

UCEDA Report on Ulster County Green Business Champions (UCGBC) Program and Ulster County Green Economy Engagement Network (UGREEN)

Ulster County Green Business Champions Program

The Ulster County Green Business Champions Program aims to support businesses who wish to decrease their greenhouse gas emissions, improve their energy efficiency, utilize renewable energy, and green their operations. The program will recognize and celebrate businesses that have achieved one or more of these goals and provide outreach, education, and technical support to those seeking to do so.

Once certified, businesses will be recognized as an Ulster County Certified Green Business Champion and join the national and local network listings of Green Businesses, which entitle them to:

- free marketing and promotion through online directories
- recognition from the County
- two storefront decals
- access to online marketing tools

Date started: April 23, 2022

Number of businesses: 39

Number Recognized:

- In Process: 24
- Recognized: 15

Number of employees represented: 436

Ownership Status:

- Home Office: 4
- Own Building: 22
- Rent: 12
- Multiple Locations: 8
- Woman Owner: 7

UGREEN:

The Ulster County Green Economy Engagement Network (UGREEN) will bring green economy businesses, investors, and individuals together with our Office for Economic Development and our other business development partners to learn about green business needs and build the systems and supports to encourage expansion of this sector.

Quarterly gatherings will combine informative and inspiring presentations with opportunities for networking. They will also be an opportunity to promote Green Careers training offerings and job openings and to celebrate new Green Business Champions. Smaller, facilitated peer networks within green subsectors will provide opportunities for information sharing, problem-solving, and sector-building.

Contract for services for implementation: Sustainable Hudson Valley

Contract Term Length: June 1, 2022 – May 31, 2023

Mixers to date: 5

Webinar/Information Sessions: 5

Total Number of Businesses Enrolled in UGREEN: 100 - *Goal 500 by Year 3*

Total Number of Businesses Reached Through Events: 160 - *Goal 160 by Year 3*

Total Number of Businesses Reached Through Media: 170 - *Goal 1000 by Year 3 (Total number of businesses reached through media is difficult to quantify as publications have audited circulations but no way to specify business members. The number cited here is based on the membership of business associations that have promoted our events.)*

Upcoming Update:

Green Business Innovators of Ulster County Awards Celebration

The awards ceremony will bring together members of the Ulster County community, including government officials, community leaders, and local business owners, to celebrate the achievements of Ulster County's Certified Green Businesses. It promises to be an evening of recognition, celebration, and inspiration.

Date, Time, Location: May 26th, 2023, at the Stone Dock Golf Course, located at 12 Stone Dock Road, High Falls, NY 12440.

Event Details:

Celebrate Year 1 Champions and UGREEN, highlight benefits to members and how these anchor the green economy in the County, offer insider updates on green economy in Ulster County and the goals outlined by the County Exec to bring more visibility to the county's work and goals and the Execs strategy for the county to transition to a Clean Energy Community.

The Actual awards are being made by a local artist who will create a series of awards out of upcycled plastics by [Suprina Kenney](#).

- **Numbers of attendees**
 - 50-100
- **Awardees attend for free:** x15
- **Ticket Price for attendees:** \$25
 - Ticket pricing is discounted by a generous contribution from UCEDA of \$5000.
- **Sponsorships:** Will also help with the event budget. This outreach has started this week.
 - <https://ulstercountyny.gov/economic-development/green-awards>
 - **The Bronze Package (\$250):** Your company logo on all event marketing materials, a guaranteed digital sponsor listing on the event web page.
 - **The Silver Package (\$500):** Everything in the Bronze Package, plus a call out on the County social media channels, plus a 30-second promo video before the keynote session provided by the sponsor. (only 10 available).
 - **The Gold Package (\$1000 and up):** Everything in the Bronze and Silver Packages, plus a 30-second promo video before the keynote session provided by the sponsor. (only 10 available) and a speaking slot during the dinner portion of the event

Links:

Eventbrite listing: <https://www.eventbrite.com/e/green-business-innovators-of-ulster-county-awards-celebration-tickets-609504292747>

Sponsorship page: <https://ulstercountyny.gov/economic-development/green-awards>

THE ULSTER COUNTY DEPARTMENT OF THE ENVIRONMENT INVITES YOU TO

Celebrate Ulster County's Sustainable Businesses at Our Awards Ceremony
May 26th, 2023, in High Falls, NY.



-THE- GREEN BUSINESS INNOVATORS OF ULSTER COUNTY AWARDS CELEBRATION

brought to you by



This event will celebrate the efforts of businesses in Ulster County that have made significant contributions to the ENVIRONMENT through their SUSTAINABLE practices.

DATE: Friday, May 26, 2023

TIME: 5:30pm – 9:00pm

AWARDS: Ceremony begins promptly at
7:30

RECEPTION: Cocktails & Hors
d'oeuvres reception before and after
ceremony and dinner.

VENUE: Stone Dock Golf Course 12
Stone Dock Road High Falls, NY 12440

ATTIRE: Cocktail dinner attire

The awards ceremony brings together members of the Ulster County community, government officials, community leaders, and local business owners, to celebrate the achievements of Ulster County's Certified Green Businesses. Join us for an evening of recognition, celebration, and inspiration.

Please RSVP by going to:

www.eventbrite.com/e/green-business-innovators-of-ulster-county-awards-celebration-tickets-609504292747

by email at mdar@co.ulster.ny.us or calling 845-705-7883

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