

Positively Greene

COUNTY-WIDE UPDATE



GreeneGovernment.com

GreatNorthernCatskills.com

GreeneCountyEDC.com

InvestInGreene.com

FilmInGreene.com

May 2020

ECONOMIC DEVELOPMENT

Businesses Respond to Re-Opening Needs Survey



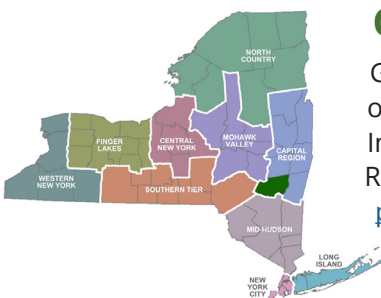
The Greene County Economic Development Team implemented a survey of local businesses to provide information to NYS on the needs and guidance required to facilitate safely re-opening to the public. Invitations were dispatched to 670 businesses on April 24th. Approximately 100 responses were organized by business sector and provided to the state on April 27th as they prepared to issue re-opening regulations on a regional basis.

https://www.hudsonvalley360.com/news/publicservicenews/businesses-surveyed-about-reopening-economy/article_c9983cfe-2035-5d66-bcb4-6af15bb0d52f.html

Greene County ZEROes in on COVID Disaster Relief



In response to the business damages created by the COVID-19 pandemic, Greene County has created a special disaster loan program to assist small businesses that were negatively affected. The application process has been streamlined for expedited approval and features Zero Interest, Zero Payments for 6 Months, Zero Matching Funds required, Zero Closing Costs, and Zero Application Fees. Greene County Businesses can apply for Emergency Loans at: <https://greencountyedc.com/resources-for-businesses-in-response-to-covid-19/cash-flow/emergency-loans/>

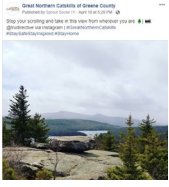


Getting Back to Business, Crisis Recovery

Greene County is preparing to follow the Governor's 12 Point Plan for a phased re-opening of businesses and attractions based on following CDC Guidelines, Priority Industries for Re-Opening, Business Precautions, Health Care Capacity & Testing, and Regional Coordination. Details on the plan can be found at <https://www.governor.ny.gov/programs/new-york-forward>

TOURISM

Promoting Tourism for the Future!



In an effort to ensure the Great Northern Catskills of Greene County vacation destination stays top of mind for future travelers, the Tourism Department continues to market the area - but from a distance. It's very important that our county continues to encourage visitors to plan to visit, but for everyone to follow the safety guidelines that have been put in place. Our social channels push #StaySafeStayInspired messaging while reinforcing the brand and sharing magnificent photography of our county. Rest assured, our new campaigns promoting tourism properties will be heavily advertised once the NYS Regional Re-Opening Plan is in effect.



Virtual Tourism the New Norm

Greene County tourism businesses have pushed the creative needle

by bringing their experiences to visitors virtually. Such experiences include a curator talk from Thomas Cole National Historic Site, a tour of the Sunny Hill Resort property, and an online Pilates class being offered by Body Be Well Pilates. See other great opportunities around the Hudson Valley Region. <https://hvmag.com/things-to-do/arts-culture/may-tourism-events/>

Don't Cancel Your Hotel Reservations



Many hotel owners are encouraging guest not to cancel their hotel reservations, rather reschedule. This is what Cathy Ballone, owner of the Long Neck Inn, encourages her guests to do. "If you reschedule, we can, of course, put your deposit towards your future date." Says Cathy in an article featured in Fodor's Travel article on March 30, 2020. <https://www.fodors.com/news/photos/why-you-should-avoid-canceling-your-hotel-room>

PLANNING

Disaster Recovery Assistance for Local Governments and Not-For-Profits



FEMA Greene County Government has created a web page providing resources needed to facilitate a request for Federal Emergency Management Agency (FEMA) disaster assistance due to the COVID-19 pandemic. On this site you will find resource links and contact information to FEMA and NYS Division of Homeland Security and Emergency Services (DHSES) to make a 'Request for Public Assistance' under the COVID19 Disaster declaration (DR-4480), including eligibility requirements and applicant procedures.

<https://www.greengovernment.com/disaster-resources-local-governments-not-for-profits>

Training Sessions for Planning Officials

Due to the COVID-19 pandemic the Planning Seminar scheduled for May



28, 2020, 5pm-9pm at the Greene County Emergency Center in Cairo will not take place. Instead Greene County Economic Development, Tourism & Planning and Columbia County Planning in cooperation with New York Department of State Local Government Services will be holding two planning webinars in June for county and local planning officials. Each session counts toward the NYS requirement of 4 hours of continuing training. Session 1: *Short Term Rentals* - Thursday, June 4th from 3-5pm. Session 2: *Spot Zone or Grant the Illegal Use Variance* - Thursday, June 25th from 3-5pm. Interested individuals should email rschiafo@discovergreene.com

Take the 2020 Census Online

Now is the perfect time to complete the 2020 Census and ensure that Greene County receives it's fair share of representation, resources, and funding. Self reporting rates are down, so make sure you do your part as Greene Counts! <https://my2020census.gov/>



Greene County Department of Economic Development, Tourism & Planning

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