

Positively Greene

COUNTY-WIDE UPDATE



GreeneCountyNY.gov

GreatNorthernCatskills.com

GreeneCountyEDC.com

InvestInGreene.com

FilmInGreene.com

March 2026

ECONOMIC DEVELOPMENT

Cementon Redevelopment Plan

Building on Greene County's Industrial
Past for Future Growth



Revitalizing Cementon

The Greene County Economic Development Team presented its Cementon Redevelopment Plan to stakeholders including community leaders, property owners, legislators, and redevelopment experts during February. The end goal of this effort is to produce a comprehensive plan that identifies all of the opportunities and challenges involved in setting up this property for redevelopment.

[Download the presentation](#)

EPA to Hold Public Meeting on American Thermostat Site



A public meeting is scheduled for Thursday, March 12 at the Greene County Emergency Services building on Mountain Avenue in Cairo. The meeting begins at 4 p.m. with an open house until 6 p.m. when a formal hour-long presentation will take place. Officials will be on hand until 8 p.m. for informal one-on-one discussions.

[Read the full story on Porcupine Soup](#)

Buy In Green Collaborates with Influencer Michella Hand

Michella's social media followers know her as 'Your Local Insider' for destinations and businesses throughout the Hudson Valley from the Adirondacks to Dutchess County. Her personal experience videos attract viewers seeking to discover places to go that may be closer than they think. Working with Michella adds a whole new aspect to promoting our local businesses.

Follow her on [Instagram](#) at michellahand or on [Facebook](#)



TOURISM

The Results Are In!

Greene County's Agency of Record, Workshop presented the results of the 2025 End of Year review.



Photo courtesy of Jessica Human Photography

Tourism performed exceptionally well in Greene County, driven by the cohesive and immersive "Be Here" campaign that strengthened the county's identity as a vibrant, year-round destination. Strategic public relations efforts secured high-quality media coverage, while organic social and influencer marketing generated strong engagement—totaling more than **393,000 impressions, 10,100 engagements, and 233 hours of watch time.** Increased shares, saves, comments, and follower growth demonstrate meaningful audience interest and consideration of the destination.

Digital marketing results further underscore this success. The email program sent **147,002 emails** with an impressive **39% open rate** and grew the contact list to more than **19,000 subscribers.**

Paid media significantly outperformed industry benchmarks, with paid social ads achieving a **4.62% click-through rate**—more than four times the travel industry average—and retargeting campaigns **exceeding benchmarks by 113%.** Overall, 2025 was a year of measurable growth, strong engagement, and impactful tourism marketing performance!

Break out your Red, White, and Blue!

Greene County's tourism team is planning a vibrant celebration in Catskill, the county seat, to honor the American spirit as part of the America 250 festivities this July.

In partnership with Federal and New York State agencies, Tourism Director Patty Austin and Senior Marketing Manager Erin Dennin attended the America 250 Conference at the New York State Museum to help launch the initiative and begin preparations for this milestone commemoration. While plans are still underway, Greene County is set to shine on July 3rd with a community-wide celebration along Main Street.



The evening will feature a dedication and ceremony at the Greene County Court House and guest speakers, followed by entertainment throughout a pedestrian-only Main Street filled with patriotic flair. Local merchants and performers will showcase their American pride with music, shopping, dining, demonstrations, and family-friendly activities. Stay tuned for more details as the America 250 celebration approaches.

Lights, Camera, Action!

The Great Northern Catskills of Greene County is once again taking center stage as scenes for the feature film Clashing Through the Snow, an Amazon MGM Studios production directed by Carlson Young, was in the Movie story recently filmed in Catskill and Windham. Starring Michelle Randolph, Lukas Gage, Christopher Briney, and Roy Shuler, the holiday film showcases Greene County as its scenic backdrop.



Filming took place at several local landmarks, including Rip Van Winkle Brewing Company and Red Ranch Inn in Catskill, as well as the Catskill Mountain Country Store and Christman's Windham House in Windham. The production once again highlights our county's charm and cinematic appeal, bringing national attention to our vibrant communities.

PLANNING & SERVICES

NYS Proposal Portal

New York State has launched EXPRESS NY (Expediting Processes and Regulations to Enable Streamlined Services), a statewide initiative to modernize government by identifying and reforming outdated regulations, policies, and procedures that can delay housing, infrastructure, and economic development projects. The effort will engage state agencies, local governments, and the public to review permitting, environmental review, and administrative processes affecting planning and zoning, with the goal of reducing redundancy, improving coordination, and shortening approval timelines while maintaining necessary protections. Municipal officials and planners are encouraged to share feedback through the State's online portal, open through April 3, 2026.

[You can access the portal here.](#)

Greene County Department of Economic Development, Tourism & Planning

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