

GREENE COUNTY SECOND HOME OWNER STUDY

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Prepared for:

Greene County
Department of Economic Development and Planning
411 Main Street,
Catskill NY, 12414

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About Camoin Associates

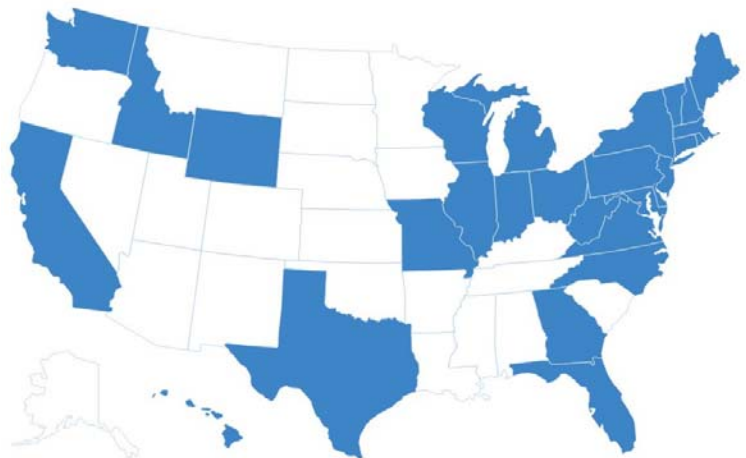
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Contents

- Executive Summary 1
- Introduction 3
- Survey Findings 3
- Economic Impact Analysis 6
- Fiscal Impact Analysis 13
- Increasing Economic Activity 15
- Attachment A: What is economic impact analysis? 24
- Attachment B: Questions 25
- Attachment C: NACIS Categories 29

Executive Summary

Introduction

Camoin Associates was retained by the Greene County Department of Economic Development, Tourism and Planning to provide an economic and fiscal impact assessment of second home owners (SHOs) on Greene County. To study this, the County employed a survey to answer the question, “What role do second home owners play in the County’s economy?” The purpose of the survey and subsequent analysis was for the County to better understand and communicate the current and growing economic importance of second home owners to the county’s economy.

The full report includes a summary from the survey results as well as an analysis of how annual spending creates new jobs, earnings, and sales for county businesses. The conclusion of the report includes recommendations about how county businesses can better serve the SHOs and increase their annual impact by offering new and different retail goods, providing a variety of amenities, and encouraging longer and more frequent visits.

Economic Impact Analysis

Based on the findings of the survey, it is estimated that the second home owners generate over \$135 million in sales in Greene County annually.

Total Greene County Second Home Owner Spending				
	Average Spending	Average Per Property	Total Non-Resident Properties	Total Spending
Day Visits*	\$ 136	\$ 4	\$ 8,198	\$ 4,459,712
Weekend	\$ 406	\$ 14	\$ 8,198	\$ 46,597,432
Week	\$ 528	\$ 5	\$ 8,198	\$ 21,642,720
Non-Property Owner Week**	\$ 528	\$ 4	\$ 8,198	\$ 17,314,176
Annual Expenses	\$ 5,543	\$ 1	\$ 8,198	\$ 45,439,227
Total Greene County Spending				\$ 135,453,267

*Assumes that day visit spending is equal to 1/3 of weekend spending.

**Assumes that guests are spending at least the amount of property owners per week.

Note: All numbers round to the nearest full number.

Source: Camoin Associates, Survey Results

The \$135 million in direct sales results in indirect and induced spending in and around Greene County that creates jobs and earnings for residents. The following table calculates the economic impact of the SHOs on Greene County.

Economic Impact of Second Homes			
	Direct	Indirect	Total
Sales	\$ 135,453,267	\$ 12,223,294	\$ 147,676,561
Jobs	3,247	145	3,392
Earnings	\$ 52,844,073	\$ 4,570,498	\$ 57,414,571

Source: EMSI, Camoin Associates

The total economic impact of the SHOs is \$147 million in sales, nearly 3,400 jobs and \$57.4 million in earnings.

Fiscal Impact Analysis

In addition to the economic impact on the Greene County economy, the SHOs also have a fiscal impact in terms of annual property tax and sales tax revenue collected by the County. These payments made by the second home owners offset the amount that would otherwise be due by the local residents.

Fiscal Impact of Second Home Owners on All Taxing Jurisdictions	
Sales Tax Revenue from SHO Spending	\$ 2,953,531
Sales Tax Revenue from Jobs Created by SHO Spending	\$ 482,282
Property Tax Revenue (total for all jurisdictions)	\$ 53,658,831
Total Annual Revenue	\$ 57,094,644

Source: Camoin Associates

Introduction

Located among the beautiful Catskill Mountains and along the Hudson River, Greene County New York has become a second home for many looking to retreat from the hustle and bustle of New York City and spend some time in the country. Recognizing the importance of the second home owners (SHOs) to the County's economy, the Greene County Department of Economic Development and Planning decided to quantify the impact of these second home owners in terms of their annual local spending on goods and services. The purpose of the survey and subsequent analysis was for the County to better understand and communicate the current and growing economic importance of second home owners to the county's economy.

The following is a summary of the findings from the survey as well as an analysis of how annual spending creates new jobs, earnings, and sales for county businesses. The conclusion of the report includes recommendations about how county businesses can better serve the SHOs and increase their annual impact by offering new and different retail goods, providing a variety of amenities, and encouraging longer and more frequent visits.

Survey

The survey was sent to 10,248 addresses and received 591 responses for a 5.7% response rate.¹ The questions on the survey included information regarding zip code of primary residence, number of days they typically spend in Greene County, number of days their property is rented out, typical spending habits, goods/services they cannot find in Greene County that they would like to see, as well as questions regarding awareness of Greene County economic development programs. The survey was designed for ease of completion and provided ranges and multiple choice options as often as possible to encourage respondents to complete the questions.



Survey Findings

The primary purpose of the survey was to find out information about spending habits, but there were also demographic questions included to provide background. The following is a summary of the findings.

¹ With over 10,200 surveys being sent out, we needed at least 370 returned in order to be within 95% confidence interval.

Location of Second Home			
Windham	11%	Round Top	2%
Lexington	6%	Cornwallville	2%
Hunter	6%	Maplecrest	2%
Jewett	6%	Halcott	2%
Ashland	6%	Acra	1%
Catskill	5%	Elka Park	1%
East Jewett	4%	New Baltimore	1%
Tannersville	4%	Freehold	1%
Cairo	4%	Lanesville	1%
Prattsville	4%	Leeds	1%
Athens	4%	Purling	1%
Coxsackie	4%	South Cairo	1%
East Durham	3%	Surprise	1%
Haines Falls	3%	West Coxsackie	1%
Hensonville	3%	Climax	0%
Durham	3%	Earlton	0%
Greenville	2%	Oak Hill	0%
Palenville	2%	Hannacroix	0%
West Kill	2%		

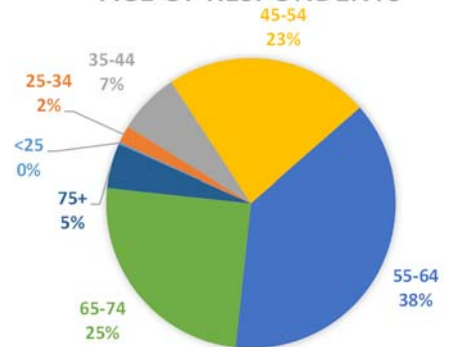
Location of Respondents' Second Home:

Windham has the largest percent of respondents (11%), followed by Lexington, Hunter, Jewett and Ashland.

Age Distribution:

Over 50% of the survey respondents were between 45 and 64 with another 25% between 65 and 74.

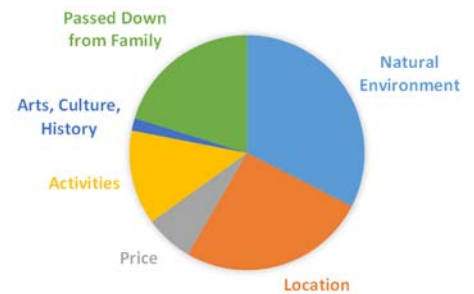
AGE OF RESPONDENTS

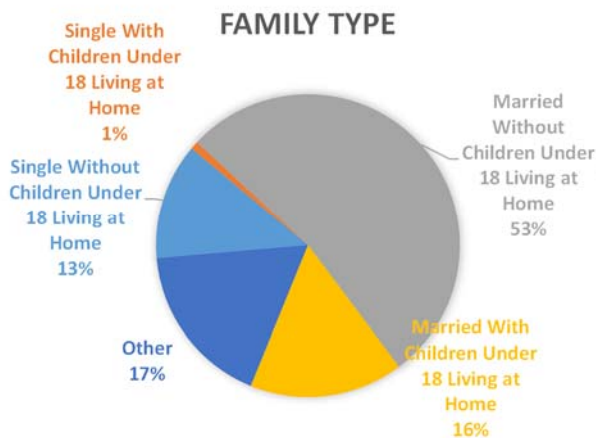


Decision:

One-third of respondents said that the natural environment was the primary reason for choosing Greene County for their second home. Over 25% selected the county's location and 20% indicated it was passed down from family.

WHAT MADE YOU CHOOSE GREENE COUNTY FOR YOUR SECOND HOME?

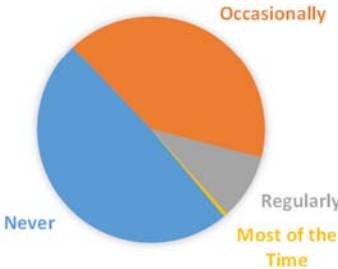




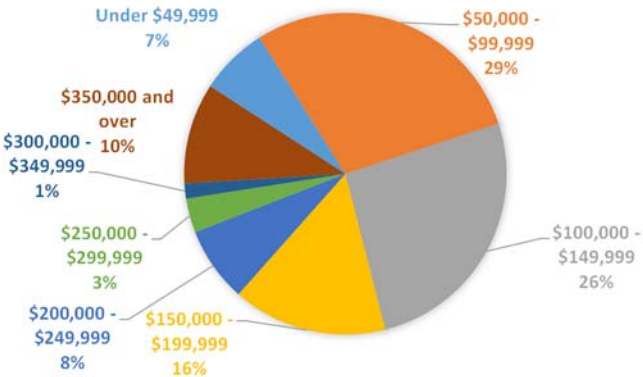
Family Type:
Over 50% of the respondents are married without children living at home.

Working Remotely:
Nearly 50% of respondents reported that they never work professionally in Greene County, 41% work occasionally and 9% regularly work in the County. Some comments were included regarding the need for more reliable telecommunications infrastructure.

WHAT PERCENTAGE OF YOUR TIME IS SPENT WORKING REMOTELY FOR PROFESSIONAL PURPOSES?



INCOME DISTRIBUTION



Income Distribution:
Over 40% of the respondents earn between \$100,000 and \$200,000. 10% earn over \$350,000.

Economic Impact Analysis

Introduction

Economic impact analyses can be used to quantify how a particular project, industry, or event impacts the larger economy in terms of new jobs, earnings, and sales. The key assumption is that but for the new economic activity, these jobs, earnings, and sales would not occur. ***For this analysis, we assume that but for the second home owners having property in Greene County, the related economic activity would not occur and therefore jobs, earnings, and sales that occur in the county would cease to exist.*** The following analysis describes the methodology for determining total SHO spending in Greene County on an annual basis and then models how that spending impacts the Greene County economy.

Second Home Owners have an impact on Greene County in a number of ways, including:

- 1) Spending related to regular visitation to Greene County by owners (as well as renters) on things like food, recreation, transportation;
- 2) The spending that occurs as a result of owning a property in Greene County such as property management, improvements, landscaping, home furnishing and appliance purchases, etc.; and
- 3) The fiscal impact of the SHOs on the tax revenue generated for the communities in Greene County.

The next section will calculate the number of second homes in Greene County, their typical spending patterns, and how these SHOs impact the County's economy.

Modeling Software

Economic Modeling Specialists, Inc. (EMSI) designed the input-output model used in this analysis. The EMSI model allows the analyst to input the amount of new direct economic activity (spending or jobs) occurring within the study area and uses the direct inputs to estimate the spillover effects that the net new spending or jobs have as these new dollars circulate through the study area's economy. This is captured in the indirect impacts and is commonly referred to as the "multiplier effect." See Attachment A for more information on economic impact analysis.

Methodology Employed

Camoin Associates employed the following methodology to determine the economic impact of the Greene County SHOs.

Survey:

1. Greene County Department of Economic Development and Planning developed a list of Greene County property owners who have their tax bill sent to an address outside of Greene County. This list was reviewed and reduced to attempt to only include those properties that are residential. This resulted in a mailing to 10,248 addresses.²

² It is important to note that there are some inherent limitations related to this analysis as the surveys were mailed out based on information collected through the Real Property Tax Service database. While the RPTS is updated regularly and the information was reviewed prior to the mailing there may have been some properties missed or accidentally included in the mailing. In addition, the analysis is based on the self-reported information provided through the online survey.

2. A list of questions was developed to gather information from the SHOs regarding the amount of time they spend in Greene County, average spending habits per visit and per year, renting habits, and questions regarding goods and services in the county.
3. A post card was sent to the 10,248 addresses with a request for them to fill out the online survey.
4. Camoin Associates reviewed the answers from the online survey, cleaned up the data as necessary, and began the analysis to estimate typical visitation and spending habits.

Visitation Spending

5. Based on the survey responses, Camoin Associates developed an average number of day visits, weekend visits, week visits by the owner and the number of weeks the properties are occupied by non-owners per year.
6. Based on the survey responses, Camoin Associates also developed an estimate for the average amount of spending that occurs per weekend visit and week visit.
7. Calculated the **direct visitation sales** resulting from the SHOs by multiplying the average number of weekends, weeks, and non-owner weeks (Step 5) by the average spending in each of these categories (Step 6).
8. Modeled indirect impacts of direct visitation sales using multipliers provided through the EMSI software package.

Annual Spending

9. Based on the survey responses, Camoin Associates was able to estimate the annual spending habits of property owners on items like property improvements, annual landscaping, maintenance, annual recreation fees, etc.
10. Calculated the **direct annual sales** resulting from the SHOs by multiplying the average annual spending figure (Step 9) by the total number of SHOs.
11. Modeled indirect impacts of direct annual sales using multipliers provided through the EMSI software package.

Total Impact

12. Arrived at total economic impacts as the sum of all direct and indirect impacts in an average year.

Number of Second Homes

Of the 10,248 addresses that received the survey (based on a review of the County's Real Property Tax Service database), Greene County believes approximately 80% are associated with second homes in Greene County and therefore, there are just under 8,200 second home properties in the County. This assumption is based on the County's review of the master list of addresses and also matches up with the responses received on the survey which asked whether the property in Greene County was a second home, 79% of the responders said yes, 17% said no and 4% did not answer. The data from the 21% who said it was not a second home or did not answer was not included in this analysis as it wouldn't be representative of the habits of second home owners.

Based on information collected by the Census, there are over 30,000 total housing units in Greene County, this includes occupied and vacant units. Assuming 8,198 of the total units are second homes that means that 27% of all units in Greene County are categorized as second homes.

Visitation

The survey asked respondents to report how often they used their property in Greene County. On average, second home owners in Greene County spend 4 days, 14 weekends, and 5 weeks per year in Greene County.³

Average Time Spent in Greene County - Property Owner	
Visit Type	Average Number Per Year
Day Visits	4
Weekend Stay	14
Week Long Stay	5

Source: Survey, Camoin Associates

In addition to the property owner spending time in Greene County, the survey also asked about the property being used by others, including paying and non-paying guests. On average, the Greene County property is used by guests 217,853 days per year. This is equal to 31,122 weeks, or an average of 3.8 weeks per property.

Average Time Spent in Greene County - Non-Paying Guests	
Average Non-Paying Guest Days per Second Home	19
Total Second Homes	8,198
Total Non-Paying Guest Days	158,342
Average Time Spent in Greene County - Paying Guests	
Total Second Homes	8,198
Percent of Second Home Owners Who Rent Their Property Out	9%
Properties Rented Out	777
Average Days Rented per Year	77
Total Paying Guest Days	59,511
Total Guest Days (Non Paying Plus Paying)	217,853
Total Guest Weeks	31,122
Average Per Property	3.8

Source: Survey, Camoin Associates

Spending

Survey respondents were asked to provide details about their typical spending habits when they visit Greene County for a weekend or week. Spending ranges were provided between \$0-\$500 for categories that include:

- Food/Beverage (groceries)

³ Note that respondents also provided information regarding frequency of day visits but these were not included as the majority of spending for a day visit would be on transportation costs which are most likely to be incurred at the beginning of the trip and therefore not in Greene County.

- Food/Beverage (outside of the home)
- Clothing and Footwear
- Transportation
- Household Supplies and Personal Care
- Recreational Goods and Equipment
- Recreation Fees

In addition to the typical spending categories related to visitation, an open ended question asked respondents about their annual spending in Greene County on:

- Annual Recreation Fees
- Household Maintenance Services
- Professional Services
- Other (respondents included other annual expenses with a description – where appropriate these expenses were then included into the larger categories)

Finally, they were asked to report on their spending over the last 10 years costs they may not incur annually. With the information from the survey the total spending in this categories over 10 years was divided by 10 to get an average annual spending. The categories included:

- Car and Car Maintenance
- Major Home Improvements
- Home Furnishings
- Home Equipment and Appliances
- Other (respondents included other expenses over the 10 years with a description – where appropriate these expenses were then included into the larger categories)

The data that was provided was reviewed and cleaned up to allow for analysis. In the case where the ranges were provided to the survey takers, the mid-point was used to determine the average spending and conservative estimates were incorporated as necessary.

The following tables show the results of the survey questions regarding spending habits.

Weekend														
	Food/Beverage (Groceries)		Food/Beverage (out)		Clothing and Footwear		Transportation		Household Supplies and Personal Care Products		Recreational Goods and Equipment		Recreation Fees (classes, temporary memberships, etc.)	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%
\$ -	15	3%	29	7%	264	59%	235	53%	77	17%	201	45%	273	61%
\$ 25	82	18%	96	22%	135	30%	128	29%	247	56%	149	33%	93	21%
\$ 75	152	34%	110	25%	30	7%	52	12%	89	20%	45	10%	29	7%
\$ 150	136	31%	124	28%	13	3%	26	6%	21	5%	27	6%	23	5%
\$ 250	39	9%	58	13%	3	1%	4	1%	9	2%	16	4%	13	3%
\$ 350	17	4%	23	5%	0	0%	0	0%	1	0%	3	1%	7	2%
\$ 450	1	0%	2	0%	0	0%	0	0%	0	0%	1	0%	2	0%
\$ 500	3	1%	3	1%	0	0%	0	0%	1	0%	3	1%	5	1%
Total Responses	445	100%	445	100%	445	100%	445	100%	445	100%	445	100%	445	100%
Average*	\$ 116		\$ 122		\$ 19		\$ 27		\$ 43		\$ 41		\$ 38	
Total	\$													406

Week														
	Food/Beverage (Groceries)		Food/Beverage (out)		Clothing and Footwear		Transportation		Household Supplies and Personal Care Products		Recreational Goods and Equipment		Recreation Fees (classes, temporary memberships, etc.)	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%
\$ -	34	8%	44	10%	256	58%	237	54%	103	23%	205	46%	277	63%
\$ 25	36	8%	46	10%	112	25%	84	19%	198	45%	125	28%	81	18%
\$ 75	76	17%	90	20%	40	9%	72	16%	89	20%	51	12%	33	7%
\$ 150	141	32%	111	25%	26	6%	33	7%	34	8%	31	7%	22	5%
\$ 250	99	22%	94	21%	5	1%	11	2%	12	3%	15	3%	16	4%
\$ 350	33	7%	31	7%	2	0%	4	1%	2	0%	8	2%	6	1%
\$ 450	9	2%	15	3%	0	0%	0	0%	2	0%	2	0%	4	1%
\$ 500	13	3%	10	2%	0	0%	0	0%	1	0%	4	1%	2	0%
Total Responses	441	100%	441	100%	441	100%	441	100%	441	100%	441	100%	441	100%
Average*	\$ 169		\$ 160		\$ 26		\$ 38		\$ 49		\$ 48		\$ 38	
Total	\$													528

Source: Survey, Camoin Associates

*Rounded to nearest whole dollar

Annual Costs			
	Total	Average per Property*	Per Year Average
Annual Recreation Fees	\$ 152,155	\$ 446	\$ 446
Household Maintenance Services	\$ 510,879	\$ 1,498	\$ 1,498
Professional services	\$ 227,132	\$ 666	\$ 666
Sub-Total Annual Costs			\$ 2,610
Costs Over 10 Years			
	Total	Average per Property*	Per Year Average
Car and Car Maintenance	\$ 900,165	\$ 2,711	\$ 271
Major Home Improvements**	\$ 5,952,645	\$ 17,930	\$ 1,793
Home Furnishings	\$ 1,619,185	\$ 4,877	\$ 488
Home Equipment and Appliances	\$ 1,263,120	\$ 3,805	\$ 380
Sub-Total Annual Costs			\$ 2,932
Annual Costs			\$ 5,543

Source: Survey, Camoin Associates

* Based on number of respondents that answered this set of questions (341 answers for annual costs and 332 answers for costs over 10 years).

** Responses over \$100,000 not counted to avoid including new home building which would not be a regular expense.

The table below shows the average spending habits of the survey respondents for a day visit, weekend visit, a week visit, the non-property owner visits and annual expenses.

Total Greene County Second Home Owner Spending				
	Average Spending	Average Per Property	Total Non-Resident Properties	Total Spending
Day Visits*	\$ 136	\$ 4	\$ 8,198	\$ 4,459,712
Weekend	\$ 406	\$ 14	\$ 8,198	\$ 46,597,432
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Total Greene County Spending				\$ 135,453,267

*Assumes that day visit spending is equal to 1/3 of weekend spending.

**Assumes that guests are spending at least the amount of property owners per week.

Note: All numbers round to the nearest full number.

Source: Camoin Associates, Survey Results

In total, the survey found that the non-resident properties in Greene County account for approximately \$135.4 million in spending annually. ⁴

Impact Analysis

Based on the projections for visitation spending and annual spending, \$135,453,267 in direct net new spending was used as the input for the EMSI economic impact model. The EMSI model allows the analyst to break down the total spending by NAICS code to get an accurate read for how one dollar spent in a specific sector multiplies throughout the local economy (see Attachment B for the list of NAICS categories used). To analyze the impact of the SHOs on Greene County, the total spending is broken down into a variety of NAICS codes that capture the spending habits described in the survey by the SHOs.

The table below outlines the direct and indirect economic impact of SHOs spending on Greene County. The indirect impacts are those that occur as the dollars from direct impacts cycle through the economy. For example, the new employees receive wages and in turn spend a portion of those dollars in the local economy for daily needs, housing and other expenses, and a proportion of those dollars are again re-spent in the local economy (See Attachment A for more details). As those dollars continue to circulate, additional jobs and business activity are created. This effect is captured in the indirect impacts. The \$135 million in direct sales result in a total of \$147 million in sales, 3,392 new jobs⁵ and \$57.4 million in earnings in and around Greene County.

Economic Impact of Second Homes			
	Direct	Indirect	Total
Sales	\$ 135,453,267	\$ 12,223,294	\$ 147,676,561
Jobs	3,247	145	3,392
Earnings	\$ 52,844,073	\$ 4,570,498	\$ 57,414,571

Source: EMSI, Camoin Associates

The 3,392 total jobs resulting from the SHOs represents 21% of the total employment (15,984 jobs⁶) in Greene County. It is also interesting to note that the \$147 million in sales related to the SHOs is similar to adding nearly 4,450 full time residents to the county's population.

SHO Spending in Terms of Additional Population		
A	County's Gross Regional Product	\$ 1,730,000,000
B	Spending by SHO	\$ 147,676,561
C	Non SHO GRP (A-B)	\$ 1,582,323,439
D	Full-Time Population	47,605
E	Gross Regional Product per Person (C/D)	\$ 33,239
F	Spending by SHO	\$ 147,676,561
G	Additional "Population" (F/E)	4,443

Source: Camoin Associates, EMSI

⁴ A study conducted by Tourism Economics in 2013 titled "The Economic Impact of Tourism in New York" reports that Second Home Owners account for \$46 million in spending in Greene County. A further review of the methodology of this study finds that this number only accounts for rent and mortgage spending (housing expenditures) but does not include spending by the second home owners on goods, services, repairs, etc.

⁵ A "job" is equal to one person employed for some amount of time (part-time, full-time, or temporary).

⁶ Source: EMSI

Fiscal Impact Analysis

In addition to the economic impact on the Greene County economy (outlined above), the SHOs also have a fiscal impact in terms of annual property tax and sales tax revenue collected by the County. These payments made by the second home owners offset the amount that would otherwise be due by the local residents.

Sales Tax

Sales tax will be generated for Greene County in two ways:

- 1) Spending - Sales Tax Resulting from SHO Spending: From the spending by the Second Home Owners on taxable goods and services, and
- 2) Earning - Sales Tax Resulting from Jobs Created by SHO Spending: Due to spending by SHOs, businesses hire employees and those employees spend a portion of their wages on taxable goods in Greene County.

Spending

Based on in-County spending by SHOs and the assumption that 50% of the total sales are on taxable goods, Greene County itself would receive \$2.95 million in new sales tax revenue.⁷

Sales Tax Revenue from SHO Spending	
Total Spending	\$ 147,676,561
Percent Taxable	50%
Total Taxable	\$ 73,838,280
Tax Rate	4%
Total Sales Tax Revenue	\$ 2,953,531

Source: Camoin Associates

Earnings

The additional jobs described by the total economic impact of SHOs (see the previous section) would lead to additional sales tax revenue for the County as those employees spend a portion of their earnings in Greene. It is assumed that 70% of the total earnings would be spent within Greene County and that 30%⁸ of those purchases would be taxable. Using a sales tax rate of 4%, the SHOs generate nearly \$482,282 in sales tax revenue for the County annually.

⁷ Camoin Associates assumes 50% of the spending by SHO in Greene County is on taxable goods. This assumption is based on a review of the spending categories reported in the survey and the total spending in each category. Each category was identified as taxable or not to come up with a basic assumption on the percent of all goods that are taxable.

⁸ Camoin Associates assume 30% of the spending by people who have jobs in Greene County as a result of the SHOs is taxable. This assumption is based on more typical spending habits where a good portion of spending goes towards non-taxable items such as food from grocery stores, utilities, housing, health care, etc. The spending of a person who lives in Greene County would be different than someone who is vacationing in Greene County and so the percent spent on taxable goods is slightly different.

Sales Tax Revenue from Jobs Created by SHO Spending	
Total Earnings Generated by SHO	\$ 57,414,571
Percent Spent in Greene County	70%
Total Spent in Greene County	\$ 40,190,200
Percent Spent on Taxable Goods	30%
Total Taxable Sales	\$ 12,057,060
Tax Rate	4%
Annual Sales Tax Revenue	\$ 482,282

Source: Camoin Associates, County Budget

Property Tax

The economic activity associated with the second home owners support property values and therefore property tax revenue in the County. Of the \$23.6 million in property taxes collected by Greene County, 29% are from Non-Resident Owners. Assuming that county taxes account for approximately 13% of a total tax bill, we are able to estimate that the total property tax revenue generated for all jurisdictions in Greene County is over \$182 million. Using this estimate, SHOs account for 29% of this revenue, or over \$53 million annually in the Region. The following table calculates the impact of the SHOs on the County's property tax collection for all jurisdictions.

Property Tax Revenue from SHO Activity	
Total Property Tax Collected by Greene County (all property classes)	\$ 23,662,135
Total Property Tax Collected in Residential class from Non-Resident Owners	\$ 6,975,648
Percent Total Property Tax Collected from Non-Residents	29%
All Jurisdiction Real Property Tax Revenue*	\$ 182,016,423.08
Percent Real Property Tax Revenue from SHO	29%
Real Property Tax Revenue from SHO (total for all jurisdictions)	\$ 53,658,831

Source: Greene County 2016 Budget, Camoin Associates

* Assumes that the County portion of real property tax is approximately 13% of total property tax bill

Total Tax Revenue

Greene County taxing jurisdictions receive over \$57 million in tax revenue annually as a result of the second home owners. While a portion of this tax revenue goes to pay for the cost of municipal services that result from the second home owners⁹, the vast majority is reducing the tax burden that would otherwise have to be paid for by full-time residents. Without the second home owners the full-time residents would be faced with higher property tax bills.

Fiscal Impact of Second Home Owners on All Taxing Jurisdictions	
Sales Tax Revenue from SHO Spending	\$ 2,953,531
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Property Tax Revenue (total for all jurisdictions)	\$ 53,658,831
Total Annual Revenue	\$ 57,094,644

Source: Camoin Associates

⁹ Second home owners require considerably less in municipal services than full time residents, particularly for the school district as they pay full school taxes but do not use the system.

Increasing Economic Activity

In addition to measuring the existing impact of the second home owners in Greene County, another goal of the survey was to identify opportunities to expand the local economy in two ways:

- Increasing consumer (SHOs) spending through longer stays or different/new offerings of goods and services. The survey asked questions about spending habits as well as what types of goods or services they would like to purchase in Greene County but are unable to find.
- Enhancing the business climate to encourage second home owners to open, expand, or relocate a business to Greene County. The survey asked questions about business networks, telecommunication service, transportation access, available space, and other factors related to business attraction.

Overall, there was a clear sentiment that people liked the limited commercialization of Greene County and that while there were some suggestions for different offerings, there were quite a few people who indicated that they would prefer that nothing change. The following is a summary of the survey with recommendations for increasing the local economy to meet the needs of the second home owners. See Attachment D for the full list of all responses to these open ended questions.

Survey Findings

Consumer

This section focuses on whether the availability of certain consumer goods and services would encourage Greene County second home owners to spend more time and money when visiting their second home. The following shows the responses that were received from multiple people answering the survey, indicating that this was a good or service that is in demand.

- **Food and Drink**
The survey responses identified a number of different types of foods and types of restaurants that respondents would like to see in Greene County. The question that got the most responses was about dining options, which suggests the greatest interest in more dining options. Some of the most common answers include:
 - Fresh seafood
 - Organic markets
 - Specialty food product store
 - Special dietary food (vegan, gluten free, kosher, etc.)
 - Bakeries/Café
 - Upscale restaurant and bar
 - Farm to Table Restaurant
 - Breweries
- **Clothing, Home Furnishings, Recreation Goods and Equipment**
The survey also asked for feedback on whether second home owners struggle to find clothing or home furnishings. The feedback on these categories was significantly less compared to the food and drink question, which suggests the unmet demand for these types of services is not as great.
- **Personal and Health Services**
 - Public Pool
 - Gyms/Health Club

- Salon (hair, nails)
- Massage
- Yoga and Pilates
- Recreation and Cultural Amenities
 - Biking
 - Theater
 - Festivals
 - Movie Theater
 - Live music

Business

This section focuses on what infrastructure and resources are needed by those SHO who are also business owners, or potential business owners. The number of responses to these questions was fewer than the consumer related questions, which was to be expected, but there were some overarching themes related to improvements needed to make Greene County a more attractive business location.

- Better cell phone service
- Better internet service
- Expanded bus service
- Improved workforce
- Access to co-working space with broadband
- Improved building stock

The final question asked business owners who would not consider opening in Greene County why that was, the most common answers included:

- Infrastructure (need high speed internet, better phone service)
- Lack of customers/clients
- Lack of skilled/dependable workforce
- Taxes

Retail Market Leakage Analysis

The table below shows existing retail sales (“supply”) in the County compared to retail potential (“demand”). The difference between the retail sales demand and supply is referred to as the retail gap. The retail potential is based on market segmentation and expected spending habits of the full-time residents and does not capture the spending habits of second home owners.

The demand for goods and services that is not being met locally is referred to as sales leakage, shown in the following table as a positive retail gap. The leakage occurs because consumers make purchases at establishments located outside the defined trade area. For example, there were approximately \$6 million of retail sales in the Furniture Store category in Greene County. However, residents of the County spend approximately \$11 million on these goods. Therefore, residents spent about \$5 million outside of the County on furniture; this \$5 million is considered sales leakage. Sales leakage is normally viewed as an opportunity to capture unmet demand in a trade area by opening new or expanding existing businesses.

Conversely, if the supply of goods sold exceeds trade area demand, it is assumed that non-residents are coming into the trade area to spend money, creating a sales surplus. A sales surplus is shown as a negative retail gap in the following table. There are two likely reasons a sales surplus condition would

exist. First, a cluster of competing businesses offering a similar good or product may be located within the trade area, creating a specialty cluster that draws in spending by households from outside the trade area. Secondly, a sales surplus may indicate a saturated retail market, where supply exceeds demand. The data show that there are a handful of industries where there is any sales surplus in Greene County including:

- Auto Parts and Accessories
- Building Materials and Supplies Dealers
- Grocery Stores
- Food and Beverage Stores
- Gasoline Stations
- General Merchandise Stores
- Department Stores
- Drinking Places

Industry sectors with leakage can be good markets to pursue because residents are currently going outside of the trade area to make purchases. A new business or an expansion by an existing business could potentially capture some of the spending by those residents. Alternatively, an industry with a surplus could indicate a niche market that the trade area could build on and create an identity around.

Retail Leakage Analysis				
Category	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap
Motor Vehicle & Parts Dealers	441	\$151,390,594	\$100,270,840	\$51,119,754
Automobile Dealers	4411	\$124,322,077	\$62,095,579	\$62,226,498
Other Motor Vehicle Dealers	4412	\$18,933,077	\$15,061,054	\$3,872,023
Auto Parts, Accessories & Tire Stores	4413	\$8,135,440	\$23,114,207	-\$14,978,767
Furniture & Home Furnishings Stores	442	\$21,289,161	\$10,712,796	\$10,576,365
Furniture Stores	4421	\$11,114,687	\$6,016,382	\$5,098,305
Home Furnishings Stores	4422	\$10,174,474	\$4,696,414	\$5,478,060
Electronics & Appliance Stores	443	\$44,399,529	\$13,707,936	\$30,691,593
Bldg Materials, Garden Equip. & Supply	444	\$30,937,690	\$43,373,514	-\$12,435,824
Bldg Material & Supplies Dealers	4441	\$26,360,892	\$38,860,670	-\$12,499,778
Lawn & Garden Equip & Supply Stores	4442	\$4,576,798	\$4,512,844	\$63,954
Food & Beverage Stores	445	\$129,082,753	\$178,811,247	-\$49,728,494
Grocery Stores	4451	\$107,487,767	\$165,189,818	-\$57,702,051
Specialty Food Stores	4452	\$14,023,327	\$2,616,189	\$11,407,138
Beer, Wine & Liquor Stores	4453	\$7,571,659	\$11,005,240	-\$3,433,581
Health & Personal Care Stores	4,464,461	\$54,840,924	\$35,230,206	\$19,610,718
Gasoline Stations	4,474,471	\$43,255,441	\$69,353,873	-\$26,098,432
Clothing & Clothing Accessories Stores	448	\$44,526,937	\$6,642,330	\$37,884,607
Clothing Stores	4481	\$30,727,059	\$4,409,072	\$26,317,987
Shoe Stores	4482	\$5,492,863	\$925,875	\$4,566,988
Jewelry, Luggage & Leather Goods Stores	4483	\$8,307,015	\$1,307,383	\$6,999,632
Sporting Goods, Hobby, Book & Music	451	\$19,386,703	\$14,660,487	\$4,726,216
Sporting Goods/Hobby/Musical Instr	4511	\$17,363,181	\$13,573,900	\$3,789,281
Book, Periodical & Music Stores	4512	\$2,023,522	\$1,086,587	\$936,935
General Merchandise Stores	452	\$75,274,813	\$93,124,173	-\$17,849,360
Department Stores Excluding Leased	4521	\$50,029,076	\$79,552,779	-\$29,523,703
Other General Merchandise Stores	4529	\$25,245,737	\$13,571,394	\$11,674,343
Miscellaneous Store Retailers	453	\$34,490,482	\$15,307,680	\$19,182,802
Florists	4531	\$2,449,728	\$542,172	\$1,907,556
Office Supplies, Stationery & Gift Stores	4532	\$5,402,129	\$1,113,144	\$4,288,985
Used Merchandise Stores	4533	\$2,295,205	\$1,933,040	\$362,165
Other Miscellaneous Store Retailers	4539	\$24,343,420	\$11,719,324	\$12,624,096
Food Services & Drinking Places	722	\$62,778,267	\$49,214,391	\$13,563,876
Full-Service Restaurants	7221	\$38,628,448	\$32,408,305	\$6,220,143
Limited-Service Eating Places	7222	\$21,041,123	\$13,709,718	\$7,331,405
Special Food Services	7223	\$1,975,179	\$909,691	\$1,065,488
Drinking Places - Alcoholic Beverages	7224	\$1,133,517	\$2,186,677	-\$1,053,160

Source: ESRI Business Analyst Online, Camoin Associates

Recommendations

The findings of the survey will help Greene County better serve the second home owner population, attract and target more second home owners, and encourage retail developers to consider Greene County for new projects. The following recommendations have been developed for Greene County to respond to the findings of the survey and to support SHOs spending longer periods of time and more money in the County.

Length of Stay

The results of the survey suggest that there are a lot of positive aspects of Greene County that should be preserved (natural resources, slower pace, appropriate scale of development), but there are some additions and changes that would improve the overall experience for SHOs, thereby increasing the time spent and encouraging others to purchase land and build second homes. It should also be noted that all of the recommendations will improve the quality of life for full-year residents as well. Increasing broadband, restaurants, and recreational amenities will benefit the residents and will have an overall positive impact on the County.

1) Broadband Access:

Expanding broadband access will make a big impact in the ability and desire for people to stay in Greene County for longer periods of time, including the possibility of opening businesses. The survey indicates that second home owners travel from the NYC metro area, and while some of them are retired, nearly 70% are under 65 and therefore still in their working years. Many of the people suggest that they like Greene County because they can get away from the business of NYC, but access to high speed Internet and other telecommunication infrastructure is becoming expected and can be off-putting to those who need to use it for business as well as entertainment.

Greene County has made a substantial effort into partnering with Local Broadband Providers to expand broadband access, and two of the providers were recently awarded 20% of the statewide pool of funding made available for broadband expansion in Round One of the new New York Broadband Program. The County took an innovative approach to form a Broadband Consortium comprised of the Local Broadband Providers to assist with broadband expansion efforts. As part of the broadband build-out, the County is also working with Local Providers to make access to its radio communications tower network in support of fixed base point-to-point wireless technology. The County will continue to make this a priority for Round Two to ensure that all households of the County are served with broadband by the Governor's stated goal of 2018.

2) Food and Drink Options:

The survey found demand for two different types of eating and drinking establishments, upscale bar/restaurants and brewery/restaurants. The retail leakage analysis also indicated that there was demand for additional restaurants (limited and full). Access to more dining options in the County could increase the amount of food and beverage spending by SHOs and thereby increase employment and tax revenue. These two types of establishments also cater to the type of SHO who is used to more upscale dining as well as those looking for something more casual during their time away from the City.

Restaurants in the limited service sector are under-represented in Greene County, and recent efforts such as Mama's Boy Burgers and Twin Peaks Coffee and Donuts in Tannersville, have gained traction and been successful. These restaurants offer high-quality products at price points that both locals and second home owners can access, and therefore appeal to a broader swath of the market.

Greene County has also been active through its Quantum Revolving Loan Fund by financially supporting fine dining options, even with the higher level of risk associated with restaurants and the pullback of many private lenders. New York Restaurant and 394 Main in Catskill, and Rive Gauche in Athens, all received funding from the County's economic development loan and grant programs. A third and rapidly growing restaurant category, are those catering to the local, farm to table, culinary experience clientele, and are increasingly sought by our millennial travelers to the County. Restaurants, such as the Dear Mountain Inn in Hunter, Gracie's in Leeds, the Downtown Bistro in Coxsackie, and the award winning Crossroads Brewing in Athens, are some recent examples of restaurants specifically with these identities. The County recognizes the importance of tourism-related businesses for its economic development, and when prudent, takes risks to support industries in tourism-related sectors.

3) Recreational Amenities:

Access to recreational amenities (natural environment and activities) is the most common reason people cite why they chose Greene County. Supporting existing resources and encouraging new and different options will encourage SHOs to continue to spend time exploring and recreating in Greene County. Greene County is already working in the Catskills and Hudson Valley Regions to increase its exposure for all the recreational amenities, the variety, options throughout the seasons, and the availability of options for all skill levels. The County also supports a variety of travel segments unique to the County, such as its all-inclusive family resorts which continue to appeal to multi-generational travel options.

Greene County has been quite active in the support of Zoom Flume Water Park and other attractions, and is working with the Greene County IDA in support of efforts to bring an indoor water park and recreational tourism driven development to the County. The County's economic development office has also been active with the development of events, festivals and amenities to enhance the visitor and SHO experience. Improvements such as the Catskills Beverage Trail; Campaigns supporting Motorcycling, Mountain Biking, Destination Weddings, Hiking and Outdoor Travel; the Kaaterskill Clove Experience as a cultural trail; and major event activations such as Mountain Jam, Taste of Country, Grey Fox Bluegrass, and Catskill Mountain Thunder are a just a few examples of tourism based activities the County has assisted to bring or develop in the County.

4) Improve Business Awareness:

The survey results included comments around two main issues that are preventing business owners from expanding or doing business in Greene County. One issue is around access to customers (overall smaller population, not as developed, etc.) and the other issue is around a feeling that second home owners are not readily welcomed by the local population. Fostering a positive business discussion and demonstrating examples of successes continues to be one of the roles of the economic development department and chambers of commerce, both to educate local residents on the importance of second home owners to the economy and to second home owners to illustrate the opportunities that exist.

Greene County is a small, rural county that has been very active in the development of new, small businesses. The County has enhanced its Buy/Invest in Greene program to stimulate consumer demand and support business attraction. The new campaign reaches close to 50,000 consumers weekly, and has a Facebook page with well over 5,000 likes.

Improvement in the infrastructure in the County should help with investor confidence, such as having an adequate number of fully-serviced building sites and the availability of high speed Internet throughout the County.

The County's efforts in Main Street Revitalization and beautification have also assisted with this effort. Greene County's Main Streets are in much better conditions, and have much more valuable real estate in many places, due to the investment that the County made and the private investment it stimulated. The County's population growth continues to be due to in-migration, primarily from the New York metro area, many of whom are entrepreneurs and interested in starting businesses in the creative economies, as well as embracing the new sharing economy ethos.

While not limited to the SHO, the labor force in Greene County continues to present challenges for business growth and development. The County continues to have decreases in un-employment, and some of the strongest levels of in-county job growth among NY's rural counties. However, the low unemployment rate has created real challenges for local employers to find sufficient numbers of qualified workers. Additionally, just since the 2010 Census, the number of people in Greene County in the prime working-age population (25-54) has dropped by 8.1%, based on Census Bureau estimates. Meanwhile, the non prime working age population who are more likely to be dependent rose slightly. Most counties in New York State are in this same situation, though Greene's percentage drop was more than a lot of other counties.

It is uniformly recognized by the County's economic development organizations, Chambers of Commerce, Work Force Investment Office of the Columbia Greene Community College, and local employers of the current workforce challenges in the County's labor market. The County's Business Advisory Committee has recently identified this as a priority for the County. It is recommended that a "Workforce Summit" be convened to address the workforce challenges and to align the emerging market sectors of the county. The goal is to have all of the economic development and workforce agencies coordinating efforts toward the development of strategies and appropriate workforce training and support services.

Target Markets

The vast majority of the SHOs who answered the survey are from the NYC metropolitan area and purchased in Greene County due to their interest in natural resources and recreation. Greene County Tourism is the County's Destination Marketing Organization (DMO), and along with its advertising Agency of Record, Adworkshop, develops and executes integrated marketing campaigns that use the latest industry tools to market the county as a tourism destination. The DMO serves as the coordinating entity that effectively brings together tourism businesses and diverse stakeholders to attract visitors. As the trends in tourism travel continue to shift from traditional media to the use of public relations, digital media, and particularly social media tools, Greene County Tourism continues to lead the way with creative and effective marketing.

Of particular note, the County supports the Tourism Advisory Committee, which works with the Tourism Office on priority projects, making investments in attracting new events and focusing on emerging travel market trends. County Tourism is uniquely positioned to implement new campaigns and develop projects to address the growing tourism based travel needs of the SHO. The TAC's priorities have continued to examine and identify the direct connection between the SHO and their participation and strong financial correlation to the county's visitor sector.

The type of people who will find Greene County attractive for a second home are likely those that are active, participating in outdoor recreation, and looking to pursue these types of activities in their second home community. The Greene County Department of Economic Development, Tourism, and Planning should continue to encourage outdoor recreation, festivals and events to be held in the County and market to the NYC metro area to help build awareness and brand recognition for a place that is

accommodating and accessible to a wide variety of pursuits. Continuing to work with its tourism businesses to organize events, trips, and festivals, to get NYC residents to visit Greene County leads to interest in owning property and spending more time should remain a priority. Highlighting the accessibility of natural amenities, ease of travel from NYC, and availability of property will help to promote the County as a second home location.

Further, ensuring that there is access to the types of amenities and services that appeal to this demographic will be key to converting a day trip to a festival or event into a property buyer. Development of breweries, brew pubs, mid-to high-end recreational good stores, upscale restaurants are all attractive to the target demographic and continue to add to the existing mix of goods and services.

Greene County also administers its Business Attraction Program, Buy/Invest In Greene, with a robust website that provides a “concierge” approach to attracting businesses to the County’s downtowns, which also function as the hub of tourism activities for tourists seeking dining and shopping activities, as well as engaging those people looking to move to the county to start new businesses. The program targets both consumers and investors, primarily using digital and social media marketing, targeting the NY Metro Area and the Hudson Valley.

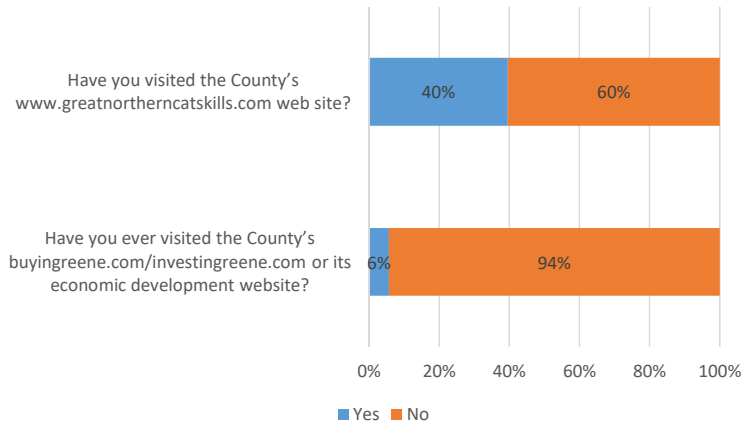


The Business Advisory Committee has identified that a “Second Homeowner Workshop” would be productive to coordinate targeted marketing efforts with the Local Chambers and Realtors with specially designed landing pages for potential second home buyers making it easier to seed the idea. Working with Realtors and others to determine what type of information should be on the SHO landing pages within the County’s website would be productive. What type of information are they looking for? What is most important to them? What should be highlighted?

Greene County staff was particularly surprised at the low response rates to the two questions posed to the SHO via the survey on whether they had visited the Tourism and Economic Development websites run by the County and identified this as a necessary and important opportunity to develop additional marketing efforts targeted at these audiences.

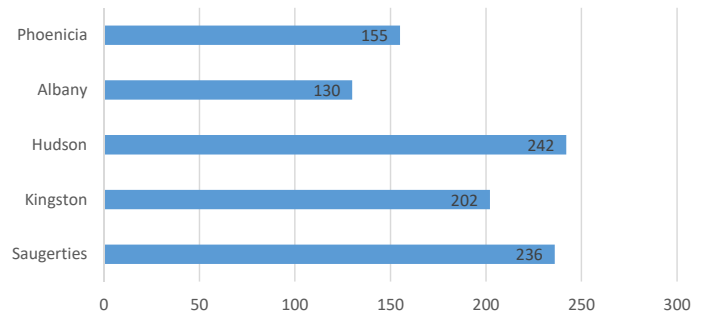
Retail Developers

Greene County needs to continue to walk a fine line between developing amenities that will appeal to residents and SHOs and maintaining the natural environment, since that is one of the main reasons many people locate there in the first place. Focusing retail developer’s attention on the amount of



spending that is occurring on food and drink as a result of the SHOs visits to the County, as well as the interest in having places to go that are part of the main downtowns will be the right first step in encouraging appropriate development. The retail leakage analysis also highlights different retail goods that are missing from the County that are in demand. The Catskills Commons redevelopment, which took a largely vacant existing shopping center and revitalized it with more intensive land use within the Village of Catskill, is a good example of a development that met local needs and did not increase sprawl.

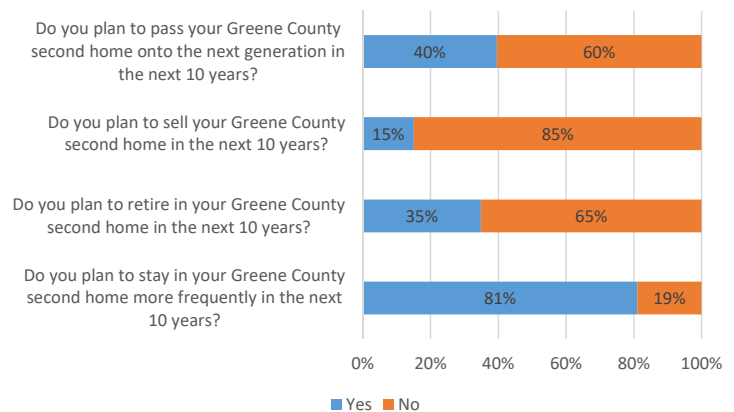
Do you visit any of these other areas when you are at your seasonal residence?



Tourism-related and second-home related businesses are a major component of the surplus areas for the County, including building materials and gasoline. Targeting sectors in food and drink that can straddle local and tourist demand is the most likely avenue for success to expand this sector locally.

When survey respondents use their Greene County residence they also travel to nearby cities for goods, services, and entertainment. The survey asked respondents if they ever visit these other communities and the city that received the highest number of responses was Hudson, followed by Saugerties and Kingston (respondents were allowed to select more than one). This information may be helpful to retail developers to better understand what offerings are available in these other communities that could potentially locate in Greene County and keep some of the consumer and entertainment spending in-county.

The survey asked respondents to consider how their property will be used in the next ten years and found that over 80% intend to visit Greene County more frequently and 35% plan to retire to their Greene County home in the next 10 years.



Using the information developed from this study, including the number of trips made to Greene County, total number of SHOs, and the percent of all economic activity driven by SHOs, should help guide development towards the type of goods and services that will help grow the impact.

In many instances SHO spending isn't of itself sufficient to support a business year around, however, it is fully demonstrated through the SHO financial metrics, and combined with the input from many of our local resorts and tourism attractions, that the SHO spending does increase their market share. It is important that this report and the accompanying retail leakage figures be disseminated to local chambers and businesses as a means to improve their margins and operations, let alone identify potential investment opportunities in new business development.

Attachment A: What is economic impact analysis?

The purpose of conducting an economic impact study is to ascertain the total cumulative changes in employment, earnings and output in a given economy due to some initial “change in final demand”. To understand the meaning of “change in final demand”, consider the installation of a new widget manufacturer in Anytown, USA. The widget manufacturer sells \$1 million worth of its widgets per year exclusively to consumers in Canada. Therefore, the annual change in final demand in the United States is \$1 million because dollars are flowing in from outside the United States and are therefore “new” dollars in the economy.

This change in final demand translates into the first round of buying and selling that occurs in an economy. For example, the widget manufacturer must buy its inputs of production (electricity, steel, etc.), must lease or purchase property and pay its workers. This first round is commonly referred to as the “Direct Effects” of the change in final demand and is the basis of additional rounds of buying and selling described below.

To continue this example, the widget manufacturer’s vendors (the supplier of electricity and the supplier of steel) will enjoy additional output (i.e. sales) that will sustain their businesses and cause them to make additional purchases in the economy. The steel producer will need more pig iron and the electric company will purchase additional power from generation entities. In this second round, some of those additional purchases will be made in the US economy and some will “leak out”. What remains will cause a third round (with leakage) and a fourth (and so on) in ever-diminishing rounds of spending. These sets of industry-to-industry purchases are referred to as the “Indirect Effects” of the change in final demand.

Finally, the widget manufacturer has employees who will naturally spend their wages. As with the Indirect Effects, the wages spent will either be for local goods and services or will “leak” out of the economy. The purchases of local goods and services will then stimulate other local economic activity; such effects are referred to as the “Induced Effects” of the change in final demand.

Therefore, the total economic impact resulting from the new widget manufacturer is the initial \$1 million of new money (i.e. Direct Effects) flowing in the US economy, plus the Indirect Effects and the Induced Effects. The ratio between Direct Effects and Total Effects (the sum of Indirect and Induced Effects) is called the “multiplier effect” and is often reported as a dollar-of-impact per dollar-of-change. Therefore, a multiplier of 2.4 means that for every dollar (\$1) of change in final demand, an additional \$1.40 of indirect and induced economic activity occurs for a total of \$2.40.

Key information for the reader to retain is that this type of analysis requires rigorous and careful consideration of the geography selected (i.e. how the “local economy” is defined) and the implications of the geography on the computation of the change in final demand. If this analysis wanted to consider the impact of the widget manufacturer on the entire North American continent, it would have to conclude that the change in final demand is zero and therefore the economic impact is zero. This is because the \$1 million of widgets being purchased by Canadians is not causing total North American demand to increase by \$1 million. Presumably, those Canadian purchasers will have \$1 million less to spend on other items and the effects of additional widget production will be cancelled out by a commensurate reduction in the purchases of other goods and services.

Changes in final demand, and therefore Direct Effects, can occur in a number of circumstances. The above example is easiest to understand: the effect of a manufacturer producing locally but selling globally. If, however, 100% of domestic demand for a good is being met by foreign suppliers (say, DVD players being imported into the US from Korea and Japan), locating a manufacturer of DVD players in the US will cause a change in final demand because all of those dollars currently leaving the US economy will instead remain. A situation can be envisioned whereby a producer is serving both local and foreign demand, and an impact analysis would have to be careful in calculating how many “new” dollars the producer would be causing to occur domestically.

Attachment B: Questions

1) Please indicate your age<25

- A. 25-34
- B. 35-44
- C. 45-54
- D. 55-64
- E. 65-74
- F. 75+

2) Which of the following ranges includes your annual household income?

- A. Under \$49,999
- B. \$50,000 - \$99,999
- C. \$100,000 - \$149,999
- D. \$150,000 - \$199,999
- E. \$200,000 - \$249,999
- F. \$250,000 - \$299,999
- G. \$300,000 - \$349,000
- H. \$350,000 +

3) Please indicate your marital and family status

- A. Single without children under 18 living at home
- B. Single with children under 18 living at home
- C. Married without children under 18 living at home
- D. Married with children under 18 living at home
- E. Other

4) What is the zip code of your primary residence?

5) What is the zip code of your property in Greene County?

6) What is the town name where your property is located in Greene County

- | | | |
|--------------------------------------|--------------------------------------|------------------------------------|
| <input type="radio"/> Athens | <input type="radio"/> Athens | <input type="radio"/> Maplecrest |
| <input type="radio"/> Climax | <input type="radio"/> Climax | <input type="radio"/> Oak Hill |
| <input type="radio"/> Coxsackie | <input type="radio"/> Coxsackie | <input type="radio"/> Palenville |
| <input type="radio"/> Earlton | <input type="radio"/> Earlton | <input type="radio"/> Prattsville |
| <input type="radio"/> Greenville | <input type="radio"/> Greenville | <input type="radio"/> Purling |
| <input type="radio"/> Hannacroix | <input type="radio"/> Hannacroix | <input type="radio"/> Round Top |
| <input type="radio"/> New Baltimore | <input type="radio"/> New Baltimore | <input type="radio"/> South Cairo |
| <input type="radio"/> Surprise | <input type="radio"/> Surprise | <input type="radio"/> Tannersville |
| <input type="radio"/> West Coxsackie | <input type="radio"/> West Coxsackie | <input type="radio"/> West Kill |
| <input type="radio"/> Acra | <input type="radio"/> Acra | <input type="radio"/> Windham |
| <input type="radio"/> Ashland | <input type="radio"/> Ashland | <input type="radio"/> Halcott |
| <input type="radio"/> Cairo | <input type="radio"/> Cairo | |
| <input type="radio"/> Catskill | <input type="radio"/> Catskill | |

- 7) Is the property you own in Greene County a second home? ____ Yes ____ No
- 8) In what year did you purchase the property?
- 9) How is the use of your property (by you and any renters/non-paying guests) divided by season?

I. Spring (March-May)	II. Summer (June-August)	III. Fall (September-November)	IV. Winter (December-February)
a. 0%	a. 0%	a. 0%	a. 0%
b. 1-24%	b. 1-24%	b. 1-24%	b. 1-24%
c. 25%	c. 25%	c. 25%	c. 25%
d. 26-49%	d. 26-49%	d. 26-49%	d. 26-49%
e. 50%	e. 50%	e. 50%	e. 50%
f. 51%-74%	f. 51%-74%	f. 51%-74%	f. 51%-74%
g. 75%	g. 75%	g. 75%	g. 75%
h. 76%-99%	h. 76%-99%	h. 76%-99%	h. 76%-99%
i. 100%	i. 100%	i. 100%	i. 100%

- 10) How many days do you (and your family) spend at your property in Greene County?
- A. 0-29
B. 30-59
C. 60-89
D. 90-119
E. 120+
- 11) On average, how many days per year do you rent your Greene County property out?
- 12) On average, how many days per year do you have non-paying guests staying at your Greene County property?
- 13) In 2015, how many trips of each duration did you and/or your family make? Note that this includes immediate family who may not live at home.
- 1) Day Trip (0 nights) _____
- 2) Weekend (1-3 nights) _____
- 3) Week+ _____ Total number of weeks spent in GC in 2015 ____
- 14) On average, what is your party size when visiting your property in Greene County?
- 15) When visiting Greene County for a weekend (including three day weekends) or less - how much does your party spend in Greene County during the trip in the following categories? Select from: \$0; \$1-\$49; \$50-\$99; \$100-\$199; \$200-\$299; \$300-\$399; \$400-\$499; \$500+
- Food/Beverage (groceries)
Food/Beverage (out)
Clothing and Footwear
Transportation
Household Supplies and Personal Care Products
Recreational Goods and Equipment
Recreation Fees (classes, temporary memberships, etc.)
Other, please describe

16) When spending longer than a weekend – how much does your party spend in Greene County per week in the following categories? Select from: \$0; \$1-\$49; \$50-\$99; \$100-\$199; \$200-\$299; \$300-\$399; \$400-\$499; \$500+)

- Food/Beverage (groceries)
- Food/Beverage (out)
- Clothing and Footwear
- Transportation
- Household Supplies and Personal Care Products
- Recreational Goods and Equipment
- Recreation Fees (classes, temporary memberships, etc.)
- Other, please describe

17) How much do you spend on the following services annually in Greene County?

- A. Annual Recreation Fees (gym memberships, course memberships, etc.)
- B. Household Maintenance Services (landscaping, security, snow removal, etc.)
- C. Other annual purchases, please describe

18) Over the last 10 years, approximately how much have you spent on the following in Greene County?

- A. Car and Car Maintenance
- B. Major Home Improvements
- C. Home Furnishings
- D. Home Equipment and Appliances (snow blower, lawn mower, grill)
- E. Other major purchases, please describe

19) What good or service would you like to purchase in Greene County but have not found easily available?

- A. Food (specialty, vegan, kosher, gluten-free, etc.) Please describe
- B. Specialty Beverages (upscale bar, breweries, cideries, distilleries, etc.) Please describe
- C. Dining Options (upscale, fast casual, specialty, bakeries, coffee shops, etc.) Please describe
- D. Clothing Retailers? Please describe
- E. Home Goods Retailers? Please describe
- F. Recreation Goods and Equipment? Please describe
- G. Personal Services (massage, hair stylists, etc.) Please describe
- H. Personal Health Services (yoga, gyms, pool, etc.) Please describe
- I. Recreation Amenities (golf, skiing, biking, etc.) Please describe
- J. Cultural Offerings (theater, community events, festivals, etc.) Please describe
- K. Other, please describe

20) What improvements in the County's infrastructure and business environment, if any, would encourage you to locate or re-locate a business here?

- A. Telecommunications Infrastructure. Please describe
- B. Transportation Infrastructure Please describe
- C. Appropriate available building/rental space Please describe
- D. Other like-minded peer groups Please describe
- E. Similar business clusters Please describe
- F. Co-working space Please describe

- G. Financial assistance Please describe
- H. Workforce Please describe
- I. I own a business but would not consider locating in Greene County Please describe
- J. I do not own a business/am not looking to open a business

21) In what ways do you see your use of your second home changing in the next ten years? Check one that best represents your answer (Yes or No)

- A. Plan to stay in Greene County more frequently
- B. Plan to stay in Greene County less frequently
- C. Plan to retire there
- D. No change
- E. Plan to sell
- F. Plan to pass to next generation
- G. Plan to stop renting
- H. Plan to start renting

22) What made you choose Greene County for your second home?

- A. Natural Environment
- B. Location
- C. Price
- D. Activities
- E. Arts, Culture, History
- F. Passed down from family

23) What percentage of your time at your second home is spent working remotely for professional purposes?

- A. Never
- B. Occasionally
- C. Regularly
- D. Most of the Time

Attachment C: NACIS Categories

North American Industrial Classification System		
Spending Category	NAICS	Description
Food/Beverage (Groceries)	445110	Supermarkets and Other Grocery (except Convenience) Stores
	445310	Beer, Wine and Liquor Stores
	445299	All Other Specialty Food Stores
Food/Beverage (out)	722513	Limited service Restaurants
	722511	Full Service Restaurants
	722410	Drinking Places
	722515	Snack and Nonalcoholic Beverage Bars
Clothing and Footwear	448140	Family Clothing Stores
	448210	Shoe Store
Transportation	447110	Gasoline Station with Convenience Store
	447190	Other Gasoline Stations
Household Supplies and Personal Care Products	446110	Pharmacies and Drug Stores
	446120	Cosmetics, Beauty Supplies, and Perfume Stores
	452112	Discount Department Stores
Recreational Goods and Equipment	452990	All other General Merchandise Stores
	451110	Sporting Goods Stores
Recreation Fees	713940	Fitness and Recreational Sports Centers
	731920	Skiing Facilities
	532292	Recreational Goods Rental
Annual Recreation Fees	713910	Golf Course and Country Clubs
	811412	Appliance Repair and Maintenance
Household Maintenance Services	561730	Landscaping Services
	561790	Other Services to Buildings and Dwellings
	561621	Security Systems Services
	541110	Offices of Lawyers
Professional services	524126	Direct Property and Casualty Insurance Carriers
	441310	Automotive Parts and Accessories Stores
Car and Car Maintenance	811111	General Automotive Repair
	238290	Other Building equipment contractors
Major Home Improvements	238210	Electrical Contractors and Other Wiring Installation Contractors
	444110	Home Centers
	444130	Hardware Stores
	442110	Furniture Stores
Home Furnishings	442299	All Other Home Furnishing Stores
	443141	Household Appliance Stores
Home Equipment and Appliances	444110	Home Centers

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