

# Positively Greene

## COUNTY-WIDE UPDATE



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

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

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

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

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

March 2022

## ECONOMIC DEVELOPMENT

### Location Filming Contributes to Regional Economic Growth



The cast and crew of HBO's *Pretty Little Liars* worked at multiple locations last month, including the former St. Patrick's Academy, the Antonelli Senior Center, and the corner of Main & Bridge Streets – transforming the former bank into the Millwood Police Station. The Hudson Valley Film Commission reports a record-breaking year for productions in the region in 2021, with over 21 productions at 167 different locations—and a record \$57 million in spending.

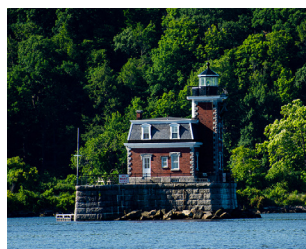
<https://hvmag.com/things-to-do/arts-culture/mindy-kaling-amy-schumer-hudson-valley>

### Comprehensive Housing Market Report, Q4 2021 + Annual



Hudson Valley Pattern for Progress' report details a regional real estate market continuing its trend of dramatic price appreciation. The data in this report provide a snapshot of 2021 as compared to prior years for counties within the Hudson Valley. It identifies a 'seller's market' with shrinking inventory, rising median prices, and an increase in the percentage of list price received. Download the full report at <https://www.pattern-for-progress.org/portfolio/hudson-valley-regional-housing-market-report-q4-annual-2021/>

Additional market data from the NYS Association of Realtors can be found at <https://www.nysar.com/news/market-data/>



### Athens Lighthouse Receives \$500,000 Restoration Grant

This NYS Grant from the Office of Parks, Recreation and Historic Preservation will go toward the refurbishing of the roof and gutter system on the 147-year old structure, mitigating water intrusion and erosion. The money will help complete the first of a four-phase restoration project estimated between \$3 million and \$4 million.

Read the full story at <http://www.hudsonathenslighthouse.org/>

### SAVE THE DATES:

Greene County Restaurant Week – March 25th through April 3rd.

Best of Greene County Awards Gala – Friday, March 25th @ Windham Manor

Career Fair @ Catskill High School – April 28th

## TOURISM



### Workshop Presents to Tourism Advisory Committee

On Tuesday, February 22, 2022, Workshop, Tourism's agency of record, presented highlights of the 2021 photo and video shoot as well as the year in review of the destination marketing plan.

Highlights of 2021 include:

- Increasing combined social audiences by almost 19%
- Completing two influencer activations to support the Journey to Greater campaign
- Landing over 45 media placements in top-tier, regional, and online publications as well as a 53% increase in site referrals
- Executing successful paid media tactics for programmatic display, paid social, native, paid search, direct digital, and print ad placements, with notable engagement from our paid social efforts
- Increasing page views by almost 500,000 compared to 2020

View the presentation at <https://greencountyedc.com/wp-content/uploads/2022/02/Greene-February-2022-TAC-Presentation-2021-Final-Reporting.pptx.pdf>

### Hunter Mountain Featured on NYNBC4 in NYC



Local ski resorts are hoping to get a bounce in business as a result of the Winter Olympic games. Hunter Mountain's Sarah Slutzky, announced that you do not need to book

in advance, as was required last year. Day-trip distance from the NYC Metro area makes Greene County Ski Destinations a very popular choice, driving record-breaking amounts of skiers & snowboarders this season. Check out the feature at <https://www.nbcnewyork.com/news/local-ski-resorts-hope-for-bounce-in-business-from-winter-olympics/3554147/>

## PLANNING

### Town of Windham to Adopt Updated Comprehensive Plan



The Town of Windham is in the final stages of adopting an updated Comprehensive Plan. A final draft of the plan was released in January 2022 following a multi-year effort that began in 2019 with the Town receiving funding for the plan update through the Catskill Park Community Smart Growth Grant Program. The primary goal of the plan is to provide a balance between accommodating future growth and preserving the quality of life and natural resources that makes Windham a special place. Challenges will include addressing local housing needs, the need for regulation of short-term rentals and the need for additional/updated land use controls to regulate the density, placement or type of development on steep slopes and ridgelines including the consideration of zoning. View the plan at: <https://www.townofwindhamny.com/?s=Comprehensive+comp+plan&submit>



### Athens Awarded Clean Energy Funding

The Village of Athens became a Clean Energy Community this year under the NYSERDA Clean Energy Communities Initiative. This qualified the municipality to receive \$20,000 in funding through the state's point-based award system. The village completed a series of climate-friendly tasks including securing the commitment of 10 residents to enroll in a community solar program. The village can use the awarded funding to upgrade its energy infrastructure as it sees fit.

Read the story at <https://athensvillageny.com/village-government/boards-and-committees/environmental-sustainability-in-athens/>

Learn more about the NYSERDA Clean Energy Communities program: <https://www.nyserda.ny.gov/All-Programs/Clean-Energy-Communities>

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

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