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COMPLETE

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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	P.O. BOX 800
Address 2	-
City	Hudson NY
Zipcode	12534
Website	visithudsonny.com

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**Q4**  
Your Contact Information

First Name	Chris Draghi
Last Name	Alexandre Petraglia
Relationship to Business or Organization	HBCi Board Members
Email	c.draghi@adage-nyc.com and alexandre.petraglia@gmail.com
Confirm Email	c.draghi@adage-nyc.com and alexandre.petraglia@gmail.com
Primary Phone Number	518-650-2440

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**Q5**

Which type of project are you applying with?

**We are applying for a long-term project (up to \$15,000) that requires more time for planning and execution.**

**Q6**

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

**Yes**

**Q7**

Amount of Funding Requested?

15000

**Q8**

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

**Woman Owned,  
LGBTQ+ Owned**

**Q9**

What year was your business or organization founded in?

2015

**Q10**

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

**Yes**

**Q11**

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?

**Yes**

## 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.

The Hudson Business Coalition is proposing a dynamic, visually-engaging multimedia campaign which it will be responsible for producing, implementing, and managing. It's a clear, differentiated, and coordinated message intended to draw tourists to Hudson in safe and responsible manner. A way to help our businesses recover as we are allowed to welcome more people.

It's essential that the campaign is in the spirit of 'Welcome Back—' regardless of if someone is a local, long-time visitor, or if it's their first time in town— and to build interest and confidence in a warm and inviting way. We want to foster a spirit of inclusivity, safety, and accessibility for everyone.

### DYNAMIC

responsive to ever-changing conditions, events, and initiatives

### AWARENESS

designed to answer the questions: 'What's here,' 'What's happening,' 'What can I expect,' and 'How can I help?'

### CAMPAIGN

leveraging targeted and regional media to reach our intended audience

## Q13

Additional Materials

**HudsonAwarenessCampaign.pdf (1.4MB)**

## 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.

HBCi board members Chris Draghi and Alex Petraglia are leading the project; the remainder of the HBCi board includes:

Chuck Rosenthal, President, Valley Variety  
Jay Neuschatz, Vice-President, TK Home & Garden  
William Blowers, Treasurer, Membership Chair  
Elizabeth Moore, The Gilded Owl  
Ian Solomon, Events Professional  
James Male, HOUSE Hudson Valley  
Jonathan Osofsky, Kasuri  
Justin Goldman, The Bank of Greene County  
Kristan Keck, Wm. Farmer & Sons  
Mary Vaughn Williams, Hudson Clothier  
Monica Byrne, Home/Made Hudson  
Peg Patterson, DISH Hudson

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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?

\$15,000 in grant funding from the Hudson Tourism Board will allow us to launch the campaign in August 2020, and run through December 2020.

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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.

Our campaign has been thoughtfully designed to compliment, not compete with, other local initiatives such as those of Hudson Hall, the Hudson Eye, and other Tourism Boarded funded organizations or initiatives, to amplify their work and to avoid duplication of efforts, thus maximizing the value of this campaign.

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**Q19**

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

The City is anticipating a budget shortfall of between \$700,000 and \$1.8 million this year. Revenue from sales tax is in steep decline, and Hudson will need to do everything it can to make up for that. As people are traveling, shopping, and dining out less, they will be more discerning when it comes to deciding where to go, where to spend their money, and where they feel safe. Hudson needs to position itself as the best choice for all of those factors. Our campaign is designed to work in close coordination with partners from various Hudson organizations, groups, and committees. We are uniquely positioned as a hub for artistic creativity, social and cultural diversity, and access to historic and natural assets, and the intention behind our campaign is to elevate all of that.

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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 businesses and organizations 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 many of the projects that we intend to amplify through the campaign help to make the City more walkable.

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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.

Not directly, but again, the campaign is designed to elevate such efforts, like the Shared Streets initiative.

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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?

N/A

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## Q25

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

The campaign relies on promotion in two ways:

- 1) Through media placements: digital, social, print, and radio
- 2) By driving online traffic to a centralized landing page— a kind of digital dashboard

At least 70% of the \$15,00 grant to be spent on media buys and the production of collateral and materials:

- Digital Advertising
- Local/Regional Radio
- Print advertising in regional publication(s)
- Print collateral (post cards, posters)

The remainder of the budget will be spent on designing those components, web development, etc.

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## Q26

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

The entirety of the HBCi board is local. The campaign is designed to exclusively capitalize on local talent by highlighting the hard work of those employed by or running local businesses, organizations, associations, etc.

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## Q27

Is your project ADA compliant, if applicable?

All online properties will be designed to be ADA compliant. We will make every effort to underscore those initiatives, events, or locations that are ADA compliant.

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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)?

The project appeals to all three by messaging to each in a slightly different way. Different mediums— print vs. digital vs. collateral— reach different audiences, and the messaging follows suit. The entirety of the campaign is designed to support the ties between the local community and visitors to Hudson through its cultural, artistic, and business offerings.

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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.

Part of this campaign answers the question 'WHAT CAN I EXPECT' (when visiting Hudson or its businesses and institutions), with the latest health and hygiene guidelines, and information on the Hudson Safe campaign.

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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.

Screen Shot 2020-07-05 at 11.10.24 AM.png (201.5KB)

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### Q31

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

We may seek additional funding from local sources, grants, sponsorships, etc. to increase the amount we can promote the campaign and to extend it into 2021. We consider \$15,000 the minimum necessary to run an effective, encompassing campaign.

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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 has been engaged in various marketing efforts on behalf of Hudson since 2016. We have effectively promoted events like Design Hudson and Hudson for the Holidays, worked with countless organizations and businesses including Hudson Hall and Basilica Hudson, and promoted Hudson as a destination through our website, social media channels, and paid advertising campaigns. The HBCi is the only organization in Hudson uniquely positioned, and with the experience, to take up this work.

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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.)

N/A

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### Q34

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

All key-performance indicators (KPIs) of the campaign will be measured, including impressions and interactions. Given our close connections with the various business, cultural, and municipal organizations, we can work to evaluate the relative effectiveness of our work by developing ways to measure success with them ie— ticket sales, web views, etc.

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**Q35**

In your own words, why is this project important?

This proposal is driven by direct feedback that HBCi has received from our small business and development community as a means to recover after the immensely adverse economic impact that Covid-19 has had on our local economy. We've listened to the community— arts, culture, and business— anecdotally and through various surveys that have been conducted over the past few months, and the campaign is designed with their feedback and needs in mind.

There are many civic, cultural, and business organizations, that we're in coordination with, that are doing outstanding work right now, many of which have initiatives or events that are being funded by the Tourism Board. It is key to have one centralized destination to weave together and support their efforts, and to respond quickly to changing guidelines with respect to health and hygiene.

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**Q36**

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

Please see the attached deck for more details on the project.

In March and April, the HBCi Board was proud to co-develop the Columbia County Business Continuity Fund in conjunction with Columbia Economic Development Corp. and the Berkshire-Taconic Foundation. The Fund ultimately awarded over \$85,000 in immediate, direct support grants to 40+ Hudson businesses.

The HBCi's Board has been Zooming weekly since the start of the pandemic to effectively strategize and plan initiatives, and individual members of the Board have been actively advocating for Hudson on calls with elected officials at the state and federal level. We're also working with the Common Council and Mayor's office on ways in which local government can support the business district and encourage our community members and visitors, alike, to shop local and to participate in everything Hudson has to offer.

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