

RESOLUTION NO. _____

August 18, 2020

**A RESOLUTION APPROVING A GRANT FOR HUDSON MILLINER ART SALON
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
Hudson Milliner Art Salon	\$4,905.00

APPROVED BY THE BOARD OF ESTIMATE AND APPORTIONMENT

Mayor

Introduced: _____



City Treasurer

Seconded: _____

President, Common Council

Approved: _____
Mayor

Project Hudson: Request for Proposals for Tourism Projects
APPLICATION

1. Are You a Business or Organization?

Business - X

Organization _____

2. Does Your Project Take Place In the City of Hudson?

Yes - X

No _____ (I'm sorry, you do not qualify.)

3. Business or Organization Contact Information:

- Name of Business or organization - The Hudson Milliner Art Salon
- Address: 415 Warren St
- Website: www.hudsonmillinerartsalon.com

4. Your Contact Information:

- First Name: Charlotta
- Last Name: Janssen
- Relationship to Business or Organization: Owner
- Email: charlottajanssen@gmail.com
- Primary Phone Number: 917 9304302

5. Which type of project are you with, a short-term project (up to \$5,000) with a proposal that can be executed in the immediate term, or a long-term project (up to \$15,000) with a proposal that requires more time for planning and execution?

Short-Term Project - X

Long-Term Project _____

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

Yes - X

No _____(You do not qualify for a short-term grant.)

7. Amount of Funding Requested? Please enter a dollar amount.

\$4905.00

8. Which of the following types of ownership(s) apply to your business? Circle as many as apply.

- ☐ Owned by members of a marginalized community (such as African American, Latinx, Asian, Indigenous, etc.)
- ☒ Woman Owned - X
- ☐ Veteran Owned
- ☐ LGBTQ+ Owned
- ☐ None of the Above

9. What year was your business or organization founded in?

2018

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

No

11. 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 - X

No _____(I'm sorry, you do not qualify.)

12. 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. Feel free to staple pictures or articles to your finished application.

This application is for funds to enable extended public viewing of an art exhibition and to attract tourism by promoting the show to day-trippers, local intra-city, and overnight visitors. Show dates: October the 2nd until November 8th.

The show, which is inspired by a quote from the artist Myron Polenbergl, "Plywood is the canvas of the movement," will be hosted by The Hudson Milliner Art Salon and The Hudson Art Fair. It will bring together a diverse group of artists, many of whom are internationally recognized and who live or have ties to Hudson and Columbia county, to create original art on plywood that in character supports the fight against social, racial, and/or environmental injustice..

The work will be shown in a safe, physically distanced, exhibition at the Hudson Milliner Art Salon and on-line at hudsonartfair.com. The art will be sold, with a minimum of 25% donated to local and regional organizations that are involved in the fight against social, racial and/or environmental injustice.

The art, as if stripped from boarded-up storefronts in Oakland, Detroit, Minneapolis, or any American city where people care enough to risk their safety in defense of others, will speak to the turbulent times in which we live.

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

Artists who have agreed to participate at the time of submitting:

Pauline Decarmo
Reggie Madison
Mitchell Hoffmaster
Ife Cobblins
Baju Wijono
Louise Smith

Artists invited from whom we are awaiting a response at the time of Submitting:

Tschabalala Self
Jeffery Gibson
Scout aka Brian Bruno
Padman Rajendran
Lady Moon

Artist from the organizing committee who will participate:

Myron Polenbergl, Chalotta Jansson, David McIntyre,
Shannon Greer

More names will be added.

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

October 2nd until November 6th

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

Yes -X

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

Hudson Art Fair (hudsonartfair.com) & Myron Polenber

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

Bringing creativity, and diversity to the arts while growing tourism and giving back are the shared values of this Hudson Milliner Art Salon / Hudson Art fair collaboration.

ECONOMIC

Directly, local and regional not-for-profits engaged in the fight against social injustice will benefit from a percentage of the sale of the art. The artists will have the opportunity to donate to an organization of their choice. Operation Unity, Columbia County Sanctuary Movement, Perfect Ten, Catskill, and Hudson Catskill Housing Coalition, Kites Nest, Friends of Hudson Youth are amongst local organizations we seek to help.

Tourism

The event will also be a magnet for tourism, which will lead to spending in local bars and restaurants and other local amenities.

Tourists will come from three different sources:

Day-trippers from the region:

Artists who live in the region around Hudson will attract people from their communities to visit Hudson; From Chatham, German town, and Greenport, to name but a few. We have seen this in action at other art openings, especially the successful events hosted at Lightform Gallery.

Local intra-city tourists

The Hudson Milliner Art Salon is centrally located at 415 Warren Street. Its location, twinned with the diversity of artists will encourage people from Front street to Worth Street to migrate beyond their regular haunts.

Further afield and Overnight.

A combination of World Class artists, a social media advertising campaign, press releases, and a robust online presence will promote Hudson further afield which in the long term will contribute to future overnight visitors.

Weekend versus weekday.

One of our specific funding needs is to staff the gallery during weekdays which will expand opportunities for visitors beyond the weekends.

CREATIVE

This event aims to fight against systemic forces that seek to oppress the most vulnerable by bringing together Hudson's most creative minds for the unified purpose of fighting against social and racial injustice.

COMMUNITY BENEFIT

At a time of great upheaval, where we are suffering through two pandemics - COVID and systemic racism - art has the ability to provoke, heal, enlighten, it helps us confront our demons, it starts or advances a conversation, it protects and comforts. All of this is of benefit to the community. BUT, in this instance, perhaps our greatest contribution will be the charitable dollars that are given back to the community.

20. 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?

This event is centered on fighting for the oppressed against the oppressor. Be they women, LGBTQ, marginalized, or minorities. We believe that inequality, racism, sexism, homophobia, intolerance, and hate of all kinds must be fought uniformly and all at that same time.

21. Does your project contribute to making the city more walkable? See expanded definitions below on page 13 of the application.

Yes, The Hudson Milliner Art Salon is centrally located in Hudson and our Intra-city tourism initiatives will encourage walking.

22. Does your project contribute to climate resiliency? See expanded definitions below on page 13 of the application.

The exhibition will actively confront environmental injustice, and the collaboration with hudsonartfair.com is a demonstration of our preparedness for future disturbances, where physical venues may need to migrate online. A need that was highlighted during the COVID- lock-down.

23. 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 expanded definitions below on page 13 of the application), or are you proposing a permanent change or structure?

This Hudson Milliner Art Salon / Hudson Art Fair collaboration will have its physical presence with the pre-existing structures of the Hudson Art Salon gallery at 425 Warren St.

This event is a low cost, easy to achieve, and will, in many instances, make use of recycled plywood and promote environmental justice as it promotes social and racial justice.

It will not change or negatively impact Hudson's existing infrastructure.

24. 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?

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

Press releases will be distributed to national, local, and regional press together with broadcast and cable news. We will also make presentations to the art press, art magazines, and art websites.

Preceding the opening, weekly updates and promotions will be published at hudsonartfair.com and the Hudson Art Fair and The Hudson Milliner Art Salon social media accounts. Also The participating artists, will promote the show. Collectively this may reach in excess of 100,000 followers
Videos of the various artists will be posted online and shared across social media.

The participating artists will reach out to their fans and followers via email

We will also partner with the organizations we are supporting, utilizing their email lists to send email blasts to their members, collaborators, and donors. Operation Unite has already agreed to promote the event to their donors and followers.

Flyers will be posted and exhibited throughout Hudson with emphasis given to the neighborhoods where our contributing artists live; these will include Bliss Tower, Providence Hall, and the Terrance.

Flyers and postcards will be distributed in towns and villages through the region, Catskill, Kingston, German Town, Athens, to name a few.

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

Yes. This Hudson Milliner Art Salon / Hudson Art Fair collaboration will directly create one new temporary fulltime position manning the Hudson Milliner Art Salon during weekdays. (we are normally open only at weekends) This will greatly enhance the number of tourists and visitors we attract.

Also, This Hudson Milliner Art Salon / Hudson Art Fair collaboration will create opportunities for the contributing artists to sell work at a time when these opportunities are greatly reduced.

27. Is your project ADA compliant, if applicable?

The entrance to This Hudson Milliner Art Salon will be wheelchair accessible. There are no restroom available to the public at this venue.

28. 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)?

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

The physical exhibition will adhere to all public health requirements as specified by local, regional, statewide, and national mandates.

Concerning COVID-19. The Hudson Milliner Art Salon will operate at a limited capacity to ensure that safe social distancing is observed. Further, we will offer guests the opportunity to reserve a visiting time slots to control the flow of guests. The Gallery is well vented, and hand sanitizers will be available at all times. Guests will be required to wear a mask. All communal surfaces, such as door handles, will be regularly sanitized.

With assistance from the Tourism Board the gallery will be open for extend hours and extend days to offer more opportunities to view the collection.

The Collaboration with the Hudson ArtFair, an online venue, will offer opportunities for the collection and supporting videos to be seen in a virtual environment.

We will also offer Zoom tours and promotions with the artists to supplement the physical exhibition.

30. What is the anticipated budget for your project? Please include below or staple on a sheet containing 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 basic budget template [here](#) if helpful.

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

No, the project as it stands is being funded by The Hudson Milliner Art Salon and the Hudson Art Fair. Without outside funding the project will go ahead but with reduced opening hours and days and without the 'paid for' advertising focused on bringing tourists to Hudson.

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

Independently, the Hudson Art Salon has hosted many exhibitions and the Hudson Art fair, although a new entity formed in response to the COVID lockdown, has already successfully hosted several online shows and presentations.

33. 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

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

Success looks like giant checks written to local and regional not-for-profits engaged in the fight against social and racial injustice. Success looks like new and emerging artists of color receiving attention and opportunity. Success looks like tourist visiting Hudson to see the art and discovering the coffee shops, stores and restaurants. Success looks like closing the show on November the 6th with a new President in the White House.

35. In your own words, why is this project important?

The fight for social, racial, and environmental justice is a fight for the survival of our humanity. This is our small contribution.

