Hudson River Valley Greenway Annual Report 2014

The Greenway began 2014 by looking back on our history, our accomplishments, and our current challenges. This process would lead to the development and adoption of the organization's first strategic plan in more than 20 years. The plan was adopted by the board in October. The Greenway begins 2015 with a new course charted by our strategic plan. This new course will help ensure that we are relevant, successful, and sustainable for years to come.

Greenway Strategic Planning at the FDR site in Hyde Park

Another significant development shaping the future of the Greenway happened in December when Congress reauthorized funding eligibility for the Hudson River Valley National Heritage Area program through 2021. This critical funding supports efforts of the Greenway and our partners to protect and promote the Hudson Valley's natural, cultural, and historic resources. I am very grateful for the unwavering support of our entire Congressional delegation. Every member of the delegation has been proactive in their support of our heritage area. In particular, I thank Senator Gillibrand for sponsoring the reauthorization bill and members Maloney and Lowey for doing the same in the House. I thank Congresswoman Lowey for her action earlier this year in the Appropriations Committee to restore funding for the entire National Heritage Areas program. I thank Congressman Tonko for providing leadership as the Co-Chair of the National Heritage Areas Congressional Caucus, and Congressman Gibson for working across the aisle to support National Heritage Areas.

"As New York's first Senator from upstate in nearly 40 years, I will always work to preserve the beauty and tradition of the Hudson River Valley."
Senator Kirsten Gillibrand

Congresswoman Lowey speaks at the reauthorization bill announcement in 2013

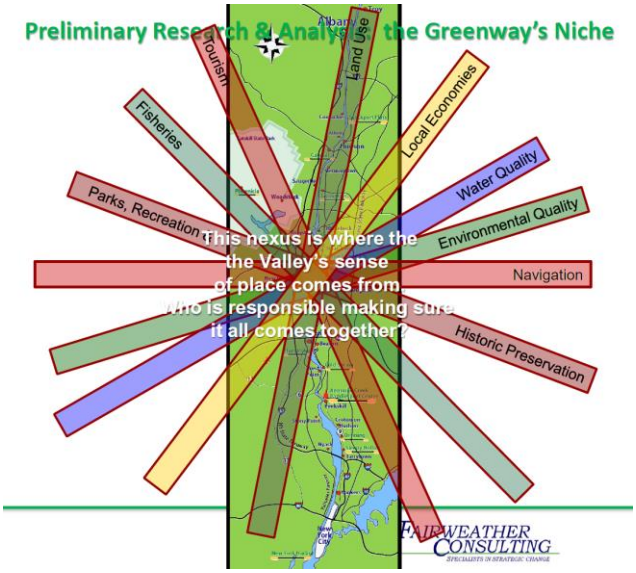
"This legislation is a true collaboration to boost tourism, invest in our local economy, create jobs, and preserve our region's heritage." **Congressman Sean Patrick Maloney**

The Greenway and the National Heritage Area program represent a state-federal partnership and the results of that relationship are greater than the sum of its parts. This report provides a summary of the projects made possible through that partnership. In 2015, we will continue to build on these partnership projects and introduce new ones that implement our strategic plan. The plan confirmed for us that the essence of the Greenway is "making connections" and we know for our regional vision to succeed, we must make partnership a priority in every project.

Mark Castiglione
Acting Executive Director
January 2015

Greenway/HRVNHA Strategic Plan:

The strategic planning process for the Greenway/HRVNHA began with a kick-off meeting held in Hyde Park. Two additional steering committee meetings where held and shaped the overall planning process. Our strategic planning consultants, Fairweather Consulting, also met with the Greenway staff several times over the course of the planning process to better understand the organization's operations and review preliminary findings and analyses. In addition, 22 interviews were conducted with Greenway/NHA partners, stakeholders and board members.



Greenway Strategic Plan Goals include identifying ways to diversify and expand funding sources and to set clear priorities given the mission, capacity, and context of the environment within which the Greenway operates.

Who we are: Based upon the analysis of the strategic position of the Greenway/HRVNHA, the "Core Idea" for the strategic plan is "Making Connections." The Greenway has always been about making connections: whether between communities through regional planning or trails projects, or working in partnership with organizations to advance regional initiatives, making connections has been and continues to be at the heart of the Greenway. The plan articulates that the Greenway's niche is making connections that: 1) preserve the Hudson River Valley's heritage 2) revitalize its economies 3) ensure a sustainable future for its communities 4) enhance its quality of life.

Where we are going: In order to have an impact in these areas, the Greenway needs to be creative, agile and innovative. The continuing support New York State provides an important platform from which the Greenway can build partnerships to do this work. But now, private support is needed more than ever if this irreplaceable organization is going to be able to continue making connection. Resources, both public and private, must enable Greenway to continue to 1) provide catalytic grant support so that a community's hopes for a waterside trail can become another connection in the greater Greenway 2) identify the few remaining gaps in the Greenway Trail and finally build that grand connection that will join communities together and bring tourists from around the globe to the Hudson River Valley 3) Provide municipalities with the support they need to encourage economic growth and renewal consistent with sustainable Greenway Principles 4) Cultivate the full array of innovative educational and cultural programs through which we can connect people to the Hudson River Valley's resources and rich history.

Implementation: Two items emerged as priority implementation steps. The first is the activation of a Development Committee that would oversee fundraising and development activities. The second is hiring a project manager to expand staffs capacity and freeing up time for the Director to work with the Boards and the Development Committee on fundraising and development.

Hudson River Valley Greenway Trails

Greenway Water Trail Promotion/Trip Planning Project:

The Greenway has begun to develop an interactive, smartphone-optimized website and map series. Consultants MapHero developed the layout for the map and guide series and web consultant Laurie Lawrence design has developed the website framework. This project is funded through a $90,000 grant from Empire State Development to promote use of the Hudson River Greenway Water Trail. Greenway staff will be consulting with stakeholders as these elements become more refined. TTeh

New Trail Designations: Nearly 26 miles of new Greenway Trail have been nominated for designation. They include:

- Quiet Cove Riverfront Park Trails, Dutchess County (0.7 mile)
- Dutchess Rail Trail, Dutchess County (14 miles)
- Wilcox Memorial Park Trail System, Dutchess County (6 miles)
- Bowdoin Park Trail System, Dutchess County (3 miles)
- Gateway to Peck's Pond Connector Trail, Rockland County (1.83 miles)
- Echo Canoe Boat Launch, Croton-on-Hudson, Westchester County
- Mine Dock Park, Town of Marlborough, Ulster County

Bard Rock Designated the 104th Water Trail Site

On Friday May 23rd, paddlers, dignitaries and Greenway staff joined partners from the National Park Service to dedicate a new Hudson River Greenway Water Trail site on the Vanderbilt Mansion property in Hyde Park. Scott Keller led the paddlers including representatives from the Hudson River Watertrail Association. Hyde Park Supervisor Aileen Rohr, Roosevelt Vanderbilt National Park Superintendent Sarah Olson, State Senator Terry Gipson, Karl Beard from the NPS Rivers and Trails Program, Mary Kay Vrba, Executive Director of Dutchess County Tourism and Kimberly Usewicz representing Assemblymember Didi Barrett were all in attendance. (Photo: Bill Urbin)

Hudson River Valley National Heritage Area

15th Annual Hudson River Valley Ramble

The 15th Annual Hudson River Valley Ramble was an amazing success! Four beautiful weekends this September were filled with activities from hiking to kayaking to kite flying and more! This year's Ramble had more than 200 events and more than 160 partner organizations. We are especially grateful to all of our wonderful **Ramble** event leaders and organizations who have dedicated their time and effort to making this an exceptional event. Check out our Facebook page to see more photos of the events.

Website traffic up 18%
75% of website visitors were new users
Facebook "likes" up 40%

2014 Path Through History Weekends Grows by Over 40%*:* Once again the Greenway assisted I Love NY/ Empire State Development with administration of the state-wide Path Through History Weekends held June 7-8 and 14-15, 2014. The Greenway was lucky to partner with the Greater Hudson Heritage Network to assist with day-to-day administrative and communication tasks for the event. Their partnership and hard work resulted in the growth of the event. www.paththroughhistoryweekends.com

2013/2014 analysis of the numbers

	2014	2013	% Increase/decrease from 2013
Total Number of Events	272	381	43% increase
Total number of event hosts	227	296	24% increase
Attendance	NA	16,785	

represents 22% of events reported

Assumption: if we extrapolate the 16,758/22% event attendance to 100% participation, the total attendance number would be 76,300.

Website Update Hudsonrivervalley.com

Over the last five years, the HRVNHA website has received nearly 250,000 visitors and over a million page views. Since its launch technologies and media practices have changed dramatically and the website requires a complete overhaul in order to keep pace with ever-evolving technology. We will strive to harness the latest in innovative technologies for promotional purposes, and its staff is enthusiastic about collaborative efforts to implement this vision through the HRVNHA website. A Request for Proposals was issued and a total of 15 firms expressed interest. We interviewed the top five firms and have chosen Brockett Creative to build our new website. See an example of their work here: http://www.mohawkvalleyhistory.com/

Teaching the Hudson Valley Update by Debi Duke:

Colonial Festival at Krieger ES in Poughkeepsie. Photo by Bill Urbin, NPS

Over $24,000 in Greenway funds awarded in 2014 for education and interpretation

Explore Awards

Trips completed | 1,740 students from nine counties to sites in seven counties

Grants made/Trips pending | 1,005 students from six counties to sites in five counties

Summer Institute | 150 people participated in some part of *Farms & Food*. That's up from 135 in 2013, 113 in 2012, and 138 in 2011, but down from our 2010 high of 194. More than 33% of participants completed the evaluation. 96% agreed their need for/interest in information was met with 75% agreeing strongly. 93% agreed that their need for ideas, skills, and strategies was met--54% strongly. 97% said their need for resources and contacts was met--74% strongly.

Writing about place | 67 students submitted poems or essays. Their work was read and commented on by THVIPs, staff of partner groups, two published writers, and teachers from the Hudson Valley Writing Project. Poems and essays by five of the top scorers were published on the blog.

Miscellaneous | Published 14 additional activities/lesson plans. Added 250 new contacts to THV's email list and about 130 to the Facebook page. In addition to our own blog posts, we published 12 posts by teachers, four by SCAs, three by site staff, two by scholars, and five by students. Conducted surveys on institute topics and post-institute impressions.

HRVNHA/Path Through History Interpretive Training Project

The HRVNHA in partnership with the Mid-Hudson Valley Path Through History regional workgroup and the NYS Office of Parks, Recreation and Historic Preservation conducted four interpretive training workshops at historic sites and museums throughout the region. Nearly 100 people from partner sites participated in the training. The goals of the training were to help participants discover new ways to approach interpretation and to help them identify themes common between sites to encourage cross-fertilization in story-telling.

Grants

2014 Heritage Development Grants

Hudson River Valley National Heritage Area held two events celebrating National Heritage Area Heritage Development Grant Awards. Grantees were joined at the June 5th event by Congressman Paul Tonko and were hosted by Mayor Kathy Sheehan at Albany's historic City Hall. Senator Neil D. Breslin, Assemblymember Patricia A. Fahy, Assemblymember John T. McDonald III were also in attendance to show support for the various projects. Complete story here and from the *Times Union***.** The July 3rd event was held at the Henry A. Wallace Center in Hyde Park and included Congressman Chris Gibson, Dutchess County Executive Marc Molinaro; Assemblymember Didi Barrett, Hyde Park Town Supervisor Aileen Rohr, Brian Keeler, Chief of Staff for Senator Terry Gipson.

Greenway Communities and Compact Grants:

To make the application process more efficient, the formerly separate applications for the "Greenway Communities Grant Program" and "Greenway Compact Grant Program" have been combined into one application. The new application treats "Communities Grants" and "Compact Grants" as separate categories. The new application and guidelines will result in more focused applications that can be more easily evaluated staff and committee members. The new combined application is located here: http://hudsongreenway.ny.gov/GrantFunding/CommunityGrants.aspx

In order to make it easier for our grantees to complete grant reimbursement requests correctly, Scott Keller, Trails Director and Finance Manager, developed new instructions, templates and forms that walks grantees through the grant reimbursement process. Since the reimbursement process for our various grant programs differ depending on the funding source, the reimbursement process has been always been challenging for new grantees. These new materials save everyone time and have resulted in fewer errors or oversights in reimbursement requests submitted by our grantees. These new instructions are located here: http://hudsongreenway.ny.gov/GrantFunding/CFP.aspx

Greenway Conservancy Small Grant Program

The Hudson River Valley Greenway awarded $50,000 in matching grants to 10 projects that will develop and enhance the Hudson River Valley Greenway Trail. These trail development projects translate into construction, engineering, planning, and tourism jobs.

Partners: 10 project awardees (City of Beacon, Columbia County Land Conservancy, Hudson Highlands Nature Museum, Mohonk Preserve, Town of Red Hook, Towns of Kinderhook, Stuyvesant and Stockport, Village of Tarrytown, Village of Wappingers Falls, Walkway Over the Hudson, and Town of Windham.

11 Matching Grants Completed in 2014

Grant Type	Community/Organization	Project	Grant Awarded	Match	Award Date	Completion Date
Quad	Hudson River Environmental Society	Publication of transactions from conference "Environmental History of the Hudson River"	$3,000.00	$5,850.00	8/13/2009	4/3/2014
Council Planning	City of Albany OBO Historic Albany Foundation	Historic Structure Inventory	$4,900.00	$15,900.00	3/13/2013	4/9/2014
Council Planning	Town of Saugerties	Consulting fees for an inventory of wetlands, and identifying and mapping habitats and ecological communities throughout the Town	$4,756.93	$10,000.00	8/10/2010	4/16/2014
Council Planning	Town of Brunswick	Town of Brunswick Comprehensive Plan Update	$5,000.00	$54,870.00	10/12/2012	4/16/2014
Council Planning	Town of Rensselaerville	Farm Brew Cooperative	$5,000.00	$21, 180.00	10/17/2012	4/17/2014
Conservancy	City of Beacon	Fishkill Creek Greenway and Heritage Trail	$6,500.00	$6,500.00	10/12/2011	4/21/2014
Conservancy	Town of Esopus	Esopus Explorers Project	$698.80	$775.00	10/16/2013	6/6/2014
Council Planning	Town of Fort Ann	Feasibility Study for New Town Center	$5,000.00	$5,000.00	12/14/2009	6/6/2014
Council Planning	City of Watervliet	Watervliet Bicycle Master Plan - Mohawk-Hudson Bike Trail Improvements	$9,100.00	$35,000.00	3/13/2013	6/6/2014
Conservancy	Town of Hyde Park	Hyde Park Heritage Greenway Trail Improvements	$6,500.00	$6,500.00	10/20/2014	8/14/2014
NHA	City of Albany	Albany Milestones: The 15th Annual Albany History Fair	$2,500.00	$7,836.00	3/28/2014	8/14/2014
		Total:	**$52,955.73**	**$148,231.00**		

39 Matching Grants Awarded in 2014

Grant Type	Community/Organization	Project	Grant Awarded	Match	Award Date
Council Planning	Town of Clarkstown	The Rockland Farm Alliance Farmland Expansion Program	$9,000.00	$104,718.00	1/29/2014
Council Planning	Town of Granville	Implementing Part Two of Planning for Town Comprehensive Plan for Town of Granville	$ 1,500.00	$2,500.00	1/29/2014
Council Planning	Town of Marlborough	Town of Marlborough Comprehensive Plan Update Project	$5,000.00	$37,600.00	1/29/2014
Council Planning	Town of Hurley	Town of Hurley Open Space Plan Update	$5,000.00	$10,000.00	1/29/2014
Council Planning	Village of Nyack	Nyack Green Village Action Plan	$5,000.00	$11,608.00	1/29/2014
Council Compact	Village of Mamaroneck	Real Estate Market Analysis and Redevelopment Plan for Mamaroneck's Industrial Area	$6,500.00	$23,000.00	1/29/2014
NHA	Putnam History Museum	West Point Foundry Exhibition	$5,000.00	$20,000.00	3/28/2014
NHA	Dutchess County Department of History	Collections Exhibit Training: Hack the Museum	$5,000.00	$10,182.00	3/28/2014
NHA	Natural Heritage Trust OBO Friends of Fort Crailo	Exhibit: Understanding the Afro-Dutch Experience in New Netherland	$4,500.00	$8,150.00	3/28/2014
NHA	Town of Hyde Park	Walking Tour of Hyde Park Historic District	$2,500.00	$2,500.00	3/28/2014
NHA	Historic Albany Foundation	Historic Walking Tour Mobile Phone App	$4,500.00	$8,150.00	3/28/2014
NHA	Rensselaer County Historical Society	Bringing History to River Street Festival	$1,500.00	$1,500.00	3/28/2014
NHA	Thomas Cole National Historic Site	2014 Exhibition: Master, Mentor, Master: Thomas Cole & Frederic Church	$5,000.00	$83,500.00	3/28/2014
NHA	Albany Institute for History & Art	Online Exhibition Project: Making of the Hudson River School	$3,326.00	$3,326.00	3/28/2014

NHA	Columbia County Historical Society	Van Alen Site Signage	$2,249.00	$2,249.00	3/28/2014
NHA	Historic St. Agnes Cemetary	Interpreting Old Cemeteries from a Cultural and Historical Perspective	$1,500.00	$3,000.00	3/28/2014
NHA	Historic Cherry Hill	Albany Milestones: The 15th Annual Albany History Fair	$2,500.00	$7,836.00	3/28/2014
NHA	The Research Foundation on behalf of the Samuel Dorsky Museum of Art at SUNY New Paltz	Hudson Valley Visual Art Collections Consortium Planning Project	$2,425.00	$75,000.00	3/28/2014
NHA	Friends of Schuyler Mansion	Meet the Characters of Schuyler Mansion Video Visitor Center Component	$4,500.00	$11,060.00	3/28/2014
NHA	Historic Albany Foundation	Historic Walking Tour Mobile Phone App	$4,500.00	$8,150.00	3/28/2014
Conservancy	County of Columbia	Behold! New Lebanon	$5,000.00	$10,400.00	6/3/2014
Council Planning	County of Dutchess, with TO Clinton OBO NDA	Driving Tour Enhancements in Northern Dutchess Region	$9,500.00	$10,500.00	6/3/2014
Council Planning	Town of Fort Ann	Old Champlain Canal Lock 17 Trail	$9,500.00	$30,500.00	6/3/2014
Council Planning	Village of Hoosick Falls	Village of Hoosick Falls Zoning Code Update Project	$9,500.00	$18,100.00	6/3/2014
Council Planning	Village of Irvington	Tiffany Trail Tourism Program	$2,500.00	$12,500.00	6/3/2014
Conservancy	City of Beacon	Hudson Trail Master Plan	$5,000.00	$5,040.00	10/8/2014
Conservancy	Columbia Land Conservancy	Greenport Conservation Area Trailhead Connection	$4,050.00	$4,657.00	10/8/2014
Conservancy	Hudson Highlands Nature Museum	HHNM Connecting Trail-Phase II	$6,950.00	$7,023.57	10/8/2014
Conservancy	Mohonk Preserve	Duck Pond Access Project	$3,000.00	$18,000.00	10/8/2014

Council Planning	Town of Chatham	GIS Datasets for Groundwater Resource Mapping	$4,000.00	$4,000.00	10/8/2014
Council Planning	Town of Fishkill	Hudson Valley Urban Action Agenda Community engagement tools	$12,500.00	$17,737.50	10/8/2014
Council Planning	Town of Olive	Flood hazard mitigation plan	$8,500.00	$31,500.00	10/8/2014
Conservancy	Town of Red Hook	Red Hook Town Wide Trail Plan	$8,000.00	$12,000.00	10/8/2014
Conservancy	Town of Stockport	Kinderhook-Stuyvesant-Stockport Inter-municipal Trail Survey Stockport	$3,000.00	$9,000.00	10/8/2014
Conservancy	Town of Windham	The Windham Multi-Use Path Batavia Kill Crossing to Hensonville	$5,000.00	$84,700.00	10/8/2014
Conservancy	Village of Tarrytown	Gracemere Trail Plan	$5,000.00	$5,040.00	10/8/2014
Council Planning	Village of Voorheesville	Village of Voorheesville Main Street Renaissance Project: main street master plan	$8,500.00	$12,700.00	10/8/2014
Conservancy	Village of Wappingers Falls	Wappinger Greenway Improved Signage Initiative	$7,500.00	$12,420.00	10/8/2014
Conservancy	Walkway Over the Hudson, Inc.	Walkway's New Trail Connections Project	$2,500.00	$10,941.50	10/8/2014
		Totals:	**$200,500**	**$750,788**	

2014 News from the Boards

Ken Herman, Founding Conservancy Treasurer, Steps Down: Ken Herman, who has served as the Greenway Conservancy's Treasurer since its founding has decided it is time to step aside from that role and from the board. He has managed to lead the organization and maintain a strong financial foundation through the good times and the not so good times.

Kevin Burke Named Greenway Conservancy Treasurer: Board Member Kevin Burke, who is previously served as Board Secretary, was appointed the Greenway Conservancy's second Treasurer. Kevin will continue to serve on the Greenway's Grants Committee.

Jennifer Schwartz-Berky Named Greenway Conservancy Secretary: Board Member Jennifer Schwartz- Berky was named the Greenway Conservancy's Secretary. She also serves on the Greenway's Grants Committee

Clara Lou Gould Steps Down: After nearly 15 years on the Hudson River Valley Greenway Communities Council, former Beacon Mayor Clara Lou Gould has decided to step down from the Board. She has served on the Grants Committee for most of her tenure and has guided over $4.3 million dollars in grant awards to communities and organizations throughout the Hudson River Valley.

Ted Putney Steps Down. Albany County representative to the Greenway Council, Freeman 'Ted' Putney has stepped down from the board. Since his appointment, Ted was an active member of the Grants Committee.

J. Winthrop Aldrich Appointed to Greenway Board. In April, Governor Cuomo appointed Wint Aldrich to the Hudson River Valley Greenway Communities Council. Wint fills one of the Governor's two appointments to the Council. Wint has been an advocate and ally of the Greenway from the start. For twenty years beginning in 1974 he served as a special assistant to six successive New York State Commissioners of Environmental Conservation and as Executive Secretary to the State Nature and Historical Preserve Trust. From 1994 to 2003 and again from 2007 until 2010 Wint Aldrich served as New York State Deputy Commissioner for Historic Preservation, a post at the Office of State Parks.

Johanna Porr Appointed to Greenway Council: In September, Orange County Executive Steven Neuhaus appointed Johanna Porr as the Orange County representative to the Greenway Council. Johanna was born and raised in the City of Newburgh where she began her career in historic preservation as a tour guide in the East End Historic District. Johanna now serves as the Orange County Historian.

NEW YORK STATE OF OPPORTUNITY. | Hudson River Valley Greenway

State of New York
Andrew M. Cuomo, Governor

Hudson River Valley Greenway Communities Council
Barnabas McHenry, Chairman

Greenway Conservancy for the Hudson River Valley
Sara Griffen, Acting Chair

Mark Castiglione, Acting Executive Director