

Positively Greene

COUNTY-WIDE UPDATE



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GreatNorthernCatskills.com

GreeneCountyEDC.com

InvestInGreene.com

FilmInGreene.com

December 2023

ECONOMIC DEVELOPMENT

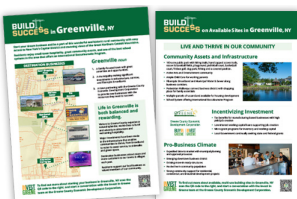


Local REDC Award Impact

Round 13 of the Regional Economic Development Award competition included \$34,500 to Old Factory Brewing Co. in Cairo under Empire State Development's newly added Craft Beverage Micro Grant Program. The company will purchase new

equipment to increase production to meet existing demand. The Hudson-Athens Lighthouse Preservation Society received a Parks, Preservation and Heritage Grant of \$500,000 to assist in repair and restoration of the underwater foundation of the lighthouse museum. Find a complete list of awards at https://regionalcouncils.ny.gov/sites/default/files/2023-11/REDC_Round_13_Award_Booklet.pdf

Build Success In Greenville Community Promotion



The Greene County Economic Development Corporation is systematically promoting our communities to attract new businesses and residents. The 'Build Success' campaign features

community assets, destination businesses, site opportunities, available incentives and support. The campaign kicked off this fall beginning with Cairo, and has now added Greenville, and will continue adding communities by working with local municipalities and organizations. You can download the printable Build Success in Greenville, NY flyer at <https://greencountyedc.com/wp-content/uploads/2023/11/Build-Success-in-Greenville-NY.pdf>

MULTI Grant Six MULTI Grants Awarded to Date

Money for Utilities, Logistics, Technology, and Inventory

GREENE COUNTY MICRO-ENTERPRISE ASSISTANCE PROGRAM

The Greene County Microenterprise Assistance Program – MULTI Grant has been very well received by local business applicants seeking Money for Utilities, Logistics, Technology and Inventory. Phase 1 was funded by NYS to establish a \$255,000 pool for awarding grants between \$5,000 and \$25,000 to qualifying Greene County businesses. Two of the six grants awarded so far include The Pro Ski & Ride Shop in Hunter and Johnk Family Farm, LLC in Greenville.

World Waterpark Association Honors Zoom Flume



Zoom Flume Water Park made waves at the World Waterpark Association's Annual Symposium and Trade Show, held from October 23 to 27 in New Orleans. New York's number one family water park, Zoom Flume clinched the coveted Wave Review Award for Best Website during this year's symposium and trade

show. The renowned international event, exclusive to the water leisure industry, attracted hundreds of entrants to its popular awards program. Read the story on Porcupine Soup at <https://porcupinesoup.com/zoom-flume-website-named-best-in-the-industry>

TOURISM

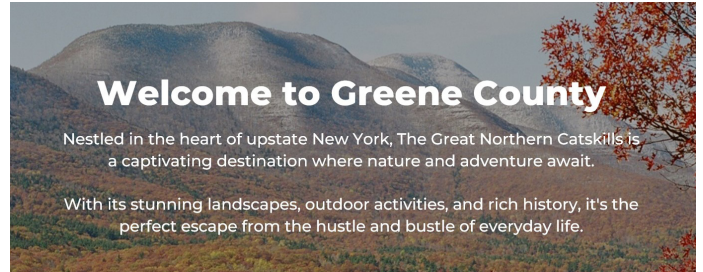
Windham Mountain Club Luncheon



Windham Mountain Club unveiled its future vision during its recent community luncheon, hosted on November 15th. General Manager and President, Chip Seamans, and the new majority owner, Sandy Beall, outlined an exciting plan that expands the mountain's offerings while maintaining its accessibility to the public. The plan encompasses a host of enhancements, including the introduction of new amenities, a revitalized focus on dining options like the elegant Italian restaurant Cin Cin!, located at the mid-mountain Lodge, and more. Visitors can still enjoy the slopes with season passes and daily tickets, though the overall capacity will remain limited to ensure a premier experience. A notable change starting in 2024 is the requirement for 2-day tickets on Saturdays and specific holiday weekends. This aims to encourage longer stays and spread out the crowds, further enhancing the visitor experience. Windham Mountain Club's overarching goal is to transform itself into a year-round destination, drawing visitors to Greene County for multiple-day getaways. With its diverse amenities and captivating surroundings, the mountain is poised to become a thriving hub for all seasons.

Find out more at <https://www.greatnortherncatskills.com/outdoors/windham-mountain>

I Love NY – Quebec Reverse Sales Mission



On November 13, the Great Northern Catskills Tourism team attended a reverse sales mission hosted by I Love New York in Saratoga Springs. The event brought together representatives from Greene County and travel experts from Quebec, providing an opportunity to showcase the county's diverse attractions and appeal to the Canadian market. The Greene County team's presentation highlighted the region's rich history, vibrant culture, and stunning natural beauty, emphasizing the many outdoor activities, unique lodging options, and top attractions that await visitors. They unveiled their captivating "It happens here" and #FindYourCatskills campaigns, resonating with the guests and sparking interest in bringing tour groups from Quebec to Greene County. The reverse sales mission proved to be a valuable networking opportunity for Greene County Tourism, establishing meaningful connections with potential partners in Quebec.



Winter Tourism Campaign

Greene County Tourism has launched its winter marketing campaign continuing our "It happens here" slogan. The campaign showcases the

county's transformative nature during the colder months, highlighting its world-renowned ski resorts, enchanting forests, and winter charm. Greene County Tourism has strategically employed a multi-faceted approach, utilizing social media platforms, targeted online advertising, partnerships with regional travel publications, print advertisements, as well as partnerships with local businesses.

Greene County Department of Economic Development, Tourism & Planning

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