

RESOLUTION NO. _____

August 18, 2020

**A RESOLUTION APPROVING GRANTS 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 six additional applications for the Common Council's approval; and

WHEREAS, the approval of each of these applications constitute Type II actions under the State Environmental Quality Review Act and no further action is required under that Act; and

WHEREAS, the Common Council has reviewed the applications and the recommended grant amounts.

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

Grantee	Grant Amount
Hudson Open Studios	\$12,840.00

APPROVED BY THE BOARD OF ESTIMATE AND APPORTIONMENT

Mayor

Introduced: DS

City Treasurer

Seconded: MW

President, Common Council

Approved: _____

Mayor Kamal Johnson

#22

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Saturday, June 06, 2020 1:51:21 PM
Last Modified: Friday, June 26, 2020 1:57:49 PM
Time Spent: Over a week
IP Address: 216.59.170.77

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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	Open Studio Hudson
Address 1	356 Warren Street
Address 2	356 Warren Street
City	Hudson
Zipcode	12534
Website	http://www.openstudiohudson.com

Q4

Your Contact Information

First Name	Jane
Last Name	Ehrlich
Relationship to Business or Organization	Organizer
Email	info@openstudiohudson.com
Confirm Email	info@openstudiohudson.com
Primary Phone Number	3476042025

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.

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?

12840

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?

2019

Q10

No

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.

The First Annual Open Studio HUDSON 2019 was a celebration of the arts in our community. The general public was invited to visit with artists working in their studios and to experience independent, creative environments. The event transformed Hudson into a place of active exploration among community members, tourists, art collectors, and art enthusiasts.

In the interest of public health during the Covid-19 pandemic, Open Studio Hudson 2020 will be held online. This will not just bridge the gap until Open Studio Hudson can once again be held in-person, but it will help artists find new and inventive ways to increase their visibility and support the Hudson art scene during a turbulent time. The intention is to grow markets, open connections, and continue to help the artists who live and work in this community.

Planning for Open Studio 2020 is currently underway. Our goal is to register artists this summer and launch online galleries as soon as possible that will remain online through December 2020. We will expand our current website to include individual artist pages with artwork and studio images, themed exhibitions, image slide shows, personal statements, artist social media links, contact info for sales, zoom interviews and viewing. This expansion will highlight local artists, their work, and the Hudson community. Open Studio Hudson Online 2020 will draw upon our success in 2019 and evolve to meet the the current challenge of keeping art and artists visible in the Hudson community.

Q13

Additional Materials

[grid-OS-H.jpg \(807.4KB\)](#)

Q14

Additional Materials

[01coverfinal-proof-printbrochure-layout-template-letterfold-first-85x14.jpg \(3.6MB\)](#)

Q15

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

Carol Ehrlich Design
[view360.com](#)

Q16

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

July 1, 2020

Q17

No

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

Project Hudson: Request for Proposals for Tourism Projects

Q18

Respondent skipped this question

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

Q19

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

The FIRST ANNUAL OPEN STUDIO HUDSON 2019 was an in-person, self-guided tour of almost 50 artist's studios in the greater Hudson community. The event fostered camaraderie between Hudson artists and the community, enhanced tourism, and connected artists with collectors and art enthusiasts. Many OS-H artists made sales and new contacts, grew their email lists, and some artists coordinated shows. The excitement and energy at the First Annual OS-H was extraordinary. Up until the pandemic, planning was underway to build an in-person OPEN STUDIO HUDSON 2020 with even more community partnership, artist participation, and creative collaboration.

Now that the Covid-19 crisis has hit, there is an even greater need for OPEN STUDIO HUDSON. Covid has forced artists to explore digital platforms as an alternative to physically showing their work because many galleries, art fairs, and museums remain closed or with reduced visitation. And this decreased audience and visibility is compounded by the economic crisis. OPEN STUDIO HUDSON 2020 will provide a virtual forum for local artists and community members to connect while physically separate. The events will generate an audience, channel that audience to participating artists, and provide potential opportunities for the sale of art. Drawing upon our strong digital presence in 2019, we will provide technical assistance to artists seeking to participate virtually.

OPEN STUDIO HUDSON ONLINE 2020 will continue to showcase Hudson's artists, their work, and creative lives.

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?

All

Q21

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

Hudson Open Studios 2019 was a walkable self guided tour. Due to Coronavirus this year it will be presented online to resume next year 2021 as walkable once again.

Q22

Does your project contribute to climate resiliency? See expanded definition here.

NA

Project Hudson: Request for Proposals for Tourism Projects

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.

NA

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?

OS-H Website, Facebook, Instagram, WGXC 90.7-FM Radio, Gossips of Rivertown, Chronogram, Hudson Valley Publications, Chronogram, IMBY/LOCAL CULTURE, IMBY/SOFT NEWS, Local newspapers

Q26

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

Will need zoom facilitator, interviewer. 2-3

Q27

Is your project ADA compliant, if applicable?

NA

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)?

As a result of the Coronavirus OPEN STUDIO HUDSON will be transitioned to an online presence this year and can be viewed by all tourists online. OS-H 2021 will be available for all tourist interaction with artists in studios.

Q29

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

Online presence

Project Hudson: Request for Proposals for Tourism Projects

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.

OSHo-2020-Proposal.pdf (445KB)

Q31

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

no

Q32

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

I was the founder organizer and creative director of the FIRST ANNUAL OPEN STUDIO HUDSON 2019.

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?

OPEN STUDIO HUDSON 2020 goals are to continue to help artists in the Hudson community and helping to maintain Hudson as an art destination.

Q35

In your own words, why is this project important?

The FIRST ANNUAL OPEN STUDIO HUDSON was a free self-guided citywide tour of more than 40 artists. This was an energizing event connecting artists to each other and the Hudson community, as well as enhancing tourism. Artists made sales and connections. This year as a result of Coronavirus we are transitioning to an online presence with the goal of growing our online presence and keeping the community safe.

Project Hudson: Request for Proposals for Tourism Projects

Q36

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

OPEN STUDIO HUDSON 2020 Online will contribute to Hudson's resiliency while maintaining a presence and also keeping our community safe.

OPEN STUDIO HUDSON 2019

OCTOBER 12+13

FIRST ANNUAL OPEN STUDIO HUDSON 2019

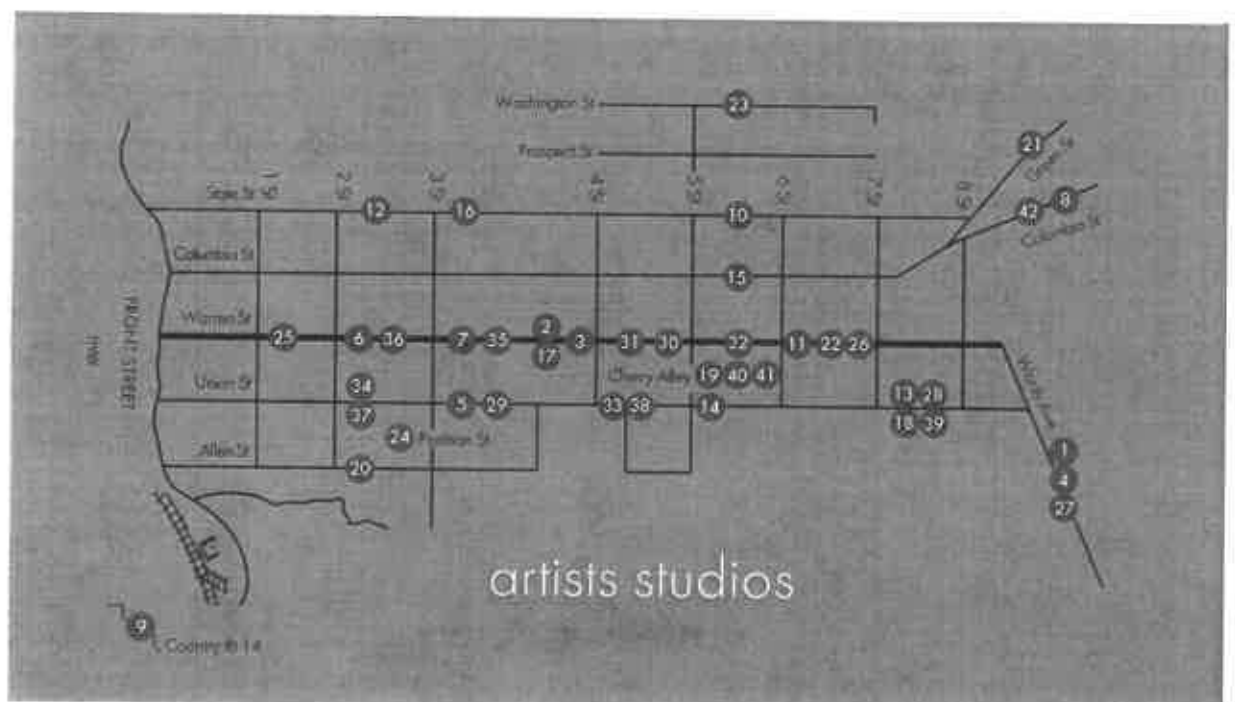
SATURDAY OCT 12 - NOON - 6:00 PM SUNDAY OCT 13 - NOON - 5:00 PM

OPEN STUDIO HUDSON 2019 is a self-guided tour of 40+ local artist's studios. The weekend will enable both casual art enthusiasts, as well as serious collectors to explore and experience the artistic process at their own pace. This city-wide event is free and open to the public.

CLOSING RECEPTION, TSL 6 PM—David McIntyre will present a photographic installation featuring portraits of the artists and including photojournalistic coverage of the event. This event is co-sponsored by TSL a major supporter of the Arts in Hudson.

UPDATES for MAP+ INFO: OPENSTUDIOHUDSON.COM and [FACEBOOK](https://www.facebook.com/OpenStudioHudson)

OS-H is funded in part by a Grant from The Arts & Entertainment Committee/Tourism Board from the City of Hudson.

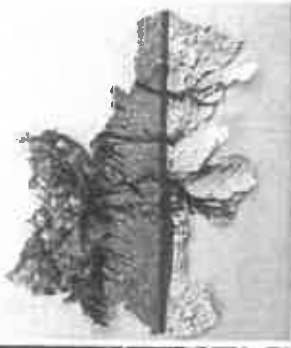




ARNOLD ZIMMERMANN



MARGARÆT BRENNEMAN



KATHARINE UMSTED



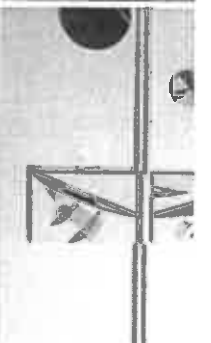
JANE EHRLICH



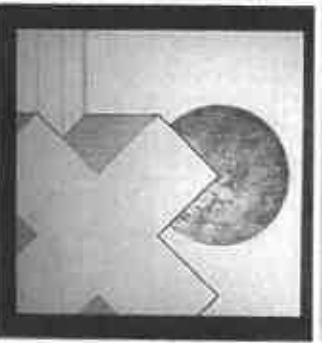
PAULINE DECARMO



SITA GOMEZ



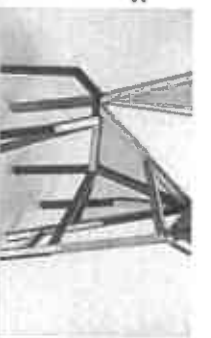
LYDIA RUBIO



LEONARDO SIDERI



JEFFREY LEFENDORF



SUSAN MEYER



BAU WIONO



CATALINA VICO LOPEZ DE RODA



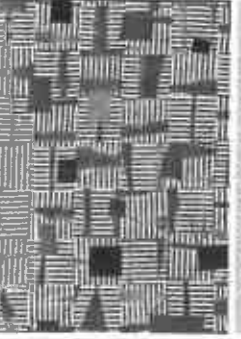
PEGGY CYPHERS



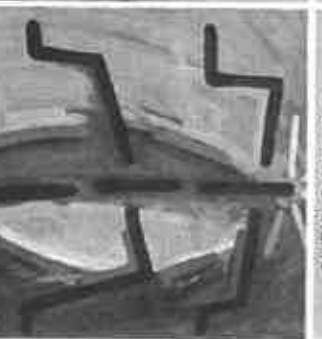
TERY FUGATE WILCOX



BRYAN ZIMMERMAN



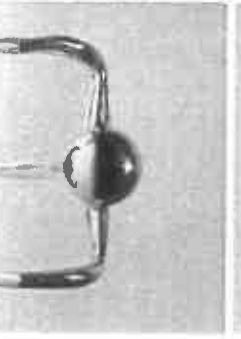
STEVEN CAREAU



DOUGLAS HOIST



KATHLEEN IOE



OPEN STUDIO HUDSON ONLINE

Jane Ehrlich online@openstudiohudson.com 347-604-2025

SIX MONTH BUDGET PROPOSAL

ARTIST PAGE - DEVELOPMENT - MAINTENANCE

\$3,200

Artists Submission Processing / Formatting
Format Designs for Artist's Page 40+
Single Artist Page Build
4 artworks per artist page
4 Images of workspace and studios
Videos to introduce artists

INTERNET PLATFORM COSTS

\$540

Hosting WIX
Widgets Cloud Subscriptions
123 FORM APP for Submission Uploads
G Suite -EMAIL
Zoom Subscription Hosting
100+ participants/Cloud Recording

ONLINE EVENT DEVELOPMENT

\$4,300

Featured Artists Works for Sale
Viewing Rooms Presentations
Themed Exhibitions
Event Listings
Shared Resources
Zoom Open Studio Visits
Links
Calendar

MARKETING

Online News, Publications, Magazines and Print

SOCIAL MEDIA POSTINGS

Facebook / Instagram

ADMINISTRATIVE

\$4,800

TOTAL

\$12,840