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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	The Hudson Eye DBA Jonah Bokaer Arts Foundation Inc
Address 1	428 State Street
Address 2	—
City	Hudson, NY
Zipcode	12534
Website	https://www.thehudsoneye.com/

Q4
Your Contact Information

First Name	Jonah
Last Name	Bokaer
Relationship to Business or Organization	Founder/Choreographer
Email	development@jonahbokaer.net
Confirm Email	development@jonahbokaer.net
Primary Phone Number	917.459.1072

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

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

Owned by members of a marginalized community (such as African American, Latinx, Asian, Indigenous, etc.

,
LGBTQ+ Owned

Q9

What year was your business or organization founded in?

2002

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.

Project Hudson: Request for Proposals for Tourism Projects

Significantly enhancing Hudson Tourism yet again, following an estimated 6,000 viewers in our 2019 edition, we respectfully seek a grant to support The Hudson Eye 2020, taking place August 28 – September 7, 2020 for the purposes of cultural and intersectional community-based programming targeted towards the diverse populations of Hudson, NY with a very strong focus on Cultural Tourism, and with a strong alignment with the renewed need for Tourism stimulus following the local economic impacts of COVID-19.

This proposal follows our local organization's nearly 15 years of important arts based community work in Hudson, dating back to 2006, and the successful inaugural run The Hudson Eye festival in 2019 – launched in partnership with 34 Artists, 14 Venues, 6,000+ Diverse Attendees, Collectors, Communities, Volunteers, Small Businesses - and underground Hudson Nightlife.

The Hudson Eye 2020 will spotlight local and returning artists while supporting community collaborations with local Hudson neighborhoods, artspace, historical venues, and small businesses sorely in need of revitalization after being shuttered in compliance with NY State mandates.

The Hudson Eye has been crafted as a three-part community program:

1. Daily 1pm "Hot Topic" Discussion Panel, Free, which attract widespread visitors
2. Nightly Programs, Low Cost, which attract widespread visitors
3. Ongoing Exhibitions/Installations, Free, which attract widespread visitors

Our 2020 program features over 20 local and returning artists, to be curatorially framed in a multi-faceted exhibition format in partnership with upwards of 12 local venues, while also featuring a daily "Hot Topic" Panel Salon Series, addressing globally significant topics on a local scale.

Concurrent this proposal and with granted support, The Hudson Eye—having acquired a derelict and vacant storefront on South 3rd Street between Allen and Partition Streets—intends to beautify the exterior of the building as the long term location for ongoing, rotating installation projects in order to stimulate Tourism to the City Of Hudson as an equitable vehicle of and catalyst for the arts. The realization of this vision will result in the expansion of The Hudson Eye, growing the program to have an ongoing, monthly presence in the City of Hudson.

Precisely at the mouth of town off of 9G, in the two large windows of this seemingly abandoned retail space, The Hudson Eye will create a bright and welcoming installation display, which will enliven one of the major gateways entering and leaving Hudson, complete with a welcoming over sidewalk sign to be generously designed by local participating artist and graphic designer Myron Polenberg with this large Signage Opportunity. This "entryway" to Hudson is at the apex of 9G and the Small Business District of Warren Street.

The Hudson Eye intends this endeavor to be crafted as a service to community members who pass this location on a daily basis - while also mindfully, diversely communicating to all vehicles who enter the town. The facility is located directly across from the Salvation Army, which is currently distributing meals to the residents of Hudson with the greatest need. While the facility is located at the "port of town" for all car traffic, it can act as an artistic and community-based beacon for incoming and outgoing car and foot traffic, while advancing Hudson as a Tourism Destination via the exterior of the building.

In the storefront windows, beginning in July and continuing sustainably year round—The Hudson Eye will safely create a new experimental and carefully-curated venue for select local, regional, national and international artists to share their new works (sculpture, painting, video projection, performance) that have been created during this extended period of Shelter-In-Place. We intend to drive tourism by creating unique programs in Hudson that highlight artists from around the world and can only be seen in Hudson, thus forging further appeal for outsiders to visit and spend time within our city. We believe the artistic "activation" of this exact locale could and will brighten the lives of Hudson Visitors (and residents) who may often fall outside the realm of arts audiences, ticket buyers, or consumers of contemporary art and sculpture.

The Hudson Eye will program the space, with an even 50/50 split of internationally recognized artists and artists regionally tied to Hudson and Columbia county, which is anticipated, via this strategy, to magnetize Regional Tourism specifically, with the unique driver that is carefully curated artistic programming in the region. (We note that The Hudson Eye staffs a Full Time Curator, year round, in order to serve and benefit the City Of Hudson.) This cross-pollination will further cement our longstanding dedication to the region by creating an equitable community driven space.

Q13

Additional Materials

1_TheHudsonEye_Results_Impact_Report_2019.pdf (4.3MB)

Q14

Additional Materials

2_TheHudsonEye_ProgramMaterials_2020.pdf (13.1MB)

Q15

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

The Hudson Eye 2020 Participating Artists:

James Autery
Allora and Calzadilla
Tommy Coleman
Zoltán Grecsó
Bibbe Hansen
Laetitia Hussain
Nathalie Jonas
Nadia Khayrallah
Thea Little
Shanekia McIntosh
Dan Taulapapa McMullin
Ryan Ostrowski
Myron Polenberg
Mckenzie Raley
Tschabalala Self
Hala Shah
Shikeith
Filiz Soyak
Bill Stone
VitaDuo - Vitaly Vatulya & Maria Nemtsova

The Hudson Eye Festival Staff:

Jonah Bokaer – Choreographer
Piper Beasley – Database Manager
Erik Bucci – Press & Public Relations
Ryan Cummings – Senior Staff, Deputy Director
Charles Fabius – Senior Staff, Curator & Producer
Aaron Levi Garvey – Curator: Visual Arts, and The Hudson Eye
Wendell Gray II – Artists-In-Residence Manager
Lena Khandros – Senior Management: Russia & Central Asia
Jayme Koszyn & Company – Fundraising & Development Counsel
Anna Savino – Programming Intern
Alaina Wilson – Company Manager
Maria Wilson – Studio Manager

Onsite Art Handlers & Crew:

Lu Barnes
Sienna Edwards

Q16

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

The Hudson Eye 2020 will take place August 28 – September 7, 2020, running 10 days through Labor Day Weekend—a celebratory close to Hudson’s peek tourism weekend of summer, with expanded storefront programming to continue monthly.

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.

CONFIRMED Organizations, Community Groups, and Businesses:

John Ashbery Trust / Flow Chart Foundation
First Presbyterian Church of Hudson
The Half Moon Hudson
Hudson Hall
Hudson Milliner
Princess Beatrix House of the Netherlands
Space 428
Second Ward Foundation
Tourism Hub: 43 South 3rd Street

PENDING Organizations, Community Groups, and Businesses:

Operation Unite New York
Thomas Cole National Historic Site
Olana State Historic Site
Galvan Foundation
Helsinki Hudson
Hudson Lodge
Katsuri

Host Committee:

David Noble & Douglas Choo
Ann Artschwager
Carlo Adinolfi & Renee Philippi
Miranda Barry
David & Alix Becker
Michael P. Belanger & Jeff Hayenga
Jonah Bokaer & Steven Ladd
Broadway Cares / Equity Fights AIDS
Karen Brooks-Hopkins
Noreen Buckfire
Ailsa Carpenter & Christian Frei
David Chase & Gerard Cortinez
Stephen Chiu & Frank Mammone
Eileen Cohen
Dancers Responding to AIDS
Judith & Walter Flamenbaum
Flood-Gamble Foundation, Inc.
Kirstin Gamble
Francine Hunter McGivern & Daniel Rothbart
IBM Employee Matching Grant
Jasper Johns
Steven Johnson & Walter Sudol
Sean & Mary Kelly
Jill & Peter Kraus
Josh Lipsman & Jonathan Sorge
Low Road Foundation

Project Hudson: Request for Proposals for Tourism Projects

Erica L. Marks & Dan George
Victor Mendolia
Northlands Foundation
Purcell S. Palmer
Hal J. Phillipps Fund
Peggy & Myron Polenberg
Denise Roberts Hurlin
Lynn Sable
Second Ward Foundation
Jerl Surratt
Dan Taulapapa McMullin & Stephen Dunn
Patrick Terenchin & David Ludwig
Ellen Thurston
Tom Viola
Ilyse Wolfe Tretter & Lyndon Tretter
Wheelock Whitney III & Sandro Cagnin
Doug Wingo & Tim Legg

Q19

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

Stimulating creativity, expanding diversity, and growing tourism remain core goals of The Hudson Eye. The Hudson Eye 2020 will spotlight local and returning artists while supporting community collaborations with local Hudson neighborhoods, artspace, historical venues, and small businesses sorely in need of revitalization after being shuttered in compliance with NY State mandates. In dialogue with local Artists and Partners, this now annual program remains committed to building and strengthening Hudson communities through contemporary performance & art – celebrating artists that have a longstanding commitment to the City of Hudson while also recognizing the next generation of artists who have chosen to call Hudson their home. Nightly performances, exhibitions, film screenings will highlight and grow the current creative work being produced by local and returning artists.

The daily “Hot Topics” discussion panel series, addressing cultural and social issues of global relevance within the local community, broadens the depth and scope of The Hudson Eye program’s community engagement, with a Speakers Program that drives “day trippers” to town during lunch hour, in a prime Warren Street location (Hudson Hall).

The Hudson Eye also promises to bolster tourism and economic activity. The Hudson Eye’s first edition not only steered a local \$50,000 matching grant to the City of Hudson, but the program leveraged municipal funds from the City of Hudson and generated \$468,000 in Arts-Based Economic Activity. The Hudson Eye 2020 remains poised contribute similar returns. The budget we are submitting, attached, shows over \$1M of a project budget - and we hope you will allocate the maximum possible amount to this tourism-aligned project. Thank you for your consideration.

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 Hudson Eye supports a wide cross-section of the Hudson Valley community, through free, low-cost, and accessible public programs and intersectional community engagement initiatives. The Hudson Eye encourages participation from individuals, families, college students, retirees, weekenders, and tourists inhabiting the City of Hudson and greater New York area to grow and cultivate a community of creativity.

The City of Hudson houses an extremely socially and economically diverse population. In addition to a thriving LGBTQ+ community, a truly major demographic of the population is of African American, Asian, Bangladeshi, and Hispanic descent, approximately 20% of the population was born outside of the US, and approximately 20% live below the poverty line. The Hudson Eye intends to both recognize and break down existing cultural barriers within the community. Artists and Panelists for 2020 range in age, gender, and ethnicity and have been carefully programmed to represent diverse backgrounds and perspectives in order to reflect and represent the diverse population residing in Hudson.

Q21

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

The Hudson Eye was developed specifically to highlight the walkability of the City of Hudson. With programs taking place along Warren Street and its respective secondary and tertiary thoroughfares, the ability to navigate the festival by foot is emphasized, promoted, and celebrated. Inclusion of activities in open spaces such as Rick's Point Waterfront Park will encourage the usage of Hudson's public spaces for visitors and Hudson residents. Our festival map will incorporate walking routes for patrons to clearly communicate pedestrian-friendly streets and paths, encouraging non-vehicular transportation methods. Our tourism proposal is also ADA Accessible, and led by a minority / majority staff, and Board Of Directors.

Q22

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

Most of the 2019 "Hot Topics" panels were focused on Ecology, with major attractors of tourism via the quality of speakers who drove audiences from other zip codes, and even from other states.

The Hudson Eye's focus on alternative placemaking and walkability is imperative in the project's contribution to climate resiliency. By using venues and public spaces for alternative performances and community events, we challenge the typical format for many activities within Hudson, leading a new wave of sustainable efforts for adaptive reuse as well as offering greater third-place options to the community of Hudson, continuing to build upon the social equity of the city.

As urban development trends continue to shift towards highly-dense walkable urban communities, The Hudson Eye will continue to prepare the city for these changes through its emphasis on pedestrian transportation by foot and bicycle rather than vehicular methods.

This lack of automobile dependency - while simultaneously establishing a venue at the vehicular entryway to town on 3rd Street off of 9G - will continue to grow the urban center of Hudson both economically and socially, which will contribute to the lack of reliance on fossil fuels and GHGs, encouraging patrons to reconsider habits and the usage of substances that contribute to the degradation of the environment.

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.

Tactical Urbanism within The Hudson Eye strives to highlight the infrastructure, resources, and amenities already in place within the City Of Hudson, promoting these elements to visitors and tourists as well as residents of the area. Through the integration of existing features of Hudson including existing storefronts, businesses, and public spaces (such as Rick's Point and Promenade Hill Park at the point of town) with temporary installations, exhibitions, and performances, the culture and community within Hudson will expand through a low-commitment, low-cost program design: aligning with the core principles of tactical urbanism.

Outdoor exhibitions and activities will not place a financial, environmental, or structural burden on the city, but will elevate the culture and amenities offered. We continue to promote the walkability of Hudson as a key element to the festival, eliminating the need for vehicular transportation and incorporating a sustainable lifestyle in terms of transportation, food, economy, and culture for those attending the festival.

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?

The Hudson Eye will utilize and inhabit pre-existing structures for many of its 2020 programs while additionally overseeing the installation and disassembly of several temporary outdoor exhibitions and performances. 2020 programs are impermanent, realized within pre-existing venues, and will require no long-term maintenance.

For transparency, the new Storefront has signed a 1-year lease on May 17th, 2020, and yes, has already committed staffing which are already maintaining it, guaranteed by our Board Of Directors.

Temporary and impermanent exhibitions and performances associated with The Hudson Eye 2020 will be disassembled same-day (performances) or at the culmination of the 10-day run (exhibitions). Disassembly will be overseer and carried out by The Hudson Eye Festival with contracted local art handlers. Further funding is secured from the aforementioned \$50,000 match, which is confirmed, secure, and in escrow at this time. (Confirmed.)

Q25

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

Press & Public Relations strategies for The Hudson Eye 2020 will include National, Local/Regional, and Broadcast Placements—to be led and coordinated by Erik Bucci, building on the scope and reach of Hudson Eye PR efforts achieved in 2019. (Please see Attachments submitted.)

Erik Bucci is a full-time publicist of the local applicant organization, with impressive press achievements for The Hudson Eye's 2019 inaugural launch included:

- ⟨ National Reach: 5 Placements with 65,760,429 unique monthly visitors.
- ⟨ Local/Regional Reach: 13 Placements with 620,231 unique monthly visitors and 25,000+ readers in the trade area.
- ⟨ Broadcast Reach: 2 Placements with 470,000 monthly listeners and 84,706 unique monthly visitors.

The following additional marketing and promotion efforts are already underway and will continued to be carried out by The Hudson Eye Festival Staff members on a strategic timeline:

- ⟨ Weekly updates published on The Hudson Eye's official website and associated social media accounts, managed by Maria Wilson, of African American descent.
- ⟨ Monthly updates circulated via emailed newsletters to the organization's database of +35,000 subscribed contacts, managed by Sewon Lim, of Korean descent.
- ⟨ Personalized introductions and invitations extended to press, artists, and local leadership throughout the Hudson Valley region, managed by Jonah Bokaer, of Middle Eastern descent.
- ⟨ Flyers posted and exhibited on-site throughout the City of Hudson, managed by Tyfun Zaidi, of Pakistani descent.

Q26

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

Yes. The Hudson Eye has achieved +3 new jobs in 2020, as of today's date.

The Hudson Eye is committed to spotlighting Hudson-based artists while fostering local economic development within the City of Hudson. For the 2020 program, 50% (Approx. 10) of the contracted participating artists are currently based long-term in Hudson with 50% returning to the area (Approx. 10) – having worked within in the region previously. The 2020 program anticipates the creation of 3-4 new jobs, to be sustained.

The 2020 program will build on the local engagement generated by the 2019 Edition, which similarly contracted 50% local and 50% returning artists and created and sustained 3 permanent jobs.

Q27

Is your project ADA compliant, if applicable?

Yes. The Hudson Eye makes every effort to be compliant with the Americans with Disabilities Act, in terms of website, program, and venue accessibility, with secured funding from the National Endowment for the Arts, which governs our compliance with ADA.

When there are local gaps in town, please note that Other Hudson Venues, not in our control or ownership, will experience New Signage as a result of The Hudson Eye's support.

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)?

Yes, this appeal is confirmed, celebrated, well-documented - and highly anticipated.

The Hudson Eye targets and appeals to all projected tourist communities including overnight visitors, day trippers, and intra-city tourists. We drive tourism by crafting unique programs in Hudson, highlighting locally, nationally, and internationally renowned artists, which can only be seen in Hudson. Forging further appeal for outsiders to visit and spend time within the city and engaging residents to interact with local businesses, public spaces, and city aspects in novel ways. Expanded storefront programming at 43 South 3rd Street, at the mouth of town, will bolster the tourism drive of the 10-day annual festival, priming overnight and day-trip tourist throughout the year to return to Hudson for the 10-day program, and fostering sustained local engagement for intra-city tourists.

Q29

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

Please see the attached Leading Documents, which have been developed specifically for this purpose - and to lead Venue Safety for local organizations as well.

The Hudson Eye is cognizant and actively working towards creating a safe and compliant environment for the City of Hudson in terms of public health requirements while fostering a sense of comfort and community for our patrons who may have remaining fears regarding COVID-19. We have developed these local venue safety checklists to circulate among our artists, venues, and interested patrons to ensure observed protocols that will allow for a safe and prosperous festival. The checklist serves to open clear and efficient communication with partners of The Hudson Eye festival and the public, and focuses specifically on the arts activities we are proposing: with included sections regarding indoor venue guidelines, outdoor venue guidelines, entry/exit/ingress/egress, materials handling, food and beverage, and safety measures for artists, audiences, and patrons.

The festival will increasingly focus on outdoor programming, emphasizing the walkability of the City of Hudson and engaging festival-goers to explore the city. By designing walking routes and offering activities in Hudson's myriad public, open spaces, the festival will adhere to social distancing guidelines while facilitating further exploration of the city, boosting the economy and tourism. Our program also calls for a combination of live performance and static art pieces, allowing festival goers to stagger their attendance at certain events and view at their leisure, allowing for greater physical distancing between patrons. Alternative performance venues such as Natalie Jonas's performance at the Waterfront will reduce contact between audience members and abide by public health and safety guidelines.

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.

6_Budget_External_TheHudsonEye_2020 copy.pdf (353.4KB)

Q31

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

Yes.

Annually, and to the city's benefit, The Hudson Eye 2020 steers a local \$50,000 matching grant to the City of Hudson, which is confirmed, along with matching funds.

Q32

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

Yes.

The Hudson Eye's first edition in 2019 hosted 12 programs across 11 venues and 3 public art installations during the 10-day program, featuring over 30 diverse artists and panelists with over 6,000 diverse attendees. While steering a local \$50,000 matching grant, the program leveraged municipal funds from the City of Hudson and generated \$468,000 in Arts-Based Economic Activity.

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.

As of today's date, all submissions were entered through proper channels.

Direct communications are open and ongoing with the City of Hudson's City Clerk's office to ensure all necessary permits for public gatherings and public art to be stage within The Hudson Eye 2020 are acquired, and in compliance with all local, state, and federal COVID-19 mandates. Permissions to display artwork for all programs are negotiated and secured with the individual participating artists.

Q34

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

The Hudson Eye 2020 10-day program strives to match and surpass metrics tracked and recorded within the inaugural 2019 program impact report:

- ⟨ Local Giving from Hudson Citizens: \$50,000 (Local Matching Grant for City Of Hudson Fulfilled)
- ⟨ In-Kind Venue, Housing, and Skills Support: \$468,000 of Pro Bono Arts-Based Economic Activity
- ⟨ Permanent New Jobs Created and Sustained: 3
- ⟨ Total Viewers and Attendees: 6,000+

Similar metrics will be tracked throughout The Hudson Eye's 2020 program in order to track and measure success. Though COVID-19 related mandates may necessitate alternative modes of presentation and audience engagement, we remain determined to uphold and expand upon the engagement achievements of the 2019 program.

Additional goals include the growth of The Hudson Eye program to achieve a sustained monthly presence within the City Of Hudson via the newly acquired space at 43 South 3rd Street. This space will be operated with a mission to provide free exhibit space to artists in the two storefront windows, in order to fulfill the following objectives:

- ⟨ Provide an opportunity for newly emerging artists (artists without a gallery or other representation) of all mediums to present their work to the public.
 - ⟨ Exhibit traditional mediums like sculpture, painting, drawing, and video.
 - ⟨ Prioritize the exhibition of outsider art, non-traditional art, puppetry, emerging technologies and movement.
 - ⟨ Primarily exhibit artists who create in the Hudson Valley.
 - ⟨ Periodically exhibit the work of Visiting Artists from outside of the Hudson Valley.
 - ⟨ Mentor, to the best of its abilities, select artists who may not yet be ready to exhibit, those who have an upcoming exhibit, and those who have exhibited in the past.
-

Q35

In your own words, why is this project important?

This annual project is of prime importance to the citizens and visitors of the City Of Hudson.

The Hudson Eye 2020 importantly prepares to bring cultural and intersectional community-based programming towards the diverse populations of Hudson, NY, in strong alignment with the renewed need for Tourism stimulus following the local economic impacts of COVID-19.

In light of both the intensification of the Black Lives Matter response and the COVID-19 pandemic, the 2020 program has been carefully curated around diversity, celebration, experimentation, and social resilience through change - including a high degree of activism - to resiliently respond to social change, isolation, and quarantine—without sacrificing local engagement within Hudson.

We entered the next “roaring twenties” in January with hopes and aspirations of clarity, coming together for the new decade, and a global effort to experience empathy, while maintaining individual connections through in-person contact - including intimate encounters with the arts, artists, and organizations.

Instead, our aspirations were seemingly dashed just a mere three months into 2020 as we—a collective global community—have been met with a staggering, unbounded, viral disruption of society, the likes of which most living generations have never seen. Globally, we have been asked to largely remove ourselves from any and all public interaction; to distance ourselves from friends and family; and to learn a new way of living day-to-day while constrained under a cloud of fear, anxiety, doubt, and unknown anticipation of what a post-COVID-19 world would and could look like.

While the current times are extremely challenging, and even dark, and we are more distant from one another than ever before, we witness the resiliency and compassion humankind can show during catastrophic times. Recent global events remain devastating but have given us all much-needed time to pause and reevaluate how to look at time itself. To that point, while we are distantly social, we are mindful of what it means to re-enter the public sphere, and to re-engage as we enter the "Next Normal." Celebration, experimentation and resilience of the human spirit remain the driving forces behind The Hudson Eye 2020, as we focus on an important mission to build strong cultural programs expanding into advocacy, outreach, education, and urban community revitalization.

For nearly 200 years during and since the founding of the Hudson River School, the city and region of Hudson have been a source of inspiration for artists to live, work, commune, meditate, create, find shelter, renew themselves - and seek a sustainable creative sanctuary. We remain mindful and committed to this history, steadfast in our support of the Hudson community, and dedicated to expanding creativity, diversity, and tourism within Hudson.

Q36

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

Thank you for the opportunity to update you on our organization, business, profile - and recent achievements locally in town:

Since 2006, Jonah Bokaer Arts Foundation, Inc. has been active in Columbia County as a 501(c)3 non-profit organization dedicated to the advancement of interdisciplinary art and performance, arts education, and community development, with a strong focus on the local community. The mission is reflected in the following goals: To foster the development, research, and presentation of new multidisciplinary performance works. Main programs include rehearsal and performance subsidies, arts advocacy, education, outreach, and community development. To establish and provide affordable art spaces for the creative community - notably Space 428 Hudson (2016), incubator of The Hudson Eye. To produce and document programs of contemporary performance that engage the community in rich intellectual experiences. The Hudson Eye annual Community Festival is committed to the development, research, and presentation of new dance and performance programs across disciplines - with a strong focus on free and low-cost programming. This artist-driven program works from the inside of the community outward, using the vehicle of the arts to promote economic and social justice. Institutional and community partnerships in Hudson have built a strong social fabric within the immediate neighborhood, while providing a blueprint for successful community building through arts programming. This purposeful approach is based on collaboration and partnership with local venues, community groups, and arts organizations.

In 2019, The Hudson Eye program hosted 12 programs across 11 venues and 3 public art installations during the 10-day program, featuring over 30 diverse artists and panelists with over 6,000 diverse attendees. We have used these and other collaborations to build strong programs of advocacy, outreach, and education. The organization continues to be an exemplary model of arts programming in the area, and at the greater municipal levels of social justice and urban community revitalization. Founded in 2002 by Bokaer, who is of Middle Eastern descent, the organization operates at \$1.1M annually, and is financially stable.

Mission-Driven Activities:

- Local Artists / Local Venues

Our programs foster the development, research, and presentation of new performance works across disciplines, serving 342 artists annually. We have founded 3 permanent facilities for emerging artists since 2002.

- Advancing Diversity

Onstage and off, our Board, Staff, Dancers, and Crew represent the diversity of Hudson. Bokaer is half American, half Tunisian, identifies from the MENA region, and is an LGBTQIA leader. We continue to represent diversity across the organization including in its Board, with 41 participants, as evidenced by our Diversity Officer position, and 57% minority representation.

- Arts Education & Community

Our nonprofit supports a wide cross-section of youth, through making affordable access to two performance facilities with arts education programs. We provide local Arts & Literacy programs with a Coalition for Hispanic Family Services, while producing The Hudson Eye. Our internship program is designed to provide a career path for interns, many of whom represent minority groups.

- Arts as Economic Driver

With investments to establish Space 428 in Hudson and The Hudson Eye Festival, a 10-day public program at the height of the Hudson Valley tourism season, we demonstrate the power of the arts as an economic driver in Hudson.