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COMPLETE

**Collector:** Web Link 1 (Web Link)  
**Started:** Friday, June 26, 2020 9:25:36 AM  
**Last Modified:** Friday, June 26, 2020 12:29:33 PM  
**Time Spent:** 03:03:57  
**IP Address:** 216.59.162.205

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**Q1** I am applying as an Organization  
Are You a Business or Organization?

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**Q2** Yes  
Does Your Project Take Place in the City of Hudson?

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**Q3**  
Business or Organization Contact Information

Name of Business or Organization	Hudson Business Coalition
Address 1	PO Box 800
Address 2	Hudson
City	Hudson
Zipcode	12534
Website	hudsonbond.org

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**Q4**  
Your Contact Information

First Name	Chuck
Last Name	Rosenthal
Relationship to Business or Organization	president
Email	chuck@visithudsonny.org
Confirm Email	chuck@visithudsonny.org
Primary Phone Number	518-828-0033

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**Q5** We are applying for a short-term project (up to \$5,000)  
that can be executed in the immediate term  
Which type of project are you applying with?

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**Q6**

**Yes**

Does your project adhere to physical distancing and public health recommendations?

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**Q7**

Amount of Funding Requested?

5000

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**Q8**

Please check which types of ownerships apply to your business. Check as many as apply.

**Owned by members of a marginalized community (such as African American, Latinx, Asian, Indigenous, etc.**

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**Woman Owned,**

**Veteran Owned,**

**LGBTQ+ Owned**

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**Q9**

What year was your business or organization founded in?

2015

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**Q10**

**Yes**

Has your business or organization been open or operating since NY PAUSE and physical distancing went into effect?

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**Q11**

**Yes**

Are you committed to saving all your project receipts and providing a written account of expenditures, what the project involved, whether it was a success, and who it reached?

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## Q12

Please describe your proposed project in detail. Include the project's goal, description, location, timeline and scope. If the project you're proposing has been successfully completed elsewhere, please provide details and examples.

Hudson Bonds is a fundraising initiative launched by the HBCi on May 19, 2020 to create a Small Business Emergency Relief Fund designed to help Hudson businesses survive in the near-term and successfully reopen. Hudson Bonds also encourage patronage of Hudson-based businesses over the next year by providing purchasers with vouchers to use at participating businesses.

### How Hudson Bonds Work

A buyer purchases a Bond for 2x the face amount. Half of the purchase is a tax-deductible contribution to the Hudson Business Coalition's Emergency Relief Fund for Small Business. The other half (in the form of a beautiful Hudson Bond) is theirs to spend at participating businesses. This helps to create a base of sales as businesses find their footing again. Bonds are sold in denominations of \$25, \$75, and \$100.

Currently we have about 60 Hudson businesses who have signed on to participate in the program, meaning they will accept Hudson Bonds at their location and help us to promote the program. It does not cost anything to participate— there is only upside for Hudson's businesses.

We see the program as a way for the local community and frequent visitors to support the town they love, as well as a community builder for the businesses in Hudson. Small businesses are quintessentially DIY operations and feeling connected through this program can bring us together at a difficult time.

The program began in mid-May and will run until July 2021. More details about Hudson Bonds and a list of participating businesses are at [hudsonbond.org](http://hudsonbond.org)

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## Q13

Additional Materials

**HBC\_HudsonBonds-poster\_8.5x11.pdf (2.6MB)**

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## Q14

Additional Materials

**HudsonBond\_group\_stack.jpg (574.2KB)**

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## Q15

Please list the names and titles of principal contributors to your project and any contractors to be involved.

The program was implemented by the HBCi Board with active roles by the following ad-hoc group:

Chuck Rosenthal, president

Chris Draghi, secretary

Peg Patterson, member

Monica Byrne, member

Alex Petraglia, member

Mary Vaughn Williams, member

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**Q16**

When is the launch date for your proposal or event and how long will it last? Are the dates flexible?

The program was launched on May 19, 2020  
The program will run until July, 2021.

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**Q17**

**Yes**

Are you collaborating with any other local organization(s), community group(s), or business(es) on this project?

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**Q18**

If you answered "Yes" to question 17, please please list the collaborating organization(s), community group(s) or business(es) here.

About 60 businesses are already signed up to participate in this program. We partnered with Columbia Economic Development Corp. (CEDC) to serve as our fiscal sponsor. HBCi is 501(c)6 non-profit, and by partnering with CEDC a portion of the bond purchase price is tax-deductible. We are grateful to CEDC for helping in this regard, and for its guidance as we established the program.

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**Q19**

What economic, creative, or community benefit will your project have on the City of Hudson. Do not be brief!

Hudson's independently owned small businesses—more than 300 in our two-square miles— aim to create an inspired and joyful urban experience. They are the heart and soul of our community.

Nearly every business is owned and operated by a hardworking local entrepreneur, so the money they earn here, stays here, and continues to benefit the local economy. In Hudson, our small businesses generate jobs, provide services, support social, educational and arts programs, and represent a large proportion of the city's tax base. In addition, the economic activity they create has a ripple effect across the county and valley, supporting farmers, craftspeople, contractors, plumbers, electricians, landscapers and many other small businesses.

Hudson is a great small city and an economic asset for the whole area. It's time to come together to do everything we can to make sure our small businesses survive—not just for their sake, but for that of our city and the entire Hudson Valley region.

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**Q20**

What communities are you trying to reach with this project? Does your project center or focus on a marginalized, veteran, women, LGBTQ+ and/or differently-abled community? Is the project child-centered? Senior citizen centered?

Our project is aimed at helping ALL small businesses in Hudson which are owned and staffed by a diverse group of individuals. These businesses serve ALL members of our community.

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**Q21**

Does your project contribute to making the city more walkable? See definitions here.

Not in a direct way, but there is an incentive for the buyers of Hudson Bonds to visit some of the 60+ Hudson businesses participating in the program. In an indirect way, this will likely result in more walking as people go from business to business.

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## Q22

Does your project contribute to climate resiliency? See expanded definition [here](#).

Not in a direct way, but the contribution of Hudson's business community through its tax generation and community involvement is vital to the success of climate resiliency efforts.

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## Q23

How does your project impact the City of Hudson's infrastructure and/or city planning? Does it utilize principles of tactical urbanism? (i.e. DIY, low-cost, temporary/pop-up; pretty easy to achieve; see definitions), or are you proposing a permanent change or structure? Expanded definition [here](#).

The Hudson Bond initiative is a low impact way for the community to be a part of ensuring the survival of Hudson's vibrant business district. Most elements of the project are digital-based with a small amount of printed materials to promote the program.

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## Q24

If your project involves the construction or assembling of a physical structure or series of structures, do you commit to maintaining it? For how long? What guarantee can you offer of its maintenance? If your project is impermanent, who will disassemble it and when? If maintenance requires further funding, how will you secure that funding and from where?

NA

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## Q25

How do you plan to promote, publicize and market your project?

We have been promoting the program heavily through Visit Hudson NY email and social media channels. We have been encouraging local participating businesses and other partnered organizations to promote to their own email subscribers and social media audiences. HBCi received some media coverage and has placed digital advertising on popular local sites as well as Facebook and Instagram. We are also distributing posters and postcards at businesses around Hudson. Our proposed budget would increase digital and traditional advertising buys, in addition to creating banners that would be displayed around town. We would also produce video content for use on social media and in email blasts, to promote the program.

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## Q26

Is your project employing local talent or creating jobs? If so, how many do you anticipate?

Several members of HBCi have marketing and design expertise and have volunteered their time on this project. The program is aimed at helping businesses who employ local residents survive and thrive. HBCi always works hard to keep money in the community by hiring local businesses for design and production services.

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## Q27

Is your project ADA compliant, if applicable?

NA

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### Q28

For long-term projects only, which of Hudson's projected tourist communities does your project appeal to: overnight visitors, daytrippers, local tourists, or intra-Hudson tourists (i.e. visitors from inside Hudson itself)?

Though not a long-term project, Hudson Bonds appeals to and is accessible by all of the above.

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### Q29

Please describe how your proposal adheres to physically distancing and requirements for public health and safety for public health and safety.

The buying of Bonds happens completely online. The redeeming of the Bond in Hudson businesses will be monitored by stores following the public health safety requirements.

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### Q30

What is the anticipated budget for your project? Please upload a PDF of your expected budget with a detailed itemization of costs, any expected income and description of how grant funding will be used, including a breakdown of planning, execution, materials, expenses, and post-project activities, as appropriate. We have supplied a simple budget template here for guidance if helpful.

**HBCi Torism Board RFP-2.pdf (29.3KB)**

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### Q31

Are you anticipating any outside or matching funds? Is the proposal contingent on additional funding? If yes, please elaborate.

No

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### Q32

Have you managed or staged a project of this magnitude before? Please describe your experience and relevant skills in executing this program.

The HBCi is a membership organization organized to support a vibrant business district in the City of Hudson with programs to attract and promote Hudson as a destination for local, regional and international visitors to enjoy our local businesses, arts and cultural institutions, events, and the natural and man-made beauty of our City. A few of our most prominent efforts include:

- VisitHudsonNY.com website which has over 7,000 unique views each month
  - Design Hudson festival in 2018 and 2019 attracting 1,000 people to Hudson
  - Hudson Walking Guide distributed 5,000 annually
  - Hudson for the Holidays promotions including free shuttle service during Farm & Flea and Holiday Sing in the 7th Street Park
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### Q33

Have you factored in necessary permits, local, state and federal laws and/or permission needed to execute this project, if applicable? (For example, a permit to use a park or close a street, legal ability to stage public art or appropriate permissions for digital projects, etc.)

NA

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### Q34

What are the goals and metrics for this project? What does success look like?

Our goal is helping Hudson's small businesses through this difficult time and creating an incentive for locals and visitors to shop, eat, drink and stay in our City. As of June 20, \$25,000 of bonds have been purchased. We'd like to reach \$100,000 and the sustained promotion will support the efforts taken by the individual businesses.

Success will be a vibrant business district with storefronts occupied by businesses that were open prior to March 2020 and the sales and lodging taxes revenues growing.

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### Q35

In your own words, why is this project important?

Small businesses are the heart of Hudson and every local community. They are owned and staffed by our friends and neighbors. They provide jobs and they are critical to our local economy. Here are quotes from a few business owners during this time:

We are losing the bulk of our sales every month. We can hold out for a while but unsure for how long at this stage. Our landlord has been kind enough to cut our rent in half.

Jennifer Arenskjold, Arenskjold Antiques Art

It is both heartbreaking and inspiring to read the thoughts, concerns and ideas of this vibrant and determined community. For us, unfortunately, we were faced with a lease ending, and a rental increase with renewal. It wasn't, and isn't easy.

Carolyn Mix + Darcy Doniger, 2 Note Hudson

Small business is always hard, with huge challenges, but this situation requires communal solutions. It's not just leaving everyone at the mercy of their landlord, and crossing their fingers for good luck. It's difficult for all of us, and we need to share the burdens as we work our way through it.

Monica Byrne, Home/Made Hudson

It's devastating to hear of businesses closing and threatening to close right now. Hudson is such a vibrant example of independent creative retailers who put so much of ourselves into our businesses and the local community. My business is my life. I have given it my all and will continue to do so.

MaryVaughn Williams, Hudson Clothier

I'm deeply worried about the health impacts of reopening and unsure how to trust and know it will be safe enough to do so. My herb shop is very small and only one customer at a time, wearing a mask, could be inside in order to effectively socially distance.

Lauren Giambrone, Good Fight Herb Co.

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**Q36**

What else should we know about you, your organization or business, and/or your proposal?

Nothing more to add except thank you for the opportunity.

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