

# Greene Planning



Greene County Economic Development, Tourism and Planning 411 Main St. Catskill, NY 12414

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Main Street Revitalization Program

## Main Street Revitalization Program Continues for 2009

The Greene County Legislature initiated an Economic Development Program in 2003 to assist the revitalization of the County's Main Streets. The County has awarded over 140 grants to eligible projects throughout the history of the program and the transformation of Main Streets in Catskill, Coxsackie, Tannersville, Freehold and other communities has been stunning.

The Greene County Legislature has appropriated \$100,000 for the 2009 MSRP, including matching grants for façade restoration, signage, main street strategies, architectural and other technical services. Tourism and other lodging facilities are also eligible. The grant limits: up to \$7,500 for façade renovations and up to \$2,500 for signage and other enhancements, remain the same.

The MSRP also utilizes State and Federal funds whenever opportunities become available, having been awarded \$400,000 in New York Main Street funds since its inception. Federal Community Development Block Grant (CDBG) funds have also been used for job-creating interior space projects.

Applications are available from Greene County Economic Development, Tourism & Planning or at the web site [www.greeneplanning.com](http://www.greeneplanning.com)

**2009 Application deadline  
Monday, March 16**

**Applications for funding must either be postmarked or received in the Greene County Planning & Economic Development Department office by 4 p.m. that day.**



*Ribbon-cutting at Kaaterskill Associates Cairo*

## Long-Term Planning Is the Key to Main Street Success

Greene County also works with municipalities and business organizations in order to create strategies and actions that support local economic development efforts. The County is working in partnership with the Town of Cairo to complete a Main Street Development Strategy, and is working with the Town and Village of Catskill on their Downtown and Waterfront Revitalization Plan.

## Eligible Project Activities

Eligible projects may include the following program elements:

- Painting.
- Restoration or repair of walls and siding.
- New appropriate awnings and signage.
- Exterior storefront lighting and/or storefront display lighting.
- Cleaning and repointing of brick.
- Windows and window treatments.
- Municipal Main Street and Waterfront Plans.
- Signage and related improvements for tourism lodging facilities.

Only the front façade (and side façade on corner buildings) is eligible. Roofs and interior improvements are not eligible in the County-funded program. For other potentially eligible projects, please call for details.



## County Main Street Program Supports Local Businesses



*Matt Kovner's building  
390 Main Street, Catskill*

### Past Success Stories

Greene County has funded over 140 projects, from the modest to the ambitious, since the Main Street Revitalization Program began in 2003.

Catskill has had the most projects completed, and experienced a stunning turnaround that helped lead to the Village recently being named one of America's "Ten Coolest Towns" by Budget Traveler magazine. Grammy Award-winning production company Planet Arts Production makes its home in the Catskill Main Street District, along with successful owner-occupied businesses like Hood and Company and The Open Studio.

Main Street funding and technical expertise were also critical in turning the former His n' Hers Department store in Cairo into the new offices of Kaaterskill Associates. The renovation cost over half a million dollars, and not only saved a building that likely would have had to been torn down, but created a signature space that isn't just a workplace, but a symbol for the company.

The MSRP not only rehabilitates buildings, but also provides space for new and existing businesses to grow and prosper. Greene County understands that Main Streets are not only centers of architectures, but remain centers of commerce. Greene County uses its economic development programs in conjunction with the MSRP to create jobs in the community, as well as great spaces.

Companies that have combined MSRP assistance and Quantum Fund loans in recent years include The Open Studio and N&S Supply in Catskill, Kaaterskill Associates in Cairo, Intelligent Technology Solutions in Coxsackie, Hyer Physical Therapy and Power Image Fitness in Tannersville, and Fitness Concepts in Windham.

By meeting the needs of these businesses for suitable space and financing, Greene County has been able to help grow the economy and provide new services and amenities that benefit residents and visitors alike.

### How the Process Works

There is an annual competition for funding in the Small Grants program. In 2008, 22 of 44 applications were funded in the competition. Work items completed before approval cannot be funded.

**The 2009 application deadline is Monday, March 16.** Applications must either be postmarked or received by hand in the Greene County Economic Development, Tourism & Planning office by 4:00 p.m. in order to be eligible.

The applications are reviewed by Department staff, with recommendations made to the Economic Development Committee for their concurrence. After the committee approves, the recipients will be notified and the contract process started.



*White Star Bar & Restaurant  
Tannersville*

***"Being a legislator and a real estate agent, I know the value of a successful Main Street. Property values are supported throughout the community, new businesses are created and more visitors come, and people's income rise."***

**Karen Deyo,  
Chairperson, Greene County  
Government Operations  
Committee**

### Where can we get more information?

Greene County Economic  
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For more information contact  
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