

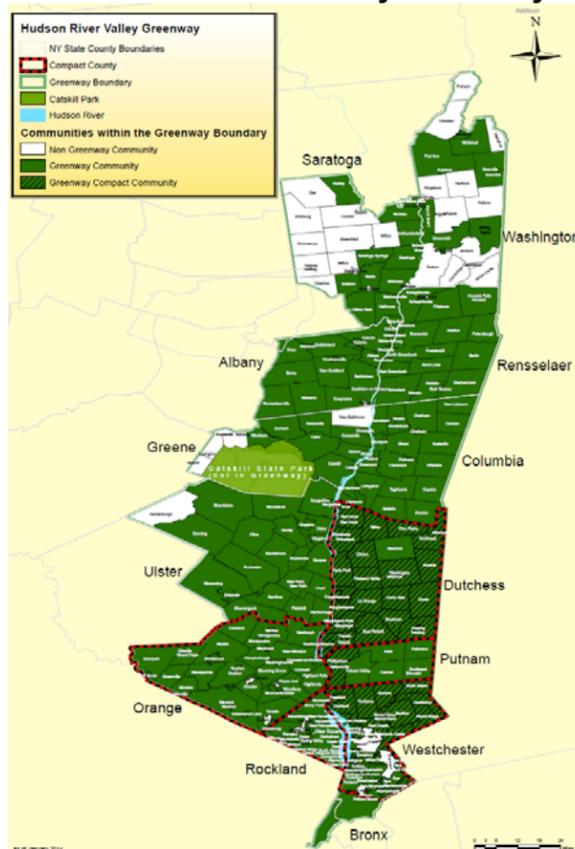
**GREENWAY FACTS & FIGURES**

The Greenway Act of 1991 created two organizations to facilitate the Greenway process: the Hudson River Valley Greenway Communities Council and the Greenway Conservancy for the Hudson River Valley.

**GREENWAY CRITERIA**

Natural and Cultural Resource Protection, Economic Development, Public Access, Regional Planning, and Heritage and Environmental Education

**The Hudson River Valley Greenway**



**Grants Awarded - 2014**



Today, the Greenway Area includes 324 eligible municipalities, both riverside communities (those with physical access to the Hudson River) and countryside communities (those without physical access) in the following 14 counties: Albany, Bronx, Columbia, Dutchess, Greene, New York, Orange, Rensselaer, Rockland, Saratoga, Ulster, Washington, and Westchester.

**HUDSON RIVER VALLEY GREENWAY COMMUNITIES COUNCIL**

- |                            |                       |                        |                  |                     |
|----------------------------|-----------------------|------------------------|------------------|---------------------|
| Barnabas McHenry, Chairman | Andrew T. Chmar       | Hon. Sandra R. Galef   | Sean R. Mathews  | Stephen M. Saland   |
| Kenneth Adams              | Anthony D'Ambrosi     | Hon. Rose Harvey       | Sally Mazzarella | Rene VanSchaak      |
| Wint Aldrich               | RoAnn Destito         | Gregory L. Helsmoortel | Joan McDonald    | Linda von der Heide |
| Richard Ball               | Robert W. Elliott III | Hon. Kieran Lalor      | Cesar Perales    | Hon. Veronica White |
| Kathleen Bucholsky         | Marcel Florestal      | Joseph Martens         | Johanna Porr     |                     |

**GREENWAY CONSERVANCY FOR THE HUDSON RIVER VALLEY, INC.**

- |                                    |                    |                      |                        |
|------------------------------------|--------------------|----------------------|------------------------|
| Sara Griffen, Acting Chair         | Elizabeth Jacks    | Donald P. Marra      | <b>Advisory Board:</b> |
| Jennifer Schwartz Berky, Secretary | Cindy Lanzetta     | Marcus Molinaro      |                        |
| Kevin M. Burke, Treasurer          | Donald T. LaValley | Dr. Dennis J. Murray |                        |
| Kristin C. Brown                   | Dini LoBue         | Stefan Yarabek       |                        |
| Jane Daniels                       | Jayne McLaughlin   |                      |                        |

**GREENWAY STAFF**

- Mark A. Castiglione, Acting Executive Director
- Beth Campochiaro, Trails and Community Outreach Director
- Scott Keller, Trails and Special Projects Director; Finance Manager
- Chris Marchitello, Administrative Assistant – New York City
- Shannel Johnson, Administrative Assistant – Albany
- Daniel Jeanson, Intern
- Tristan Lowery, Intern

**COUNCIL & CONSERVANCY, EX-OFFICIO**

New York State Commissioners of: Department of Environmental Conservation, Department of Agriculture and Markets, Department of Transportation, Office of General Services, Office of Parks, Recreation and Historic Preservation  
 New York State Chairs of: Empire State Development Corporation, Senate Environmental Conservation Commission, Assembly Environmental Conservation Commission, Secretary of State



# 2014 Annual Report

The Greenway began 2014 by looking back on our history, accomplishments and current challenges. This process marked the beginning of the organization's first strategic plan in more than 20 years. The board and staff spent the better part of a year outlining a vision for the future. The plan was adopted by the board in October. So in this new year, the Greenway begins with a new course charted by our strategic plan. This new course will help ensure we are relevant, successful and sustainable for years to come.

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.

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 our 2014 partnership projects. In 2015, we will continue to build on these 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 continue to approach every project with partnership as a priority.

Mark Castiglione  
 Acting Executive Director  
 January 2015

625 Broadway, 4<sup>th</sup> Floor – Albany NY 12207  
[hudsongreenway.ny.gov](http://hudsongreenway.ny.gov) • [hudsonrivervalley.com](http://hudsonrivervalley.com)

## Hudson River Valley National Heritage Area Reauthorization

Perhaps the most exciting news of 2014 came at the very end of the year, when it was announced that Congress had voted to reauthorize funding eligibility for the Hudson River Valley National Heritage Area through 2021. Thanks to the steadfast support of our entire Congressional delegation, critical funding was secured that will allow the HRVNHA and its partners to protect and promote the natural, cultural, and historic resources of the Hudson Valley for many more years to come, making it an amazing place to live, work, and visit.

*Congresswoman Lowey, flanked by Senator Gillibrand and Congressman Maloney, discusses National Heritage Area legislation in 2013 (photo credit: David Rocco)*



## Greenway Strategic Plan

This year, the Hudson River Valley Greenway completed its first strategic plan in more than 20 years, produced by Greenway staff and board members in cooperation with Fairweather Consulting. The plan was the result of many meetings and consultation with Greenway partners and stakeholders and establishes valuable priorities in fundraising and partnerships specific to various Greenway projects, from water and land trail management to local community development. The vision outlined by this strategic plan will ensure the continued relevance, success, and sustainability of the Greenway for many more years.

*Discussion of the Hudson River Valley Greenway Strategic Plan at the October 2014 joint board meeting at the Wallace Center, F.D.R. Presidential Library and Museum (photo credit: HRVG)*

## 15<sup>th</sup> Annual Hudson River Valley Ramble

The popular Hudson River Valley Ramble was presented for its landmark 15<sup>th</sup> year in 2014 and proved to be the most successful one yet. A record 212 events were hosted by 160 partner organizations and attended by nearly 120,000 participants. This year's Ramble included hikes, cycling and paddling tours, festivals, and historic site walks. As always, the continued success of the Ramble was made possible by public and private partners, and by the event leaders who volunteer their time to guide resident and visitors through the wonders of the Hudson Valley. More than 1,600 volunteers put in over 16,000 hours of work to make these events happen. Furthermore, we strived to raise the social media presence of the Ramble this year, which resulted in an 18% increase in web traffic and increasing Facebook activity by over 40%. The Ramble truly offers something for everyone: every year it continues to acquaint thousands of with the distinct cultural heritage and scenic landscapes of the Hudson Valley during this most beautiful of seasons in New York.



*Hudson River Valley Ramble event at Washington's Headquarters State Historic Site (photo credit: HRVG)*

## The Hudson River Valley National Heritage Area Mission

The Hudson River Valley National Heritage Area was designated by Congress in 1996 and is one of the now forty-nine federally-recognized National Heritage Areas throughout the United States. Through a partnership with the National Park Service, Hudson River Valley National Heritage Area collaborates with residents, government agencies, non-profit groups and private partners to interpret, preserve and celebrate the nationally-significant cultural and natural resources of the Hudson River Valley. In this way, we encourage public stewardship for these resources as well as economic activity at the local and regional level. The Heritage Area is managed by the Hudson River Valley Greenway.

## Greenway Trails and Water Trail

2014 saw great strides for the Greenway trail systems, both on land and on the water. Over 25 miles of new Greenway Trail were nominated for designation this year, and the Greenway began to develop an interactive, smartphone-optimized website and map series for trip planning. In May, the 104th Greenway Water Trail site was designated at Bard Rock on the National Park Service Vanderbilt Mansion property.

*Elected officials, Greenway staff, and kayakers at the designation of the newest Water Trail site at Bard Rock, Vanderbilt Mansion NHS (photo credit: HRVG)*



## Teaching the Hudson Valley

The Hudson River Valley Greenway continued its important educational partnership with Teaching the Hudson Valley this year, helping to send nearly 6,000 students on field trips to heritage sites throughout the region. Students from around the Hudson Valley took part in the THV *Writing about Place* essay contest, with the winning entries securing field trips for three entire classes. And 150 people participated in the THV Summer Institute program *Farms & Food: Teaching the Hudson Valley from the Ground Up*, which offered a number of seminars on the connections between nutrition and agricultural resources in the Hudson Valley.

*High school students from the Newburgh Free Academy on a Teaching the Hudson Valley field trip in 2014 (photo credit: THV)*

## Grants from the Hudson River Valley Greenway and Hudson River Valley National Heritage Area

### Hudson River Valley National Heritage Area Heritage Development Grants

The Hudson River Valley National Heritage Area awarded 14 Heritage Development Grants in 2014, totaling \$49,000 and generating \$244,603 in matching funds. These grants fund projects that support programming, interpretation, and marketing of the Hudson Valley's heritage and historic sites.

### Greenway Communities and Compact Grants

State funding through the Greenway's Aid to Localities appropriation resulted in 14 matching grant awards totaling \$96,500 to member communities for projects that reinforce smart growth principles, providing models for innovation, economic development, regional planning, and environmental protection. For this grant program, the amount matched by local partners totaled over \$326,963.50.

### Greenway Conservancy Small Grant Program

The Hudson River Valley Greenway awarded \$55,000 in matching grants to 11 projects that will develop and enhance the Hudson River Valley Greenway Trail. These trail development projects translate into construction, engineering, planning, and tourism jobs and produced \$179,222.07 in matching funds.

## The Hudson River Valley Greenway Mission

To continue and advance the state's commitment to the preservation, enhancement, and development of the world-renowned scenic, natural, historic, cultural and recreational resources of the Hudson River Valley, while continuing to emphasize economic development activities and remaining consistent with the tradition of municipal home rule.



*Above: Heritage Development Grant check presentation at Albany City Hall (photo credit: HRVG)*

*Below: Heritage Development Grant check presentation at the Wallace Center, F.D.R. Presidential Library and Museum (photo credit: HRVG)*