

#29

COMPLETE

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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 Opera House, Inc. dba Hudson Hall
Address 1	327 Warren Street
Address 2	.
City	Hudson
Zipcode	12534
Website	hudsonhall.org

Q4
Your Contact Information

First Name	Tambra
Last Name	Dillon
Relationship to Business or Organization	Executive Director
Email	tambra@hudsonhall.org
Confirm Email	tambra@hudsonhall.org
Primary Phone Number	518-822-1438

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?

15000

Q8

None of the Above

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

Q9

What year was your business or organization founded in?

1993

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.

This project – the Hudson Shared Summer Streets Workforce Development Program – is a six-week educational workshop that will teach 7-14 students about Tactical Urbanism and Shared Streets concepts. The number of students is dependent on Columbia Greene's Workforce Development Office (WDO) receiving funds already approved from New York State to support its workforce development program for youth. If NYS does not release funds to allow WDO's program to go forward, our project will continue with Operation Unite NY students and we will continue to fundraise to accommodate additional Hudson youth.

A major component of the course will consist of fieldwork that will allow participating students to assist in the operation and maintenance of Hudson Shared Summer Streets. Acting as "Ambassadors" for the program, students will be stationed at critical intersections along Warren and Front Streets to assist shared Summer Streets partners in directing traffic to parking lots, handing out maps and informing visitors about the program. They will also be responsible for counting vehicles and pedestrians to assist in evaluating the impact of the temporary measures. In addition, as "Eyes on the Street," students will help Shared Summer Streets monitor the status and effectiveness of signage, seating, restrooms and physical infrastructure/traffic barriers. They will relay any concerns to staff, who will inform the appropriate authorities.

As part of this program, students will be instructed by urban designer and planner Kaja Kühl, director of the Hudson Valley Initiative at Columbia University's Graduate School of Architecture, Planning and Preservation and co-founder of Design for Six Feet. They will be supervised in the field by Elena Mosely, executive director of Operation Unite NY and co-founder of Kuumba Dance and Drum, who has been an important partner in Hudson Hall's work in the community since 1993. The curriculum will consist of a series of seminar-style discussions on the principles of street design, public space and emergent concepts from Designing Streets for People and Safe Routes to School. The role of the street as public space will play a central role in these discussions. The curriculum will also incorporate an active design component, with students being asked to identify a site in Hudson and design small, site-specific physically-distanced events, performances or discussions. The program will culminate in a final presentation of student designs and an assessment of the effectiveness and challenges of the Shared Summer Streets program.

Hudson Hall will work with Operation Unite NY to provide matching funds to employ 7 OUNY students and 7 students aged 15-17 from the Columbia-Greene Workforce Development Office (WDO). Because of transportation issues, the program is ideal for Hudson youth living in the city. A great majority of WDO's young people in Hudson have very limited or no access to transportation, and the WDO has asked Hudson Hall to help place these Hudson-based students in positions that are within walking distance of their homes. The WDO will pay students a minimum wage salary for up to 30 hours of work per week and will also cover their workers' compensation and disability insurance payments. For the purposes of budgeting, an average of 20 hours per week has been used, although WDO will fund up to 30 hours per week per student placed.

Funds received from the grant will be used to pay Dr. Kühl a fee for instructing students during the six week course (including a \$500 travel stipend to cover travel), as well as to pay Elena Mosely a fee to supervise students in their field work. Funds will further provide Hudson Hall with a fee to assist in supervision, provide project management and administrative support, cover PPE and other supplies to ensure students' safety, and provide production support to present the design concepts the students devise at the conclusion of the program.

The goals of the project are to assist organizations and businesses to achieve peak effectiveness during the implementation of Hudson Shared Summer Streets by providing employees, at all levels, with practical tools and insights that enable them to be more productive. Students who participate in the program for which funding is sought here will develop new skills that will enable them to become more productive and to seek future employment.

Q13

Additional Materials

Hudson Hall WFD examples.pdf (965.3KB)

Q14

Respondent skipped this question

Additional Materials

Q15

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

Kaja Kühl – Program Instructor, Associate Professor, Columbia University, and Director, Hudson Valley Initiative at Columbia Graduate School of Architecture, Planning and Preservation (GSAPP) and co-founder of Design for Six Feet – will develop and teach the workshop curriculum

Elena Mosely – Field Work Supervisor – will manage the student participants' field work

Tambra Dillon – Executive Director, Hudson Hall – will oversee project administration

Sage Carter – General Manager, Hudson Hall – will oversee project administration

Rebecca Preusser – Assistant Director, Columbia Greene Workforce NY, Columbia-Greene Community College – will place WDO students and pay WDO students (WDO participation is contingent on NYS approved funds being released. If WDO is not able to participate, the program will continue with OUNY students and can be expanded to include additional Hudson youth as funds are raised to cover their wages)

Q16

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

The Hudson–Shared Summer Streets Workforce Development Program will run for a total of five (6) weeks July – August, 2020 (exact start date dependent on funding).

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.

Collaborating Organizations include: Columbia-Greene Workforce NY Program, Operation Unite NY (OUNY) and Design for Six Feet

Collaborating Businesses in Hudson include all of the small businesses in Hudson that are participating in the Hudson Shared Summer Streets program.

Q19

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

This program will benefit the City of Hudson in several ways.

First, the program will benefit participating students, all of whom are City of Hudson residents, by providing a unique educational opportunity as well as paid fieldwork. Students who successfully complete the Shared Streets class will be equipped with a set of professional skills that will position them for future employment and will help them understand how businesses, nonprofits, and city government can work together to solve problems and how cities can be improved for the enjoyment of their citizens. The final course projects, which involve creating designs for shared spaces, may be used in future years in Hudson or elsewhere to improve the quality of community life.

Second, the fieldwork assistance provided by the students will ensure that Hudson Shared Summer Streets operates smoothly and that concerns and problems that may arise from local businesses or visitors are brought to the attention of appropriate authorities so they can be efficiently addressed.

A recent survey by the Hudson Hospitality Task Force indicated that 78% of respondents would be more comfortable being served outside, and 91% of respondents said that they wanted to support local businesses. A successful Shared Summer Streets program has the potential to provide substantial economic relief to local small businesses, 40% of which are at risk of collapse after three months of Pause. Since most small businesses are owned by Hudson residents, this program will provide a direct economic and community benefit to the City.

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?

The Shared Summer Streets workforce development program for which funding is sought here is targeted to Hudson's youth, specifically a culturally and racially diverse cross-section of local high school students. A large majority of Hudson's young people are transportation-challenged, which makes finding employment outside Hudson nearly impossible. In addition, the students who participate in the Columbia-Greene Workforce NY program are qualified based on income, so this program will support Hudson's low-income residents. Some of the students from the Columbia-Greene program who have worked with Hudson Hall in the past have been differently-abled, so it is possible that some of the five to ten students who participate in this project may also be differently-abled. The work of these students will support a city-wide program—Hudson's Shared Summer Streets Program—that seeks to benefit all residents and businesses in Hudson.

Q21

Does your project contribute to making the city more walkable? See definitions [here](#).

This program will make the city more walkable and businesses more accessible—indeed, part of the impetus for this program is to assist the city, partner organizations and participating businesses in welcoming visitors, providing information about how to navigate the Shared Streets space, and ensuring the safety of all people visiting and working in the Shared Streets space.

This project will support Hudson's Shared Summer Streets program and the current uses planned for Warren Street. Friday through Sunday, Warren Street from Front Street to 7th Street will be open to pedestrian and local traffic traveling at a speed of 5mph. On both weekends and weekdays, businesses with permits may use one on-street parking space to extend their businesses into the street. By opening up Warren Street to table seating and providing space for foot traffic, Shared Summer Streets will allow restaurants to add more seating and enable residents and visitors to practice safe social distancing to enjoy the city's streets and shops. Students who participate in the Shared Summer Streets Workforce Development Program will assist with the smooth operation of this program that supports both pedestrians and businesses. As indicated above, the students we expect to participate in this program will be Hudson residents, so they will be walking to work.

Q22

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

The Hudson Shared Streets Program will have a positive impact on the climate by reducing the number of cars that travel along Warren Street on weekends, thereby reducing auto emissions and encouraging people to travel by foot or bicycle, and drive only when necessary. If this program proves successful, it is possible that it could be replicated in the future on a seasonal basis, thereby contributing to climate resiliency. This project will also contribute to climate resiliency by including the topic in workshop discussions. One of the goals of Shared Street Programs in general is to increase social engagement and positively impact the climate by increasing pedestrian and bicycle access to downtown commercial districts.

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](#).

This project will positively impact the City of Hudson's infrastructure and city planning by providing low-cost assistance in monitoring the Shared Summer Streets program. Trained Student Ambassadors will augment the City of Hudson's hospitality function and assist Shared Summer Streets staff by welcoming visitors, handing out maps, and directing visitors to amenities including parking locations, restrooms, hand sanitizing stations, and table seating. These ambassadors will also assist in monitoring the status of public service equipment—from signage, to restrooms, to seating—to help ensure that sanitary and safety precautions are maintained throughout the Shared Summer Streets districts.

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?

No construction or assembling of physical structures is included in this project.

Q25

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

The project is designed to provide local Hudson youth with hands on workforce training and instruction in urban planning concepts. Participating students have already been identified with our partner organizations, OUNY and WDO. Participating students will help with marketing and communications as part of the project plan. The project will culminate in a report and classroom projects that will be promoted on Hudson Hall's website so that the learning and ideas that result from the students' work can be shared and used in future programs.

Q26

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

The Shared Summer Streets Workforce Development Program is designed to both create jobs and employ local talent. A total of five to ten jobs will be created for students who participate in the Columbia-Greene Community College workforce program. The number of students to be hired is dependent on the funding available to the Columbia-Greene Workforce Office. In addition, the project will employ one teaching artist, Dr. Kühl, and one local program supervisor, Elena Mosely.

Q27

Is your project ADA compliant, if applicable?

Columbia-Greene Community College, which is partnering with Hudson Hall on this project, maintains an Office of Accessibility Services that has a mission to ensure that students with disabilities have equal access to all college programs and activities.

The Hudson Shared Summer Streets program in which students will be undertaking their field work is being designed to be ADA compliant and welcoming of all visitors at all levels of ability.

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)?

This project is designed to support the Hudson Shared Summer Streets program, which is intended to appeal to all communities, from overnight visitors, to day-trippers, to local visitors and residents.

Q29

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

Physical distancing will be a priority of this project since it is the subject of the classroom teaching as well as the project fieldwork.

Students will attend workshop classes via Zoom, or in a location where ten students can gather safely. When undertaking fieldwork projects, participating students will comply with all city, state, and federal guidelines for public health and safety. In addition, part of the fieldwork will consist of assisting with the monitoring of public health and safety conditions and ensuring that the general public maintains safe and sanitary practices while visiting Hudson.

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.

HH Tourism RFP - WFD Budget (1).pdf (130.6KB)

Q31

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

Contingent on NYS funds being released, WDO will cover the wages paid to students it places in the program. OUNY has funds to match the project funds included in the project budget. There are currently no other matching funds confirmed for this project, but Hudson Hall will actively fundraise to support additional students.

Q32

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

Hudson Hall is well positioned to run this program based on the success of several programs it has presented in the past.

The program most similar in nature to this one is Hudson Hall's Workforce Development Program. In 2018, HH received a two-year REDC grant to pilot a workforce readiness program for underserved and at-risk youth ages 15-25 to prepare them for jobs in the arts and the local business sector. Led by T.I.M.E. instructors, the program began with a 5-week basic training intensive designed to provide participating youth with the skills and knowledge they need to work in Hudson's growing tourism, hospitality, cultural and retail sectors and to meet the expanding needs of local businesses and organizations. The 5-week basic training was followed by 9-week paid internships with local businesses, including Hudson Hall. Throughout the internship, students attended a weekly class at Hudson Hall with one-on-one mentoring to help keep them on track, and received financial literacy training to learn about savings, credit and credit-worthiness, and how to avoid debt. Over the course of 2018 and 2019, Hudson Hall completed two full cycles. All 33 students enrolled in basic training completed the course, 16 completed internships, 9 were placed in jobs and 4 went on to college.

To stimulate the local economy, Hudson Hall also partners with area business owners on community events in the colder months when visitation declines. For 24 years the organization has produced Winter Walk, a city-wide festival that today brings visitors to Hudson to kick off the holiday season. One of the busiest nights of the year for the city's restaurants, Winter Walk is a community-wide celebration that supports local businesses and builds community pride by providing a showcase for local talent. Additionally, the organization designed the Hudson Jazz Festival to spur activity in February, during the winter shoulder season. A three-day event including concerts, workshops, and film screenings, the festival maximizes the organization's partnership with another regional arts organization while bringing business to Hudson's restaurants, shops and hotels.

Based on the success of these programs and the partnerships that make them possible, we anticipate an equally successful Workforce Development Program for Hudson Shared Summer Streets.

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.)

There are no permits required for this project.

Q34

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

The primary goals for this project include:

- Training students in the professional skills required to work with business owners and their customers to build self-confidence and equip them for future employment
 - Providing students with knowledge of public space design and safety procedures that they can bring to future public projects
 - Assisting with the implementation of the Hudson Shared Summer Streets program by providing hospitality for visitors and a streamlined and smoothly running Shared Summer Streets program that encourages visitors to return and to bring friends to join them
-

Q35

In your own words, why is this project important?

This project is important because it provides jobs for Hudson's young people, because it provides Hudson's youth with professional training and skills that can be used in their future employment, and because it will provide needed assistance to support the Hudson Shared Summer Streets program.

Q36

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

Hudson Hall is deeply committed to the City of Hudson and its residents. All of its efforts over the past nearly 30 years of operation have been focused on educating and employing Hudson's residents and bringing high quality educational and artistic programming to the City. As an anchor institution, Hudson Hall is also a collaborative organization that maintains longstanding partnerships with a variety of local organizations -- from businesses, to social service organizations, to the Hudson City School District and Columbia-Greene Community College, to the City of Hudson itself. The current project builds on years of experience working with the Hudson community to help solve problems and support the success of Hudson.
