

Greene Planning



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

Main Street Revitalization Program

Main Street Revitalization Funds Available for 2008

The Greene County Legislature initiated a Main Street Revitalization Program (MSRP) in 2003 to help in the revitalization of the County's Main Streets. The County has awarded over 130 grants to eligible projects throughout the County, and the transformation of Main Streets in Catskill, Coxsackie and other communities has been stunning.

The Greene County Legislature has appropriated \$120,000 for the 2008 MSRP, including matching grants for façade restoration, architectural and other services.

The MSRP also utilizes State and Federal funds whenever opportunities become available, having worked to obtain \$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 Planning and Economic Development or at the web site www.greeneplanning.com.

2008 MSRP Funding Deadline

Monday, April 14

Applications for funding must either be postmarked or received in the Greene County Planning and Economic Development Department office by 4:30 p.m. that day.



Ribbon-cutting at Kaaterskill Engineering in Cairo

Greene County Adds Local Development Strategies to Main Street Program

Greene County also works with municipalities and business organizations in order to create strategies and actions that support local Main Street efforts. The County will be working in partnership with the Town of Cairo in 2008 on a Main Street Development Strategy, and has worked with the Heart of Catskill Association on a Business Attraction Initiative that has marketed Main Street Catskill to potential entrepreneurs, with several successes.

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
- Cleaning and repointing of brick
- Windows and window treatments

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



Sundazed Music used MSRP funds to renovate this Coxsackie storefront.

Past Success Stories

Greene County has funded over 130 projects, from the modest to the ambitious, since the Main Street Revitalization Program began in 2003.

Catskill has had the greatest number, and experienced a stunning turn-around that has greatly reduced the number of vacant storefronts, and increased the number of workers and occupied apartments on Main Street.

Five Main Street projects in Catskill have resulted in "owner-occupied" buildings where the business owner lives above the store, adding residents and consumers to the Main Street district. Ten years ago, that would have been unthinkable.

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 Engineering. The recent renovation cost over half a million dollars, and saved a building that likely would have been torn down in many places.

County Main Street Program Supports Local Businesses

The Main Street Revitalization Program (MSRP) not only rehabilitates buildings, but also provides spaces for new and existing businesses to grow and prosper, including companies with cutting-edge technologies and non-traditional enterprises.

As famed urbanist Jane Jacobs once said, "New ideas have to grow in old buildings." The MSRP makes that vision a reality. Businesses that have "graduated" from the County's Microenterprise Assistance Program and located in Main Street buildings include Intelligent Technology Solutions in Coxsackie; La Rosa's Café, Retriever Roasters, Bowerbird and The Open Studio in Catskill; The Sewing Room in Greenville; and Hyer Physical Therapy in Tannersville.

Unlike "big box" attraction, the success of most communities' Main Streets is largely based on local people starting and maintaining businesses. Greene County not only provides incentives to attract relocating businesses, but works hard to grow the economy from the inside using the talents and skills of local people.

How the Process Works

There is an annual competition for funding in the Small Grants program, and funding is competitive for the grant monies that Greene County has available in 2008. In 2007, 19 out of 44 applications were funded in the competition. Work items completed before approval cannot be funded.

The 2008 application deadline is Monday, April 14. Applications must either be postmarked or received by hand in the Greene County Planning and Economic Development office by 4:30 p.m. in order to be eligible for 2008.

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



"The Main Street Revitalization Program has been a critical component of Greene County's overall economic development strategy. Its successes are our successes."

Wayne Speenburgh
Chairman
Greene County Legislature

Where can we get more information?

Greene County
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P.O. Box 467
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