

# 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)

September 2020

## ECONOMIC DEVELOPMENT

### Craft Cidery Opens in Catskill



When the old Bottle Shop moved into the former Central Hudson building between Main and Water Streets the term “artisanal cider” was not in everyone’s vocabulary. Fast forward to July 2020, and the newly restored basement entrance leads to Left Bank Ciders in Catskill. Despite the region being heavily populated by wild apple orchards, the “hard cider craze” never really made its way to Greene County. Owner’s, Tim, and Anna did not want to play into the fad of ciders but instead fell into it from a passion of sustainability and hyper-locality.

Read the Success Story at:

<https://updates.investingreene.com/left-bank-craft-cidery-catskill-ny>



ReOpening GREENE

### COVID-19 Emergency Business Loans

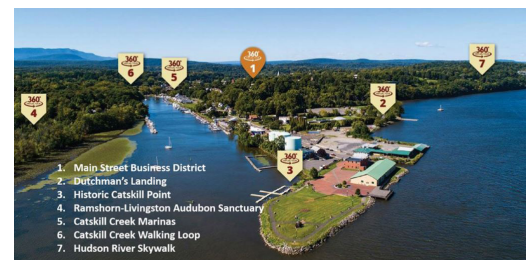
Greene County continues to have COVID-19 emergency loans available for job retention projects related to the COVID-19 pandemic. The Loans provide \$10,000 in zero-interest financing for five years for working capital and inventory to help businesses remain open or get back on their feet after closures related to the pandemic. There is no collateral or credit check required as part of this special program, and there is no matching funds requirement.

There is a similar loan available for job-creating projects, for which \$25,000 is available for existing microenterprises (five or fewer employees) that will be creating at least one new full-time equivalent job as part of their project. Terms and conditions are the same as the job retention COVID-19 program.

For further information on Greene County’s COVID-19 emergency loan program, please check our web site at [www.greencountyedc.com](http://www.greencountyedc.com) or call our office at 518-719-3290.

### Virtual Greene Adds Catskill Community Assets

The Buy In Greene program introduced virtual tours of featured businesses in 2019, beginning with a Virtual Main Street for Catskill and adding one for Tannersville later that year. To enhance the promotion of our unique villages and towns, the program is now featuring tours of Community Assets, building out virtual 360 tours and videos for specific cultural and recreational destinations. Over the coming months, more and more virtual tours will be added for locations across the county. To start with, visitors can take a video stroll across the [Hudson River Skywalk](http://Hudson River Skywalk) and explore the grounds of the Thomas Cole National Historic Site; climb the observation tower at the [Ramshorn-Livingston Audubon Sanctuary](http://Ramshorn-Livingston Audubon Sanctuary); walk along Main Street to see the [Catskill Cats](http://Catskill Cats), and; head down to the river to [Dutchman’s Landing](http://Dutchman’s Landing) and the [Historic Catskill Point](http://Historic Catskill Point). See them all at <https://www.buyingreene.com/catskill-community>



## TOURISM

### Tourism 'Drive-Market' Increase



Since the reopening of Greene County, we have partnered with our marketing agency and several media vendors to increase traffic from our drive-markets. This includes digital ads, print ads and sponsored

articles. Because of this effort, our website traffic has seen significant increases in users. Looking at the last two months compared to the two previous months, we've seen a 244% increase in users from NY, a 119% increase in users from NJ, and a 94% increase in users from MA. Approximately 25,000 (15%) of these users came directly from the paid media sources above. A portion of the increase of users coming directly from google is tied to our marketing efforts. Much of our audience will see

print ads or read articles, and then search for us directly in google.

### New Boardwalk Completed at Mountain Top Arboretum

The Mountain Top Arboretum Emerald Bog Boardwalk and Education Panel project is complete and open to the public. The 45' boardwalk, funded by a grant from the Greene County Soil and Water Conservation District, winds gently through the Emerald Bog, a 14,900-year-old geographical landmark on Mountain Top Arboretum's Spruce Trail. The recently installed interpretive panel explains the ecology of the bog and its influence on maintaining water quality. Find out more at <https://www.mtarboretum.org/>



### Tourism Season Finally Emerging

During the month of August, printed marketing material has moved very well off display racks. "The Tourism season is finally emerging better than we expected. We have been getting reports that visitors have never been here before" and don't know what is in the surrounding area, says VP of Sales Ryan Hart from Berkshires Brochures – one of four vendors that distribute the Greene County Travel Guide. "With the lack of events going on at theaters and concert venues, these visitors are looking for alternatives." Print has been a major player in letting these visitors know what is going on and where they can go during their stay.

## PLANNING



### Annual Ag District 124 Review

The [Greene County Department of Economic Development, Tourism and Planning](#) along with the [Agricultural and](#)

[Farmland Protection Board \(AFPB\)](#) will be conducting its annual review of [Greene County's Agricultural District No. 124](#) in accordance with [Article 25-AA of the Agriculture & Markets Law](#). The intent of the [Ag District](#) law is to preserve, protect and encourage the development and improvement of agricultural land for the production of food and other agricultural products within designated districts in each county.

There will be a thirty (30) day open enrollment period which will begin October 1, 2020 and end on October 30, 2020. During this 30-day period, any municipality whose territory is in Agricultural District No. 124, any State Agency or any landowner within or adjacent to the district may propose an addition to the district. Any proposed addition(s) must be filed with the Greene County Department of Economic Development, Tourism & Planning, 411 Main Street, Catskill, N.Y. 12414 within the thirty (30) days specified. At the end of the thirty (30) day period, the Greene County Agricultural and Farmland Protection Board (AFPB) will meet to review the proposed additions to the district. A public hearing will be held on the District, proposed additions, and recommendations of the AFPB. The dates and times of the AFPB meetings will be posted on the [Greene County Government webpage](#).

Greene County Department of Economic Development, Tourism & Planning

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