

# Positively Greene

## COUNTY-WIDE UPDATE



**GREENE COUNTY**  
Economic Development Corporation

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[GreatNorthernCatskills.com](http://GreatNorthernCatskills.com)

[GreeneCountyEDC.com](http://GreeneCountyEDC.com)

[InvestInGreene.com](http://InvestInGreene.com)

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May 2025

## ECONOMIC DEVELOPMENT

### Daily Necessities Destination Transformation in South Cairo



Every morning at the corner of Ross Ruland Road and County Route 23B, motorists converge at the South Cairo Country Store to gas up, grab a coffee, a buttered hard roll, and whatever else helps them start their day. Customers continuously flow through the doors throughout the day leading up to another rush as folks make their way home from work. Cars pull in, trucks pull out, and sometimes there are some close calls and sudden stops. All that is about to change as this destination relocates down the street to its new facility. Read the Success Story at <https://www.investingreene.com/updates/daily-necessities-destination-transformation-in-south-cairo-ny/>



### Mini Job Fair at C-GCC on Monday, May 12

Columbia-Greene Community College is holding a career fair on May 12 from 8:30 – 10:30am. Jobseekers will have the opportunity to speak with regional employers from a variety of fields including logistics, healthcare, civil service, hospitality, transportation, finance, administration, and more. Get more information at <https://columbiagreene.org/>

### Greene County Authorizes First Steps in Rebirth of Cementon



On Wednesday April 16, the Greene County Legislature unanimously adopted a resolution establishing the Cementon Redevelopment Capital Project and authorizing an application to the FAST NY grant program to fund a variety of studies and the creation of a master plan. This plan would serve as a guide to help the County best address the Cementon area's underutilized parcels and attract new businesses. James Hannahs, Director of Economic Development, Tourism and Planning called this resolution the first step in the creation of a "roadmap for the rebirth of Cementon," and noted that this study will "allow us to look at everything that is involved in large-scale land development and see if and what is viable in the area while also giving stakeholders the chance to come to the table and provide input."



### National Small Business Week is May 4th – 10th

For more than 60 years, the U.S. Small Business Administration (SBA) has celebrated National Small Business Week (NSBW), which acknowledges the critical contributions of America's entrepreneurs and small business owners. National Small Business Week 2025 will take place May 4-10, and you can find local Greene County businesses to support by visiting [BuyInGreene.com](http://BuyInGreene.com) at <https://www.buyingreene.com/>

## TOURISM



### Director of Tourism Attends the 2025 NYSTIA Conference

Patty Austin, Director of the Great Northern Catskills of Greene County Tourism, attended the 2025 New York State Tourism Conference in Canandaigua, NY, joining tourism professionals from across New York State and around the world. The conference offered valuable opportunities to gain industry insights, participate in one-on-one meetings, and attend sessions such as “Staying in Tune with Our Neighbors to the North” and “Exploring the Tourism Ecosystem.” It was a chance to connect with some of the best minds and leaders in the tourism industry. A highlight of the event was the annual auction, which raises scholarships for students pursuing careers in tourism and hospitality. This year, Christman’s Windham House generously donated a “Stay and Play” package, helping the auction raise a record-breaking \$25,000. A huge thank you to Christman’s for their support!



### Popular Influencer Jake Musser Returns to the Great Northern Catskills

Jake Musser (@mvsser), one of our top influencer partners, recently completed a key activation for the Great Northern Catskills of Greene County from March 6–8, 2025. Over the course of his visit, Jake experienced a curated itinerary that included a stay at Wylder Windham, skiing at Windham Mountain Club, visits to standout local breweries and restaurants, and exploration of downtown Tannersville. His dynamic content style and engaged audience aligned perfectly with the region’s vibrant, and adventurous spirit. Through his storytelling, Jake captured the essence of what it means to ‘Be Here’ — inspiring his followers to picture themselves right in the heart of the Catskills.



### Tourism Team attends the Springfield Dream Destinations Travel Show at the MGM Hotel & Casino

This past weekend, Melissa Peñate from the Tourism Department attended the Springfield Dream Destinations Travel Show at the MGM, where more than 3,745 travelers explored new vacation ideas. Greene County was proudly featured with a three-page spread in the Dream Destinations Getaway Guide distributed to all attendees. Melissa connected with tourism officials from neighboring counties and travel agents from surrounding regions. A big thank you to Lenore and Taylor Whitcomb from Winter Clove Inn & Resort for partnering with us and raffling off a two-night stay for a family of four, and to our other partners for providing exciting giveaways: The Thomas Cole Historic Site, Zoom Flume Water Park, and Wylder Windham Hotel. The strong support from our partners helped make Greene County a standout destination at the show!

## PLANNING

### Upcoming Planning Board Training

Greene County announces a training session for planning officials, hosted in partnership with the New York Department of State, Greene County Economic Development, Tourism & Planning, the Columbia County Planning Department, and the Columbia County Planning Board. The event will take place on June 10, 2025. This training will cover three key topics: Comprehensive Planning, County Referral, and Short-Term Rental Regulation. Attendance is free of charge, and participants may be eligible for up to three (3) hours of training credits to fulfill the New York State mandatory training requirements for municipal planning and zoning officials. For more details and to register, please visit: <https://www.greenegovernment.com/wp-content/uploads/2025/03/Spring-Planning-Seminar-with-Registration-FINAL.pdf> for a printable register form or <https://bit.ly/432XoqR> to register online.

#### Greene County Department of Economic Development, Tourism & Planning

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