

Positively Greene

COUNTY-WIDE UPDATE



GreeneGovernment.com

GreatNorthernCatskills.com

GreeneCountyEDC.com

InvestInGreene.com

FilmInGreene.com

February 2022

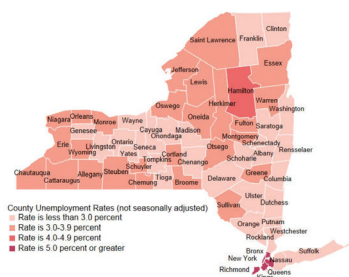
ECONOMIC DEVELOPMENT

Online Shopping Drives Sales in Greene County Over \$1 Billion for 2021



Beginning In 2019, taxes on internet purchases are paid to the state the goods are shipped to (not where they came from). This, combined with changes to shopping habits during the pandemic set a new record last year - a strong indicator of our economic growth. NYS Payments to the County in 2021 surpassed 2020 by over \$6.5 million. This is the 12th year in a row that sales tax revenue has risen over the previous year. Commitment to fiscal responsibility by the Greene County Legislature continues to keep property taxes among the lowest in the state.

Greene County Unemployment Rate Falls to 3%



According to the preliminary report issued by the NYS Department of Labor on unemployment rates for December 2021, the County's jobless rate fell by 3.2% from 6.2% during December 2020. With many businesses seeking to hire, attracting

additional workforce to Greene County is a high priority. The unemployment rate in Greene County is lower than 29 other New York counties, and the State-wide average is 6.2%. Read the story at https://www.hudsonvalley360.com/news/nystate/declining-jobless-rate-met-with-guarded-optimism/article_7c8beb3c-7b5f-5edd-b52f-32d86136c081.html



Local Business Success Stories Draw in New Patrons

Beginning in 2015, the Invest In Greene initiative has published a feature

story on a specific Greene County business each month of the year. Promoted in eNewsletters to prospective entrepreneurs, and through targeted social media posts, these stories received over 9,000 reads in 2021, up 15% from the previous year. All stories remain accessible on the Invest In Greene Website, and are also used by the featured businesses in their own marketing. You can see the entire collection of stories at <https://updates.investingreene.com/>

Village of Hunter Receives \$1.97 Million NYS Grant



This award enables the Village of Hunter to relocate its fire station 0.15-miles west of its current site taking it outside of the regulatory floodway and the 100-

year and 500-year flood hazard areas of the Schoharie Creek. The existing fire station and back building will be demolished and replaced with a municipal park with streamside access. Currently, the existing fire station becomes inaccessible during even moderate flood events due to the undersized bridge. Relocation of the firehouse will allow for the expansion of the bridge and greatly alleviate flooding throughout the village.

TOURISM



Workshop Awarded Agency Bid

Greene County Tourism released a request for qualifications in November of 2021 in search of an agency of record. There were eight proposals received where four bidders went on to a virtual meeting where each agency introduced their staff and presented an organic social media program they previously executed for another client. After much deliberation, it was decided that Workshop, the agency of record for the past 12 years, would be awarded the contract. On behalf of the Tourism Department we would like to thank all agencies who participated in the contract process.

Round Top, Catskill, and Windham Featured as the Best Small Towns



As part of their scope of work for the Tourism Department, Workshop coordinates with publications to present Greene County as a travel destination of choice. In December they worked with Perri Ormont Blumberg, of Travel & Leisure, on a story showcasing the Best Small Towns of the Catskills. It is no surprise that Round Top, Catskill and Windham were included. Check out the article at <https://www.travelandleisure.com/trip-ideas/best-small-towns-in-the-catskills>



New Resorts Showcased in the Times Union

In December Lauren Breedlove, a writer for the Times Union, connected with the Tourism Department to showcase resorts opening in 2022. The James Newbury Hotel and Wylder Windham were recommended. Lauren worked with the tourism department, Justin D. Smith, President, and Ann Cloutier, VP Sales & Marketing, representatives for James Newbury Hotel, and John Flannigan, Founder & CEO of Wylder Windham. Check out the article at <https://www.timesunion.com/hudsonvalley/travel/article/6-new-Catskills-resorts-to-open-in-2022-16758006.php>

PLANNING

NYSERDA Incentives for Carbon Neutral Economic Development



Buildings are a significant contributor to greenhouse gas emissions, primarily carbon. NYSERDA offers incentives to support economic development projects across New York State that are designed to carbon neutral net zero energy performance. The Catskill Gateway Carbon Neutral Project in the Village of Catskill was recently awarded \$1,914,059 from NYS to include the installation of energy efficient systems for two of the three buildings at 329 and 331 Main Street, which will serve as a model for how sustainable energy can be used in renovation projects. Once complete, this project will demonstrate a practical adaptation of renewable energy for historic redevelopment. To learn more about this program, go to <https://www.nyserda.ny.gov/All-Programs/Carbon-Neutral-Economic-Development>

The Greene County Planning Board

The County Planning Board meets on the third Wednesday of every month at the County Office Building, 411 Main Street, room 427, Catskill, 6:30 PM to review specific local land use planning and zoning actions triggered by New York's General Municipal Law. These meetings are open to the public, who may attend in-person to participate or view the meeting on the Greene County YouTube Channel: https://www.youtube.com/channel/UC0mwTvjUz_XyhJ83epMPFpQ (Public participation in not available virtually).

Each of the County's 19 municipalities can be represented on the County Planning Board. For more information please visit: <https://www.greenegovernment.com/departments/planning-and-economic-development/greene-county-planning-board>

Greene County Department of Economic Development, Tourism & Planning

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