

# Positively Greene



## COUNTY-WIDE UPDATE



GREENE COUNTY  
Economic Development Corporation

BUY IN  
GREENE INVEST  
GREENE



[GreeneCountyNY.gov](http://GreeneCountyNY.gov)

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

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

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

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

Special Edition: 2025 A Year-In-Review

January 2026

### GREENE COUNTY LEGISLATURE IN ACTION

In 2025, the members of the Greene County Legislature brought resources and support of our businesses and communities by continuing to work closely with federal and state officials. Successes in local priorities include:

- [EPA Funding to Bring Safe Water to Residents Affected by Contamination at the American Thermostat Superfund Site.](#)
- [Greene County Legislature Acts in Support of Corrections Officers](#)
- [New Greene County Tourism Visitor Welcome Center](#)
- [Cooling Centers Opened During Summer Heatwave](#)
- [Main Street Improvement Project in Leeds](#)
- [Paramedic Training Awards Campaign](#)



### ECONOMIC DEVELOPMENT

2025 saw the promotion of James Hannahs as department head for Greene County Economic Development, Tourism & Planning. He and his dedicated team spent the year developing and delivering the funding, projects, and programs that drive our local economy.



[Greene County Pro-Housing Communities](#) were awarded \$2M in NYS funding while the [Villages of Catskill & Athens received \\$14.5M in DRI and NY Forward awards](#). The [South Cairo Country Store Plaza expansion](#) created a new destination for fuel, food, and spirits just off of NYS Route 23. The [Cementon Rebirth Plan](#) received funding for the development of a comprehensive plan, and a [new mobile-friendly GreeneCountyNY.gov website](#) was launched. The second season of the Best Kept Secrets of Greene County, NY [Podcast partnered with Catskill High School](#) Media Technology program and [CMH /Albany Med broke ground for a new same-day surgery center in Jefferson Heights](#). [2026 funding for Round II of the MULTI Grant](#) program was obtained, and the [villages of Catskill and Athens finalized their DRI & NY Forward priority projects](#)

### Awareness Campaigns

The Buy In Greene and Invest Greene initiatives implemented significant awareness campaigns to attract entrepreneurs, engage consumers, and promote our communities throughout 2025 including:

**BUILD  
SUCCESS**  
in the Town of Hunter, NY

[Build Success in Hunter](#) highlights the advantages of establishing a business in the town and its villages. The [Are You Ready to Start Your Dream Business in Greene County NY?](#) campaign prepositions potential start-ups for success across the county. The [What Greene County Community is Right For You?](#) on-line quiz matches potential new residents with appropriate communities. The [Lithium Ion Battery Safety](#) campaign informed residents of the potential hazards associated with storage and disposal. The [Buy In Greene for the Holidays](#) campaign was created in partnership with the Greenville High School Music Technology program for the 7th year running.

## Conferences

In 2025, Greene County promoted our community development and tourism destinations through a variety of platforms.

The county was well represented at the [NYS Economic Development Conference in Albany](#) and contributed to a panel discussion on Rural County issues at the [NYS Economic Development Annual Meeting in Cooperstown](#). The Great Northern Catskills Tourism team [swung into Spring at the Connecticut Golf Show](#) and the [Dream Destinations Travel Show at the MGM Hotel & Casino](#). Patty Austin, the [Director of Tourism represented at the 2025 NYS Tourism Industry Association conference](#) and Melissa Peñate, Senior Tourism Marketing & Sales Coordinator, [spread the magic of Fall & Winter in the Great Northern Catskills](#) at the Dream Destinations show in Springfield, MA.

## TOURISM

Greene County Tourism celebrated some significant milestones including the anniversary of a major destination, recognition of a local hero and the opening of the new Visitor Welcome Center at Exit 21 Catskill.



[Hunter Mountain celebrates 65 years with the installation of new lifts](#). [PFC Willie "Mack" Jackson was honored as Greene County's 2025 Veteran of the Year](#) and the [Greene County Resort Association donated commemorative benches at the new Welcome Center](#).

The [Great Northern Catskills of Greene County](#) were featured in [National Geographic](#) and [Vogue](#), while 394 Main Street Catskill's [Hemlock was featured in Esquire as one of the 10 Best Bars in America](#).

The [Netflix feature film "Four Seasons" was shot in multiple Greene County](#) locations, while [Influencers Jake Musser and Emma Tuccillo](#) promoted Great Northern Catskills destinations. The [Tourism team also collaborated with the I Love NY initiative](#) to host national and international journalists creating feature travel stories.

## Festivals

The [2025 Calendar of Festivals](#) drew in tens of thousands of attendees from near and far with a wide range of interests. Annual festivals have a major impact on the local economy, job market, and tax base.

- Tulip Walk Celebrates Spring at Meadowbrook Farm Catskills
- Earth Day Event at Thomas Cole National Historic Site
- TAP New York 2025 a Great Success at Blackthorne
- Greene County Youth Fair in Cairo
- Taco & Tequila Festival a Success in Leeds!
- Grey Fox Bluegrass Festival in Oak Hill
- Tour of the Catskills Cycle Race
- Hot Rods, Hot Tunes and Sunflowers Draw Thousands to the Great Northern Catskills
- Fall in Greene County means festival season is in full swing!
- 2nd Annual Catskills Comedy Festival

## PLANNING

Projects and initiatives that impact the future of our communities range from infrastructure improvements, to housing construction, to business expansion and site selection. In 2025, local planners across the county focused on multiple topics, including:

- [New York's Updated Wetland Regulations](#)
- [Planning Board Training: Comprehensive Planning, County Referral, Short-Term Rentals](#)
- [Village of Catskill Water & Sewer Upgrades](#)
- [New State Freshwater Wetland Regulations](#)
- [PROS-Real Property Information](#)
- [Planning Board Training: Special Use Permits, Record Keeping, and Area Variances](#)



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

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