

Positively Greene

COUNTY-WIDE UPDATE



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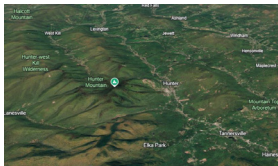
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February 2025

ECONOMIC DEVELOPMENT

\$100 Million Awarded to Projects in Pro-Housing Communities - Proposal for \$110 Million More in Infrastructure Funding to Come



On Tuesday, January 28th, Governor Hochul made the announcement including nearly \$2,000,000 for communities in Greene County. The Town of Lexington was awarded \$1,131,662 for the construction of a new highway garage, the Town of Hunter was awarded \$75,000 for the development of a new comprehensive plan, two private projects in the tourism industry were funded in the Village of Tannersville for a total of \$653,600, and The Hunter Foundation was awarded \$100,000 for site improvements at The Culinary Hub at the Former Market Garden.

Read the official announcement and learn more about the projects at <https://www.governor.ny.gov/news/pro-housing-communities-governor-hochul-announces-more-100-million-awarded-projects>



Build Success in the Town of Hunter

Since Greene County EDC launched its 'Build Success in...' campaign in the fall of 2023, it has been promoting the advantages and opportunities that abound in our towns and villages. Hunter now joins the towns of Cairo, Catskill, and Greenville that each have a dedicated one-page 'sell sheet' summarizing each municipality's specific attributes, and a QR code leading to more information and the ability to connect with GCEDC support staff.

See each town's campaign:

Hunter <https://www.investingreene.com/mountain/hunter/>
Cairo <https://www.investingreene.com/valley/cairo/>
Catskill <https://www.investingreene.com/river/catskill/>
Greenville <https://www.investingreene.com/valley/greenville/>

Are You Ready to Start a Business Campaign Launched



The popularity of quizzes on social media platforms was the inspiration for Invest Greene's newest business attraction campaign. Respondents answer a series of multiple-choice questions that determine how prepared they are to start a successful business. The goal is to guide each prospective entrepreneur to assemble the documentation they will need to open, operate and thrive in Greene County. Based on the answers submitted, each respondent receives relevant

tools and guidance resources to help them navigate the requirements of planning, market analysis, forecasting, business registration, and obtaining financing. Each respondent's name and contact information are stored in the GCEDC's project & contact management system that automatically sends them 'nurturing' emails with announcements and offers relevant to their business aspirations. It also assembles a dossier on each respondent to assist GCEDC staff in making personal contact with those engaged in the program, and assist them in establishing a business in one of our communities. Take the Quiz at <https://www.investingreene.com/ready/>

TOURISM

Hunter Mountain Celebrates 65 Years with New Lifts



On January 11, Hunter Mountain celebrated 65 years with fresh snow, expanded terrain, and festive events, including a “65 Prizes in 65 Minutes” giveaway, live music, and a giant birthday cake. Over 70% of the mountain’s terrain was open for skiers and riders. The milestone was preceded by a ribbon-cutting for the new Broadway Express lift on December 14. Melissa Penate from Greene County Tourism joined the Hunter Mountain team for the event, which was a perfect day to connect with the people behind the scenes of this monumental effort. Guests enjoyed a delicious breakfast provided by Hunter and left with goodie bags filled with Hunter swag and champagne-inspired popping chocolate to savor the moment. To commemorate the anniversary, Hunter Mountain premiered a documentary showcasing its rich history and forward-looking spirit. Part one of the Capital Improvements Series: “Lift Upgrades”, available on YouTube, highlights the effort behind installing the new lifts. Now operational, the Broadway Express and Otis Quad lifts have increased uphill capacity and reduced wait times, enhancing the guest experience while honoring Hunter’s legacy.

Watch episode one of the Capital Improvements Series: “Lift Upgrades” here: Hunter Mountain 65th Anniversary | Part 1 at <https://www.youtube.com/watch?v=dFrvYlp6RpM>

Tourism Welcomes New Hire



Polina Ben-Sira recently joined the Tourism team as a Senior Marketing and Sales Coordinator. She comes to the position with a background in graphic design, marketing and event planning. Polina and her family enjoy the natural beauty of Greene County, outdoor adventures, historical and cultural sights and, most importantly, the friendly Catskill community. As an avid traveler she loves sharing her passion for discovery with visitors and locals. When not hiking or checking out the local art events, Polina can be found in one of the neighborhood cafés sipping tea and talking to friends.



Did You Know...

Lithium batteries cause fires in homes, dumpsters, garbage trucks and at Solid Waste Transfer Stations. The Greene County Department of Solid Waste has just launched an ongoing campaign as part of a state-wide effort to make residents aware of the dangers of disposing of Lithium batteries improperly. Residents are reminded “Don’t Put Timebombs in Your Trash”, take them to the manager’s office at any Greene County Transfer Station for proper recycling.

Greene County Department of Economic Development, Tourism & Planning

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