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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	<b>Hudson Arts Coalition</b>
Address 1	<b>42 Allen St</b>
Address 2	<b>Apt 2</b>
City	<b>Hudson, NY</b>
Zipcode	<b>12534</b>
Website	<b>www.hudsonartscoalition.org</b>

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**Q4**  
Your Contact Information

First Name	<b>Adam</b>
Last Name	<b>Weinert</b>
Relationship to Business or Organization	<b>Founder and Chair</b>
Email	<b>Adamhweinert@gmail.com</b>
Confirm Email	<b>Adamhweinert@gmail.com</b>
Primary Phone Number	<b>6463513839</b>

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**Q5** **We are applying for a short-term project (up to \$5,000) that can be executed in the immediate term**

Which type of project are you applying with?

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**Q6**

**Yes**

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

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**Q7**

Amount of Funding Requested?

5000

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**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.**

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**Woman Owned,**

**LGBTQ+ Owned**

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**Q9**

What year was your business or organization founded in?

2018

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**Q10**

**Yes**

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

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**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?

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**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.

Waterfront Wednesdays: Land-Based Initiatives is working parallel to Waterfront Wednesdays: Water-Based Initiatives to create a unique community-forward experience hosted in Hudson's Riverfront Park. Sam Merrett of Schooner Apollonia, Hudson Sloop Club etc. will be applying separately for funding relating to the water-based initiatives so here I address what will be taking place on land.

The Hudson Arts Coalition is teaming up with Operation Unite to energize the Riverfront Park on Wednesday evenings with offerings for the whole family. With interest from Bindlestiff After School, TSL, Kuumba Dancers and Drummers, The Literacy Fund, The Senior Center and a growing number of vendors, I am confident that we can create an engaging resource for our local community as well as an attractive draw for tourism.

The spacious and scenic Riverfront Park is large enough to allow for social distancing and comes equipped with picnic tables and public restrooms. I have long felt that the Hudson River and Riverfront Park is an underutilized aspect of our city and the crisis of COVID-19 has made it more valuable than ever. Not only will Waterfront Wednesdays encourage healthful outdoor excursions by our city residents, but it will also provide non-profit organizations and businesses a contactless delivery point.

Interest in this project has been fast-growing and diverse. Participants range from non-profits such as Operation Unite who plan a free family-activity-packet giveaway table, to businesses, artists and artisans who may not have their own shops or have been temporarily forced to close due to distancing measures. As the season progresses, we may also be able to activate the bandstand with performances and movie screenings.

Waterfront Wednesdays is scheduled to begin on June 24th with special recognition of Juneteenth led by Elena Mosley and will run through September 2nd. The operating hours are 4pm - 7pm and Basilica Hudson has graciously offered their space as a rain location. We want to create a rich and valuable resource to our community and are committed to public safety and inclusion.

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**Q13**

Respondent skipped this question

Additional Materials

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**Q14**

Respondent skipped this question

Additional Materials

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**Q15**

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

Adam Weinert, organizer.  
Elena Mosley, organizer  
Robyn Waters, organizer

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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?

Wednesdays 4pm - 7pm, June 24th - September 2nd.

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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.

Hudson Arts Coalition, Operation Unite, HDC, TSL, Schooner Apollonia, The Hudson Sloop Club, The Hudson Power Boat Association, The Senior Center, The Literacy Fund, H.O.S.T., Bindlestiff Cirkus, Hudson Incubator, Hudson Arts Community, Basilica Hudson, Marybeth's Monograms, Flowering Hearts, Indigo Bus Co, Hedron Studio, and a growing list of vendors.

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**Q19**

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

I see a threefold benefit of this project. The first one I will address is art and community related. Development of this project came in part from the Hudson Development Corporation's Emergency Business Task Force: Arts & Culture meetings that began immediately when the Pause was put into effect for New York State. The City of Hudson's Arts and Culture Creators are vital to not only to the continued vibrancy of our diverse population, but also to the continued economic sustainability of our city. The history of arts and culture in Hudson runs deep and continues even during a pandemic. The benefit of bringing our community together in real life, in a safe way that reflects the diversity of our community is invaluable.

Second, this will provide a tangible resource to our growers, artisans, and businesses who may not have their own shops, may no longer be able to afford their rent, or may have been forced to close due to health and safety regulations relating to the COVID-19 pandemic. Each of these vendors have their own followings on social media and are sure to contribute to the buzz around this project. Some come from far away such as BeGolden Farms in Troy, NY while others like Kitty's couldn't be closer.

Third, my background in hospitality teaches me that Hudson struggles to be more than a weekend town. Even in a normal year, while weekend reservations at restaurants and hotels tend to be packed, midweek demand suffers. By creating more opportunities for commerce, tourism and activity during the week we can build a more sustainable future for the city of Hudson.

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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?

Owing to the diverse nature of organizations to be promoted with this proposal, the community beneficiaries will be wide-ranging. Bindlestiff, Operation Unite, The Literacy Fund etc., center on our city's youth. The Senior Center is focussed on seniors. The Hudson Arts Coalition represents seventeen different arts organizations across three counties with programming geared towards marginalized, veteran, women, children, seniors, and LGBTQ+ persons. By creating platforms for a variety of artists and organizations to participate in contactless delivery, we aim to serve diverse and wide-ranging populations.

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**Q21**

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

I believe this project will encourage walking.

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**Q22**

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

By bringing community members to the riverfront, I believe our project will encourage more appreciation, engagement and advocacy for our natural surroundings.

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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.

Our project does not propose any permanent changes to our City's infrastructure. Our tents will be low-cost, temporary and pop-up. We will certainly encourage use of the city's infrastructure, and take advantage of public restrooms and ample public parking.

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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?

We will observe strict carry-in carry-out measures for our vendors meaning that any tents or structures will be removed by 8pm. As the Hudson Power Boat Association is allowing use of their picnic tables, we anticipate that additional temporary structures will be minimal. We will supply supplementary trash bags as needed and will employ two bathroom attendants to ensure that the public restrooms remain clean and safe. If maintenance requires further funding, we will draw on reserve funds from the Hudson Arts Coalition.

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**Q25**

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

We will promote Waterfront Wednesdays primarily on social and digital media by placing ads on instagram, and with local blogs and news outlets. Since the weekly event involves so many different organizations - each with its own following and mailing list - we expect attendance to grow steadily over time.

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**Q26**

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

Initially, we will employ local residents to create the social distancing signs, and a local distillery to provide the hand sanitizer. We will purchase our PPE from Hudson Hall. We will also employ two residents to serve as bathroom attendants for the public restroom. As you will see in our budget, we are also providing funds to Bindlestiff, TSL and to Kuumba Dancers and Drummers to facilitate their participation costs. The greatest impact on local talent and job creation however, will be in the form of building market access to a wide array of artists, artisans and small businesses.

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**Q27**

Is your project ADA compliant, if applicable?

Yes, the Riverfront Park is ADA accessible

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**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)?

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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.

The Riverfront Park is one of the largest public spaces in the City of Hudson and as such allows for maximum distancing. We will provide ample signage encouraging distancing measures, the wearing of masks and handwashing. The restrooms provide a perfect opportunity for handwashing and our bathroom attendants will ensure its cleanliness. We are also utilizing the Event Safety Compliance Guide created by the Event Safety Alliance to develop our Safety Plan.

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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.

**Waterfront Wednesdays Budget.pdf (59.1KB)**

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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 are applying for a market grant as well as funding through the Hudson Arts Coalition. Additional funding will enhance our reach and allow for more possibilities, but we are committed to creating this platform in a timely fashion with whatever resources are available.

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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.

Personally, I have directed an internationally touring dance company for over a decade and have extensive experience in producing events and festivals. As the chair and founder of the Hudson Arts Coalition, I also have reach and resources in the regional arts community.

Elena Mosley is the founding member and current director of Operation Unite Education and Cultural Arts Center, a not-for-profit that provides programs for youth and community members here in Hudson. She has a long and cherished history of community organizing and artistic programming.

Robyn Waters is the manager of the Saturday Farmers Market in Hudson and as such has years of relevant experience in market creation and management. I believe that with our combined skills, we have the tools we need to execute this program thoughtfully and impactfully.

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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.)

A Mass Gathering Permit application and Vendor Permit application have been submitted to the City Clerk along with our Certificate of Insurance. Food Permits will be the responsibility of food vendors. We are also utilizing the Event Safety Compliance Guide created by the Event Safety Alliance to develop our Safety Plan.

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**Q34**

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

I will use both tangible and subjective criteria when evaluating the success of this project. The tangible metrics will include local and regional public attendance, growth in the number of vendors, the sales figures by vendor, the overall amount of commerce, and the number of community members served by the free resources provided by participating non-profit organizations.

More interesting, however, will be to look at some of the intangible results such as opportunities for creative expression, public visibility of marginalized communities, healthful physical activity, and engagement with our city's natural beauty. To me, success will look like a public gathering which reflects the diversity of our community and provides a safe way to celebrate togetherness.

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**Q35**

In your own words, why is this project important?

I believe this project is responsive to this unprecedented moment in history in two important ways. First is by encouraging outdoor recreation and commerce. The scientific community has agreed that the risk of transmission of COVID-19 is greatly reduced when outdoors. Of the 7,000+ cases in Wuhan, China that were analysed, only one case was found to have an outdoor source of infection. The health benefits of physical activity is also well-documented and found to be effective in reducing the amount of harm caused by respiratory disease. By creating this outdoor marketplace artists, artisans, growers and other vendors can safely bring their products to market.

Secondly, The Hudson Arts Coalition and Operation Unite along with other participating organizations such as Kuumba Dancers and Drummers, Bindlestiff Cirkus, The Literacy Fund and TSL are committed to lifting up our community's most marginalized citizens. BIPOC residents and businesses have been disproportionately affected by the economic downturn we are in and are underrepresented on Warren Street. By charging just \$5 per week per vendor, we aim to eliminate barriers to entry for all our small businesses and celebrate the unique mix that makes Hudson special. As we've all been sequestered in quarantine for so long, any opportunity for a safe public gathering has the potential to be hugely healing and bring our community together.

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**Q36**

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

Kristen Keck of W.M. Farmer & Sons recently told me that most of their hotel guests are completely unaware that the City of Hudson is located on a river. As I wrote in the beginning of this application, the Riverfront Park, with its spacious lawns and scenic views, is a stunningly underutilized asset and represents limitless untapped tourism potential. By bringing together the Waterfront Wednesdays: Land-Based Initiatives and Waterfront Wednesdays: Water-Based Initiatives, we have a unique opportunity to tap into this resource and create positive and lasting change for our community and tourism.

For more information, please visit [www.hudsonartscoalition.org](http://www.hudsonartscoalition.org) or connect on instagram @waterfrontwednesdays

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