

New Model for Local Farms and Local Food

Greenway funding helped create the **Rockland Farm Alliance (RFA)**, a unique organization dedicated to advancing models for sustainable small-scale local agriculture. Subsequent funding enabled the RFA to establish a community farm on 5 acres of municipal land in Rockland County. The new farm will provide fresh, organic produce through a Community Supported Agriculture program. The RFA will also grow specialty produce to supply local schools, and will host various educational programs and workshops. The farm is designed to achieve financial self sufficiency and provide a portable model for other communities. The farm represents the first launch of a tangible project based on Glynwood Center’s Keep Farming© program.



OUR TOWNS

A Spirit Moves on the Land: Locally Grown Produce



"Our model for small-scale sustainable farms for suburban areas has been recognized as cutting edge by state organizations and elected officials, thanks in large part to the support we have received from the Hudson River Valley Greenway." John McDowell, President, Rockland Farm Alliance

John McDowell and Alexandra Spadea, picking brussels sprouts with their daughter, Luna, 3, at their farm in Rockland County. Susan Stava for The New York Times

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National Heritage Area



Hudson River Valley Greenway

Innovative, Efficient, Flexible

The Hudson River Valley Greenway is the **innovation leader** among state agencies. In 1991 Greenway provided \$50,000 for a feasibility study resulting in the Walkway Over the Hudson, which has hosted 1 million visitors since opening in 2009. In 1994 Greenway was asked by a non-profit to develop a water trail on the Hudson River; in 2010 the 93rd water trail site was designated. Other government agencies in NYS have sought Greenway assistance, and as a result, 860 miles of new water trails

Maximizing General Fund Contribution:

Combined State Operations funding:
\$387,000

Grant, Federal and Private Funding:
\$2,214,612

This represents over a 5:1 ratio of outside funding to state operations funding.

have been developed and 1,000 miles of water trails are directly connected to the Hudson River.

The Greenway's **flexibility** allows the program to respond to and support innovation in a way few other state programs can.

The Greenway's modest NYS appropriation provides critical funding to support the staff needed to build public-private partnerships, and to secure federal and other grant funding used for many of our projects and programs.

Small Grants: State funding through the Greenway Council's \$136,000 Aid to Localities appropriation resulted in 17 matching grant awards to member communities for projects that reinforce **smart growth** principles. These projects are providing **innovative models** for economic development, regional planning and environmental protection. Greenway grants help communities work together to plan regionally for a more sustainable future. This past year, local partner match exceeded \$225,000.

Tourism Development and Education: With federal dollars the Greenway provided 24 grants to local communities and not-for-profits for heritage tourism and interpretation projects this year.

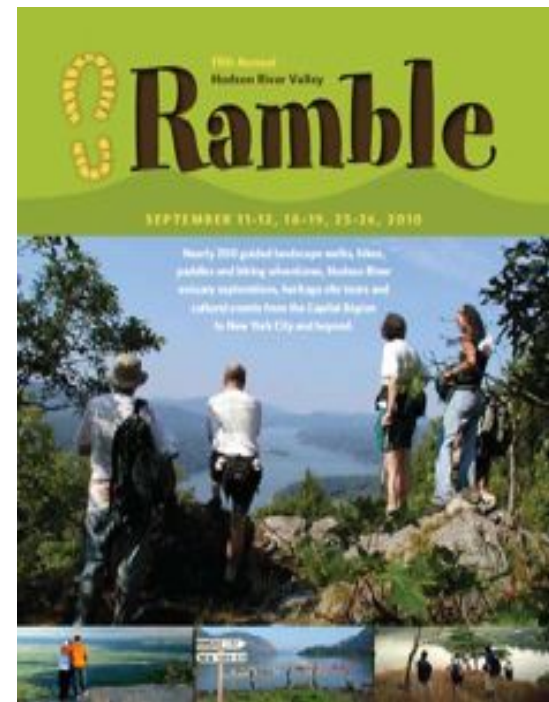
Coordinating Regional Tourism Events: With federal dollars, corporate sponsorships and contributions from our partners, the Greenway organizes the Hudson River Valley Ramble, the Great Hudson River Paddle and sponsors the Great Hudson Valley Pedal. These efforts support the \$4.7 billion dollar tourism economy in the Hudson River Valley.



A National Heritage Area Growing our Economy

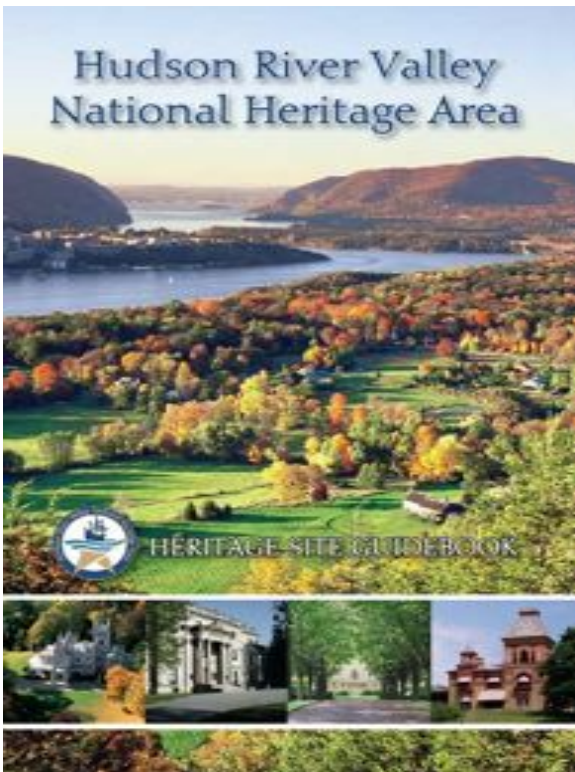


The 11th Annual **Hudson River Valley Ramble** featured nearly 200 events over three weekends in September, from Saratoga and Washington Counties and the Capital Region to New York City. Participants enjoyed guided walking, hiking, kayaking and bicycling opportunities, estuary explorations and historic site tours that highlighted significant historical, cultural and natural resources found throughout the Hudson River Valley. This year, tens of thousands of participants Rambled through the Hudson Valley! The event brings together nearly 200 partner organizations that work to make the Ramble a success each year. The Ramble began as an effort to encourage use of the Greenway trail system, and has grown into a highly anticipated month-long celebration of the best the region has to offer, attracting thousands of heritage and eco-tourists. **The Ramble generated millions in economic impact this year!**

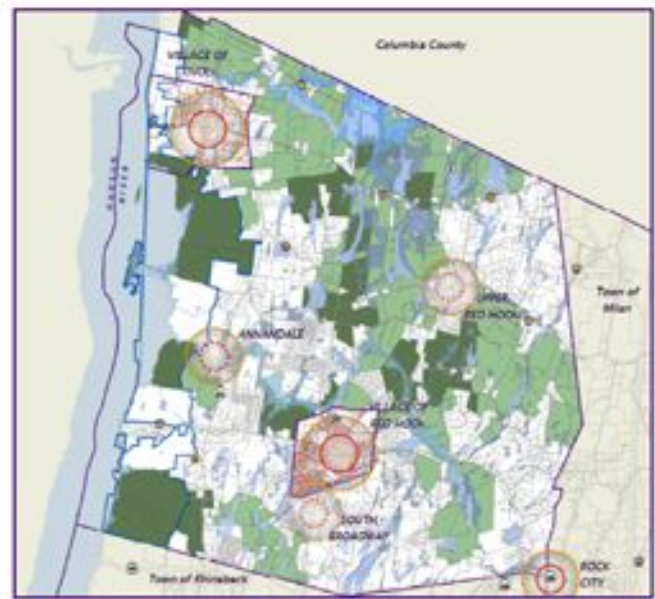


Promoting and celebrating our natural and cultural resources contributes to a sustainable regional economy. Heritage tourists have been shown to stay longer and spend more. This year, the Greenway launched the **Hudson River Valley National Heritage Area Heritage Site Guidebook** to help attract more heritage tourists to the Hudson River Valley.

These are just two of our efforts that connect people with the Hudson Valley's natural and cultural resources. By helping to connect visitors with these resources, the **National Heritage Area helps grow the \$4.7 billion dollar tourism economy in the Hudson River Valley.**



A Model for Intermunicipal Cooperation



In 2005, the Greenway awarded \$15,000 to the Town of Red Hook for an intermunicipal growth and preservation project. Partners included Town of Red Hook, Village of Red Hook, Village of Tivoli, Dutchess County and the Red Hook Central School District.

As a result, the partner communities developed the first intermunicipal proposal in Dutchess County for targeting growth around existing centers in order to preserve green-spaces in the town from development. The resulting proposal was **The Centers and Greenspaces Plan**.

Greenway Compact: In partnership with the county, the Greenway also provided the framework within which this project could thrive: the Greenway Compact. By supporting this project, we were able to help these communities advance our regional planning goals by providing critical seed money and continued support at project milestones to help keep it moving. In addition to the initial grant award, the Greenway provided funding for a fiscal impact analysis and an infrastructure feasibility study. These Greenway grants positioned **Red Hook to be able to secure \$3.6 million dollars** in infrastructure funding from the state and federal government. As a result, these regional partners are now poised to realize their vision of building a walkable and sustainable community.



The Greenway Guides are designed to allow communities to make essential choices, not as an after-the-fact reaction to each outside proposal, but as preventive tools for healthier communities.

