



Hudson River Valley Greenway

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

“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

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



Congresswoman Lowey speaks at the reauthorization bill announcement in 2013

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 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.

“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**

of

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 were 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.

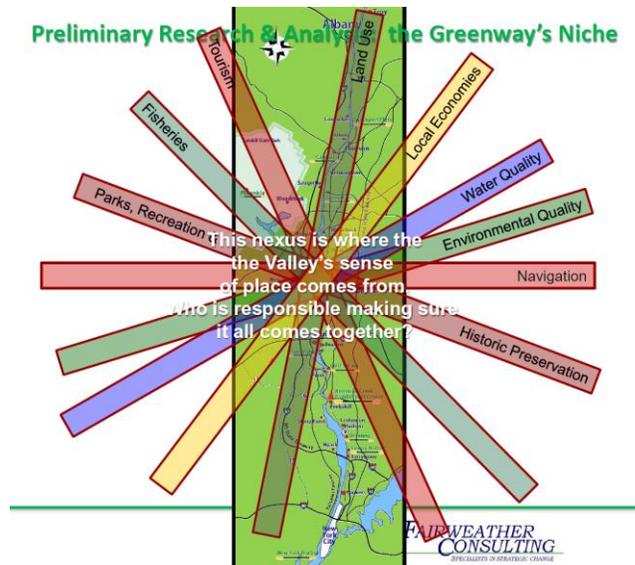
Greenway Strategic Plan Goals include identifying ways to diversify and expand funding sources and to set clear priorities given the mission, capacity, and context of the environment within which the Greenway operates.

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
Total Number of Events	272	381	43%
Total number of event hosts	227	296	24%
Attendance	NA	16,785	

increase
 increase
 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/>



Hudson River Valley Greenway

Teaching the Hudson Valley Update by Debi Duke:

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.



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



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.



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



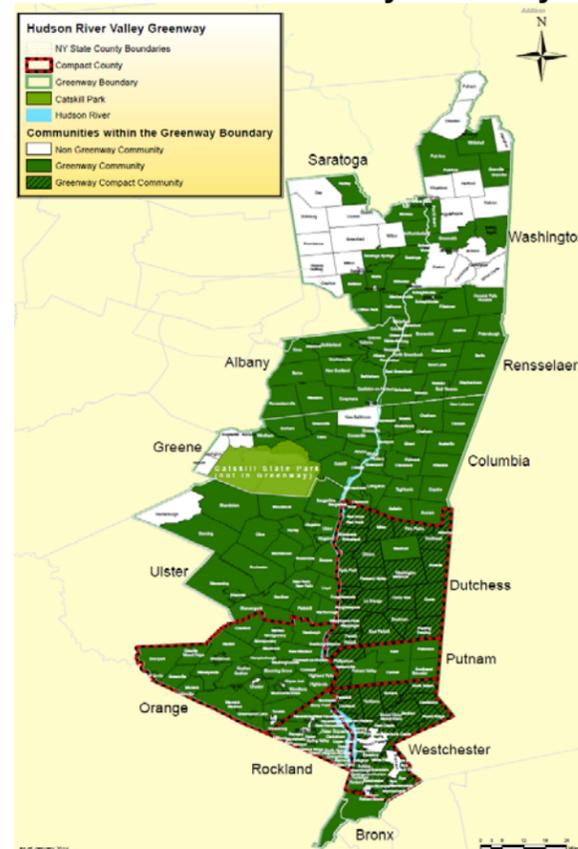
GREENWAY FACTS & FIGURES

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 | Advisory Board: |
| 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

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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)

15th Annual Hudson River Valley Ramble

The popular Hudson River Valley Ramble was presented for its landmark 15th 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)