

RESOLUTION NO. _____

August 18, 2020

**A RESOLUTION APPROVING A GRANT FOR DEPACE FAMILY MUSIC
AS RECOMMENDED BY THE TOURISM BOARD**

WHEREAS, the City of Hudson Common Council has previously approved of the action by the City of Hudson Tourism Board to solicit applications from individuals, businesses and organization seeking short and long-term grants to fund activities that will promote Hudson as an attractive destination; and

WHEREAS, the Tourism Board received numerous responses to its solicitation of proposals, reviewed those applications and has recommended additional applications for the Common Council's approval; and

WHEREAS, the approval of this application constitutes a Type II action under the State Environmental Quality Review Act and no further action is required under that Act; and

WHEREAS, the Common Council has reviewed the application and the recommended grant amount.

NOW THEREFORE LET IT BE RESOLVED, that the Common Council hereby approves the following grant and authorizes the Mayor to sign the necessary agreement for the grant:

Grantee	Grant Amount
DePace Family Music	\$3,100.00

APPROVED BY THE BOARD OF ESTIMATE AND APPORTIONMENT

Mayor

Introduced: _____



City Treasurer

Seconded: _____

President, Common Council

Approved: _____
Mayor

#36

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, July 15, 2020 9:52:12 AM
Last Modified: Thursday, July 16, 2020 9:04:47 PM
Time Spent: Over a day
IP Address: 216.59.169.169

Page 3

Q1

I am applying as Business

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	The DePace Family
Address 1	496 Clinton St
City	Hudson
Zipcode	12534

Q4

Your Contact Information

First Name	Mark
Last Name	DePace
Relationship to Business or Organization	1984
Email	mark.depance@ghostrobot.com
Confirm Email	mark.depance@ghostrobot.com
Primary Phone Number	8455279469

Q5

Which type of project are you applying with?

We are applying for a short-term project (up to \$5,000) that can be executed in the immediate term

Project Hudson: Request for Proposals for Tourism Projects

Q6

Yes

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

Q7

Amount of Funding Requested?

3100

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?

2018

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?

Project Hudson: Request for Proposals for Tourism Projects

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.

One day, Mack was walking down N. 4th Street with his parents.

He heard the sound of a piano playing and found the house where it was coming from.

He waved, and when the musician came outside to say hi, he realized it was Mr. Tony - one of his teachers from Hudson Hall's Harmony Project.

The next day, Mack thought, "It was really great hearing Mr. Tony play his piano. We should put his piano in the back of our truck and drive him around town so that other people can listen to him play."

And Mack and Tony's Music Truck was born.

Mr. Tony only owns a baby grand piano. So our plan involves purchasing a second hand upright piano and securing it to the back of a Toyota Tacoma.

We will drive the piano to strategic locations around the city and have Mr. Tony perform mini concerts. Mack will be the host and MC.

We will pick locations where all residents of our city can enjoy the music and encourage visitors to explore destinations off Warren St. Locations will be chosen that provide adequate space for social distancing.

We will plan for four separate days of operation. Each day, we will visit 3 or 4 locations with our Music Truck and perform approximately 30 minutes of music at each location.

Our audience will be encouraged to follow the truck from location to location, experiencing different bits of Hudson along the way.

The piano will be securely rigged within the truck and performances will only take place while the truck is safely parked.

If necessary, we will find a local area business to underwrite the project. The project will be insured by Mark DePace's production liability insurance via his company, Ghost Robot, Inc.

Q13

Additional Materials

Mack & Tony's Music Truck.pdf (7.7MB)

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.

Macklin DePace, Tony Kieralto, Mark DePace

Project Hudson: Request for Proposals for Tourism Projects

Q16

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

Mid-September.

4 Consecutive Weekends.

Totally Flexible.

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 please list the collaborating organization(s), community group(s) or business(es) here.

Proposed Collaborators:

Hudson Hall's Harmony Project
HCSD

Q19

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

Shared Streets has been a great start, but we think there is more to celebrate in our city. Our mobile concerts can highlight different areas of the city that don't have businesses actively participating in Shared Streets.

By placing our music truck in strategic locations, we can encourage visitors to spread out and explore an area or stretch of businesses that they normally wouldn't visit.

Furthermore, by visiting areas of our city that aren't directly tied to tourism on Warren St, we can send a message to all residents that they are valued members of our community.

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 aims to reach all communities! Since it was conceived by a child, it will be aimed at children.

It is mobile and can reach all parts of the city including senior centers.

Project Hudson: Request for Proposals for Tourism Projects

Q21

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

Yes! Since we are mobile, we can ensure that we position ourselves in spots that are easily walkable.

Q22

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

Yes! Since we are mobile and small we can reschedule events and plan around weather patterns as they develop.

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 is very DIY and low cost at its core.

It should not impact City infrastructure in any way with the exception of needing a few parking spaces, which we have budgeted to pay for.

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?

We plan to store the piano in a storage facility between concerts and once the series is over, will donate it to Hudson Hall or the HCSD.

Q25

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

We plan to promote our concerts by placing flyers around the city and at the locations where performances will take place.

We will work with Hudson Hall, Harmony Project, the Hudson City School District, and the Tourism Board to promote our events, with a strategy of attracting a younger, grade-school aged audience.

Our mobile concerts can augment the happenings at other businesses and organizations and we will look for opportunities to create collaborative coordination and promotion.

We will purchase a small PA system that also will allow us to notify residents that live nearby that a concert will take place.

We will also make a short film explaining the origin of Mack and Tony's Music Truck that will show just one of the many exciting things taking place in the City of Hudson. It is a great story and we'd like to share it with local news outlets, as well.

Project Hudson: Request for Proposals for Tourism Projects

Q26

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

Yes! Tony Kieraldo is a local musician.

We will pay him for his musical services and if he is unavailable for a performance, will choose another local musician to employ.

Q27

Is your project ADA compliant, if applicable?

Yes! We can strategically place our music truck in places that are accessible to any resident or visitor with disabilities.

Q28

Respondent skipped this question

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)?

Q29

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

Our performances will take place outside in areas where it is easy for the audience to spread out.

We will have signage reminding folks to wear masks and physically distance and will also make announcements via our PA.

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.

[Mack & Tony's Music Truck Budget.pdf \(145.2KB\)](#)

Q31

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

No.

Project Hudson: Request for Proposals for Tourism Projects

Q32

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

Yes. Mark DePace works professionally as a film, commercial, and music video producer with tangential experience in event production.

He has managed project budgets of up to 7 figures, but specifically prides himself on DIY production approaches.

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.)

Yes! Permits are budgeted for this project.

Q34

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

The goal would be to establish small crowds for each concert.

Success would be 200 guests per activation (spread out across all locations.

Because a child is involved in the organization, it is particularly newsworthy and would make a great story for local news.

Q35

In your own words, why is this project important?

Mack thinks it's important to show people that kids can play a part in helping their community.

If you have an idea that can help people, then you should make it happen!

Furthermore, tourism isn't only about bringing people into our community, it's about connecting those that already live here.

Mack misses his neighbors, classmates, and friends and this is something they can all participate in together.

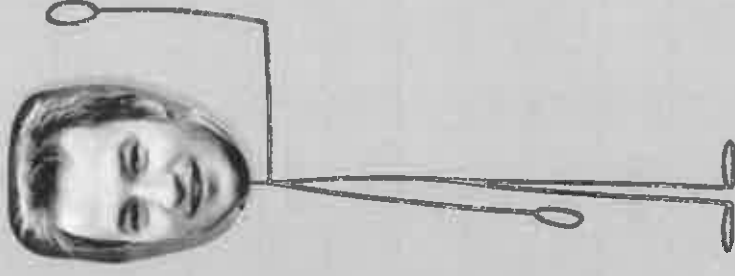
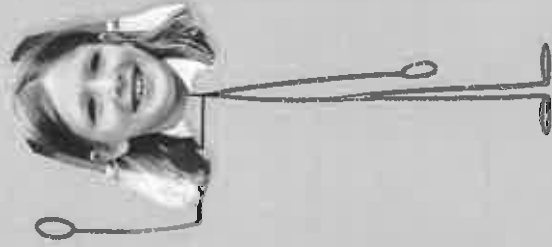
Q36

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

We appreciate everything the Tourism Board and Common Council is doing during these difficult times.

We love the City of Hudson and seek your immediate approval so we can begin planning and make Mack's vision a reality.

MACK & TONY'S MUSIC TRUCK



BUDGET

ITEM	COST	X	TOTAL
Used Upright Piano	\$800	1	\$800
Piano Tuning	\$200	1	\$200
Rigging	\$400	1	\$400
PA System	\$100	1	\$100
Gas	\$50	4	\$200
Signage	\$200	1	\$200
Storage	\$200	1	\$200
Parking Fees / Permits	\$50	4	\$200
Insurance	Donated	-	-
Performer Fees	\$200	4	\$800
GRAND TOTAL			\$3100