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

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

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	visithudsonny.com

Q4
Your Contact Information

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

Q5 We are applying for a long-term project (up to \$15,000) that requires more time for planning and execution.
Which type of project are you applying with?

Q6

Yes

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

Q7

Amount of Funding Requested?

9850

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.

,

Woman Owned,

Veteran Owned,

LGBTQ+ Owned

Q9

What year was your business or organization founded in?

2015

Q10

Yes

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

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?

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.

For the last three years, the HBCi has released an update to the popular printed Walking Guide over Memorial Day weekend. We usually print 5,000 copies that are distributed throughout Hudson and are a much-loved resource for the community and visitors, alike. With the estimate of up to 40% of businesses closing as a result of the pandemic, we decided a printed version of the Walking Guide would be impractical and we're proposing to create a digital Walking Guide that can be kept up-to-date.

In 2017, the HBCi launched VisitHudsonNY.com as an online resource for visitors. The site often appears at the top of Google searches for Hudson and Hudson-based businesses, and attracts over 7,000 unique visitors a month. We've been collecting feedback from visitors and businesses, and our proposal is for Phase 1 of the redesign the site as the digital Walking Guide. This phase will cover design of the user interface and the collection and preparation of the images and content for site coding. We anticipate this phase can be accomplished in 6-8 weeks with the intention of the site to be re-launched within a 3 month timeframe.

The primary feature of the new site will be a searchable directory of Hudson businesses and points of interest. The site will be streamlined for easy and quick viewing on all devices and the digital platform will allow for the directory to be easily updated. We have discussed coordinating with Hudsynthesis to incorporate a calendar of events to keep viewers engaged in activities in and around Hudson. We also see the possibility of the landing page serving as the destination for any forthcoming marketing campaigns.

Q13

Additional Materials

HBCi_WalkingGuide.jpg (489.9KB)

Q14

Additional Materials

VHNYcom_Screen.jpg (318.8KB)

Q15

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

The program was managed by the HBCi's Marketing Committee. We intend to contract with a locally-based web design and development team for this project.

Q16

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

We anticipate this phase of the project to be completed within 6-8 weeks with the intention of the final site launch in 3-months, with a target launch in October 2020. The site will be evergreen and updated on a routine basis.

Q17

Yes

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

Q18

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

HBCi will be working with all the "main street" businesses in the City of Hudson. We've had initial conversations with Hudsynthesis about sharing content and will look for other organizations to coordinate with. We plan to engage a local web design and development team for this project

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.

The digital Walking Guide will provide an up-to-date directory to all of these businesses and enrich the visitor's experience in Hudson. An important by-product will be increased sales and lodging tax collections to be put back into the local economy and community programs.

In addition to the tax revenues generated by our local businesses, nearly every business is owned and staffed by local residents, so the money they earn here, stays here, and continues to benefit the local economy. 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.

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.

Q21

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

The sole purpose of the Walking Guide is promoting the 300+ unique Hudson businesses, landmarks and events that visitors and locals can walk to.

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.

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 Walking Guide is a digital resource with no negative impact on the city's infrastructure.

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

Q25

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

We have been promoting Hudson as a destination since 2015 and VisitHudsonNY.com since we launched the site in 2017. We have been successful at driving traffic to the site through earned and paid media. Our success has been the result of efforts undertaken directly by the HBCi as well as by many businesses in Hudson. We will continue to drive traffic to the new version of the site as the Digital Walking Guide in much the same way, with HBCi's direct efforts through digital and print media, email newsletters to our subscribers, printed collateral found around town and information kiosks throughout the region.

Q26

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

Yes. We anticipate a small group of web designers and developers. Probably 2-5 people. We also anticipate a part-time position to maintain the site and update the content.

Q27

Is your project ADA compliant, if applicable?

The site will be built to be ADA compliant

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)?

The Walking Guide appeals to, and is useful to, all visitors and locals, alike.

Q29

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

This project encourages people to walk the city but, since it is digital, the guide's messaging can remain fluid with the current local health recommendations in the form of pop up messages, banners, alerts, and messaging board, for example.

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_DigitalWalkingGuide_Budget_Phase1.pdf (56.5KB)

Q31

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

This phase of the proposed project is not contingent upon additional funding. We anticipate using HBCi revenues, additional Tourism grants or other funding sources to pay for the on-going maintenance and content management of the website and future enhancements.

Q32

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

Yes. The HBCi has successfully managed many local initiatives including the design and launch of the VisitHudsonNY.com website, the Design Hudson events and campaigns, and Hudson for the Holidays promotions in coordination with Hudson Hall and The Basilica.

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

Q34

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

The goals are to promote Hudson businesses and cultural attractions through a modern, easy-to-use resource for the local community and visitors. The digital Walking Guide will be a comprehensive directory of all the unique businesses, food & lodging, cultural venues, and local sites and showcase Hudson as a desirable destination.

Success will be a vibrant business district with the sales and lodging taxes revenues growing.

Q35

In your own words, why is this project important?

The Walking Guide has proven to be an extremely popular guide in the past. With a digital version we will be able to maintain an up-to-date list of businesses, hours, and contact information to improve the local and visitor experience in Hudson. A better experience will lead to a more positive perception of Hudson in general, to longer or repeat stays, and, therefore, generate additional revenue to find its way back into the community.

Q36

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

The HBCi has worked on a volunteer basis to promote and enrich the entire Hudson business community, raise money for local charitable causes, and advocate for the city as a unique cultural destination. Faced with the financial and health challenges from Covid-19, we are intent on creating, and recreating, new, innovative ways to help our businesses survive to the benefit of the local community and visitors as we welcome them back.
