

Positively Greene

COUNTY-WIDE UPDATE



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GreatNorthernCatskills.com

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July 2023

ECONOMIC DEVELOPMENT

BUILD SUCCESS on Main Street in Cairo, NY

Be a part of this vibrant small-business community transforming vacant storefronts into eateries, boutiques, and specialty stores. Larger businesses will find opportunities at a new industrial park currently being planned.



Cairo noun (Care-Oh)

- A quintessential small rural community set at the base of the Great Northern Catskill Mountains.
- A municipality making major investments in infrastructure and revitalization, attracting new small businesses to its Main Street.
- A town partnering with the Greene County Economic Development Corporation to provide new businesses with the resources they need to succeed.

Life in Cairo is both relaxing and exhilarating.

Visitors to Greene County experience natural splendor, world-class cultural and adventure attractions, and welcoming hospitality. Major investments have been made in the infrastructure that enables communities to thrive, from fiber-optic broadband to water & sewer service to sidewalks and green space. Destination businesses attract more and more customers to our Main Street every year. Residents support our local businesses as valued members of our community.

To find out more about starting your business on Main Street in Cairo, NY scan the QR code to the right, and start a conversation with the Invest in Greene team at the Greene County Economic Development Corporation.

BUILD SUCCESS on Multi-Use Sites in Cairo, NY

ECONOMIC DEVELOPMENT SPECS IN CAIRO

- Municipal water and sewer lines accessible to Main Street and immediate surrounding areas with capacity for new business development.
- Public waste water treatment plant in close proximity to downtown business corridor with capacity for new business development.
- Light rail broadband and high-speed fiber coverage in the downtown business corridor.
- Two-minute drive to NYS Thruway exit 21.
- Pleasant climate close to world-class skiing at Hunter and Windham mountains.
- New industrial park on NYS 23 currently being planned.



Incentivizing Investment

- Long-term, low-rate capital improvement lending program for businesses in Downtown Cairo provided by the Bank of Greene County.
- Tax benefits for manufacturing-based businesses with high-level job creation.
- Low-interest working capital loans guaranteeing job creation.
- Microgrant programs for inventory and working capital.

Pro-Business Climate

- Expedited time-to-market with municipal planning and approval processes.
- Publicly sponsored strategic planning and feasibility studies conducted.
- Thriving downtown corridor with dozens of small businesses complementary to strong hospitality sector in surrounding Purling and Round Top areas.
- Strong community support for residential, commercial, and industrial development projects.



BUILD SUCCESS Business Attraction Template

The Invest in Greene team recently created a new template to promote Greene County's major downtowns and business centers, citing specific opportunities available for businesses to start up or expand. The first in this series is focused on Cairo with other communities to follow. Each community will be featured in newsletters to over 1,500 individuals who have expressed interest in starting a business in Greene County, and promoted on advertising, website, and social media platforms. View the Cairo template at <https://greenecountyedc.com/wp-content/uploads/2023/06/Build-Success-in-Cairo-NY.pdf>

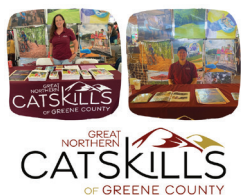
Leisure & Hospitality Sector Leads Capital Region Job Gains As New Establishments Open in Greene County



The monthly Capital Region labor market briefing, published by the NYS Department of Labor, conducts a year-over-year lookback of several factors indicating the general dynamic of the eight-county region's labor market. April's report not only showed the Greene County outpacing Statewide and National unemployment figures (by 50 and 40bps, respectively), but also revealed that 48% (4,700) of 9,700 of the nonfarm jobs added to New York's economy since April 2022 occurred in the Leisure and Hospitality sector. With this statistic holding consistent with the County's top private employed sector, there is a clear connection to Greene's contribution to regionwide job growth. Various projects throughout the County, such as the James Newbury Hotel in Coxsackie, Catskill's Camptown, Scribner's Lodge, Wylder, and many more, are not only contributing to the current figure of added jobs but are also driving future job growth. In fact, most of the top growing jobs over the next decade in Greene County land in the Leisure and Hospitality sector. For more information on labor analytics for the Capital Region, please click here: <https://dol.ny.gov/system/files/documents/2023/07/capital-region.pdf>

TOURISM

Representing Greene County



The Great Northern Catskills of Greene County Tourism Office attended the Great Outdoor Expo at the Catskills Visitor Center on June 10, 2023 and East Durham Irish Festival on May 27 & 28, 2023. The expo featured dozens of exhibitors from the outdoor tourism industry and nonprofits in the Catskills, as well as activities for all ages, food, presentations, raffle prizes, and the Catskills Great Outdoor Gear Sale. The East Durham Irish Festival featured two days of traditional Irish music, dance, food, and culture, with over 6,000 attendees over the 2 days. Both events allowed the Great Northern Catskills Tourism Office to showcase the many outdoor activities that Greene County has to offer, including hiking, biking, fishing, camping, and more. The Tourism Office also attended the ribbon cutting for the newest ride, the Rip Van Racer, at Zoom Flume Water Park. This dual mat slide is over 300 feet long and drops over 35 feet. Watch our launch video on Instagram [<https://www.instagram.com/p/CtrnjFxtXrI/>].

Greene County Highlighted In Outside Magazine



Outside magazine lists Catskills among "36 Best Places to Visit in the U.S. for Adventure." Of the Catskill Park's 700,000 forever-wild acres, about half are located in the Great Northern Catskills region of Greene County. Four of the five highest peaks in the Catskills are also located in the county. "There are thousands of miles of well-maintained hiking trails, excellent mountain-biking opportunities...and dozens of lakes and ponds to explore with a paddle in hand," the article notes. "The Catskills are also the birthplace of American dry-fly fishing." Five of the six new or newly renovated places for lodging listed in the article are located in the Great Northern Catskills, where there is a long-standing tradition of all-inclusive family resorts as well as new, experiential places to stay, including glamping sites. Read the Outside Magazine article at <https://www.outsideonline.com/adventure-travel/destinations/north-america/best-places-to-visit-in-us-for-adventure/>



International Visitors Return

Greene County Tourism Director Patty Austin and Senior Tourism Marketing Manager Kurt Goettsche attended the New York State Division of Tourism International Workshop. Representatives from the United Kingdom, Germany, Canada, and Australia, presented visitor information from their respective countries. Patty and Kurt made key connections with these representatives and others within New York. With this information and connections, the Great Northern Catskills of Greene County hopes to increase international visitation to Greene County.

PLANNING



Upcoming Improvements at Cohotate Preserve

Greene County is planning to renovate and enhance the environmental field station originally constructed in 1990 by the Greene County Soil & Water Conservation District at the Cohotate Preserve located on NYS Route 385 in the Town of Athens. The Cohotate Preserve provides open space and recreational opportunities for the residents of Greene County. The environmental education center is used in partnership with the Columbia Greene Community College and supports the college's environmental programs. It is a unique resource and the existing environmental field station offers unmatched opportunities for incorporation into the Columbia Greene Community College's environmental programs and curricula, and that in order to increase utilization of the property and field station, upgrades and improvements to the facility and site access are necessary, especially given that the structure was originally built over 30 years ago. Specific project components include improving accessibility to the site (upgrades to the existing driveway), completing interior and exterior renovations, providing handicap accessibility, adding an ADA-compliant unisex bathroom, bringing electricity, heat, water, sanitary hookup, and internet utilities to the facility, and improving or replacing the existing signage. The objective of this project is to extend the months of the year in which the facility is accessible and to increase the amount of programming options and opportunities for the college. The project is planned to go to bid later this summer.



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