

Positively Greene

COUNTY-WIDE UPDATE



GreeneGovernment.com

GreatNorthernCatskills.com

GreeneCountyEDC.com

InvestInGreene.com

FilmInGreene.com

December 2022

ECONOMIC DEVELOPMENT

Buy In Green Holiday Ad Campaign in Full Swing



For the 5th year in a row, the Buy In Green team has partnered with Jon Meredith's Music Technology students at Greenville High School to produce its annual holiday jingle. Set to the tune of a memorable holiday song, the students provided the orchestration, backing vocals, and digital production of this 60-second radio spot, which also serves as the soundtrack for a digital video ad! Advertising has been in-market since November 1st on local radio stations and digital platforms promoting our local businesses throughout the holiday season. Watch the sing-along at <https://www.buyingreene.com/holiday#video>

Ground Broken for New Visitor Center at Thomas Cole Site



State and local representatives joined the leadership team of the Thomas Cole National Historic Site to break ground for the \$1.3 million Cole Center. Empire State Development awarded the project some \$360,000 with the remainder funded through private donations. The new visitor center is projected to triple the amount of visitors welcomed to the site each year, and celebrate the impact that the Hudson River School of Art continues to have on our local economy.

Read more at <https://thomascole.org/wp-content/uploads/ESD-Announces-Groundbreaking-11-15-2022-3.pdf>

Columbia-Greene Community College Aims to Improve Access to Childcare



Undersupplied childcare needs necessitate easier access to childcare across both Columbia and Greene Counties. According to CGCC, the 50 daycares in both counties supply the combined populations, leaving one daycare provider per 2,200 people. The program aims specifically to improve access in rural areas, where populations are disproportionately affected by the undersupplied childcare market. CGCC's new program will provide training, equipment, and physical plant modifications to people opening an in-home childcare program. Participants in the Family Child Care Training Program will receive training through CGCC, and the program is expected to launch in January 2023. For additional information, go to <https://porcupinesoup.com/new-co-greene-initiative-to-address-childcare-shortage>

ECONOMIC DEVELOPMENT *Continued*

How Would You Invest \$25,000 in Your Greene County Business?

The Greene County Economic Development Corp. is launching a new survey to gauge existing and aspiring entrepreneurs on how they would spend \$25,000 in their business. The survey was created to understand the level of need in private investment in preparation of anticipated microenterprise grant funding. Answers to the survey will be used to supplement a statement of need description for the grant's reapplication requirements. To take part in the survey, and help create feasibility for microenterprise grant funding, please visit <https://greenecountyedc.com/how-would-you-invest-25000-in-your-business/>

TOURISM

New Senior Tourism Marketing Manager



Kurt Goettsche joined the Greene County Tourism team back in June and eagerly took on any task given to him. Being a lifelong resident of Windham and having grown up in the tourism industry has made Kurt an invaluable asset to the Tourism office. Kurt has a bachelor's degree in Business Administration from SUNY Oswego and years of experience in marketing what makes Greene County the place to visit every season. Director of Tourism Patty Austin stated "Kurt is a valuable asset to the Tourism Department as he is familiar with most of the local businesses and has the appropriate marketing skills to move Greene County forward".



Freelance Writer Returns to the Great Northern Catskills of Greene County

The Greene County Tourism Office recently orchestrated another travel writer to the Great Northern Catskills of Greene County. Return visitor, Nicole Pensiero, stayed at Wylder Windham this fall and wrote about her visit for Follow South Jersey. Nicole previously visited the same property five years ago when it was The Thompson House Resort. Articles like Nicole's increase exposure of Greene County to new audiences who appreciate authentic experiences. Read her excellent article on Follow South Jersey. <https://followsouthjersey.com/2022/11/29/travel-gone-wyldr-an-older-resort-is-reborn-in-upstate-ny-providing-the-ideal-jumping-off-spot-for-culinary-and-other-adventures/>



The 2022-23 Ski and Ride Season is Underway



Hunter Mountain and Windham Mountain both opened for the winter season before Thanksgiving this year. The weather quickly turned cold this fall, allowing both mountains

to make snow rapidly. Hopefully, the cold weather will continue through the winter season. Every year tens of thousands of visitors from all over the world come to Greene County for their winter adventure.

PLANNING

Greene County Legislature Authorizes \$2.2 Million for Last Mile Broadband



At its November 14th meeting, the Greene County Legislature authorized the execution of three contracts with local internet service providers (ISPs), including, Mid-Hudson Cable, Margaretville Telephone Company, and Charter Communications providing funding to assist with the installation of high-speed fiber internet to unserved areas of Greene County. Read the full story at <https://www.greengovernment.com/scoop/greene-county-to-provide-2-million-for-last-mile-high-speed-fiber-internet-to-unserved-roads-and-households>

Greene County Department of Economic Development, Tourism & Planning

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