7 acre parcel with plans to rehabilitate the

existing garage on the site west of the Thruway Bridge into a gourmet food market that will feature the best locally made foods and home goods and add a 1950's diner as a second building. A Hampton Inn by Hilton is planned for the east site, which is to include a fitness center, saltwater pool, business center, and conference room.

Stewarts Shops will construct a new retail store on the east site as well, and the current Stewarts will be renovated to accommodate the new Tourism Visitor Center. Read the full release at: <https://www.greenegovernment.com/news-press/the-greene-county-industrial-development-agency-announces-major-progress-on-two-business-parks-located-off-exit-in-catskill-ny>

CGCC Hosts Skilling the Gap Conference



Community leaders and employers across both Columbia and Greene Counties attended a workforce-development focused conference entitled 'Skilling the Gap' at Columbia Greene Community College. The summit featured valued information from widely respected industry professionals including Federal Reserve Bank of New York President & CEO, John Williams, as well as Adam Bosch, President of Pattern for Progress.

2021 Data Shows Growth in Population & Wages - Declining Unemployment



The Center for Economic Growth's annual profile for Greene County was updated in October to reflect 2021 economic data, showcasing the county's growth areas on a broad scale. Overall, Greene County is showing consistent positive growth in population (+1.3% last year, +2.3% five-year growth), average annual total wage (+10.2% 1-year, +27.5% 5-year change), sales tax receipts (+18.7% 1-year, 39.6% 5-year), single family building permits (+57.4% 1-year, +32.1% 5-year), and business formation applications (+28.3% 1-year, +66.7% 5-year). As Greene County grows in popularity, especially with New York City residents, last year landed Greene County as New York's second fastest-growing county in population percentage, with all towns and villages experiencing positive population growth in 2021. Additionally, in 2019 Greene County had the state's fastest-growing annual rate for non-employer establishments, such as freelancers and independent contractors. For additional positive economic news, view the report here: https://greenecountyedc.com/wp-content/uploads/2022/11/Capital-Region_Economic-Profile_2022-Greene.pdf

NYS Announces Strategic Workforce Development Grants

This \$150 million initiative is poised to help meet employer needs, increase training capacity, and position New York job seekers to fill high-quality, in-demand jobs. A total of \$115 million is earmarked for supplementing operational resources for training materials and programs in high-demand fields, ultimately aiming for employers to expand operations, and in turn, their workforce. Eligible applicants include community-based organizations, not-for-profit organizations, chambers of commerce and trade associations and more. The \$35 million capital grant program will provide resources targeting expansionary, tangible projects such as modernizing training centers, building new facilities, and purchasing machinery and equipment. For more information about the Office of Strategic Workforce Development, or to learn more about these grant programs, visit <https://esd.ny.gov/office-strategic-workforce-development>.

ECONOMIC DEVELOPMENT *Continued*

New Grants to Expand Career-Oriented Learning

A local partnership with the Berkshire Taconic Community Foundation and the Dyson Foundation will provide small microgrants of \$2,500 to \$5,000 to both Greene and Columbia Counties to support: Planning activities that bring schools, employers and nonprofits together to develop a new approach or expand a current program; Funding a small pilot program that tests a new model or approach through a community partnership, and; Expanding a current program that has demonstrated early promise to serve more students and/or employers through more robust community partnership. Eligible applicants must be an operating 501©3 non-profit or in an established fiscal sponsorship arrangement with a registered, operating 501c3 non-profit. Deadlines for submission is January 15, 2023. Funds must be expended in 2023. For more information, please visit <https://www.berkshiretaconic.org/>.

TOURISM



New Director of Tourism

Patricia (Patty) Austin has been promoted to the position of Director of Greene County Tourism. An experienced leader in tourism and marketing, with over 15 years in the tourism industry, Patty brings strong industry connections and leadership skills to her role of Director of Greene County Tourism. A lifelong resident of Catskill, and long-term asset to Greene County Tourism, Patty understands the unique challenges and opportunities associated with Tourism in Greene County. Patty is a graduate of Catskill High School, and holds a Bachelor of Arts degree from SUNY Oneonta.



Tourism Advisory Committee Update

The Tourism Advisory Committee has been busy the past few months with the bi-annual report and upcoming winter marketing strategy meetings. The bi-annual report shows strong numbers for engagement and visitors to

Greene County. Social media and influencers continue to drive traffic to the Great Northern Catskills website resulting in more vacations to Greene County. At the winter marketing strategy meeting, Windham Mountain and Hunter Mountain representatives shared excitement for the upcoming winter season. Both mountains have plans for exciting events and increased features to offer visitors coming to Greene County. Workshop, the County's Tourism Agency of Record, also presented the County's winter media marketing plan for the upcoming season.



Focus on Towns

The Great Northern Catskills website continues to expand the information available to tourists about the different towns that make up Greene County. Under "Things to Do," visitors will find the

option of "Catskills Towns." Here they will be taken to a page where they can find summaries for Athens, East Durham, Coxsackie, Round Top and Purling, Catskill, Hunter, Windham, Tannersville, and the newly added Prattsville and Greenville; with links to get more information. These pages will allow visitors to find more information about lodging, dining, shopping, activities, events, and more. We'll also use these pages to highlight the downtowns of Greene County. <https://www.greatnortherncatskills.com/things-do/top-towns-catskills>. Additionally, the Buy In Greene program has virtual tours of main street businesses and community assets that can be viewed at <https://www.buyingreene.com/virtual>.

Greene County Department of Economic Development, Tourism & Planning

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