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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>Operation Unite New York, Inc.</b>
Address 1	<b>360 Columbia Street</b>
Address 2	<b>P.O. Box 1305</b>
City	<b>Hudson</b>
Zipcode	<b>12534</b>
Website	<b>www.operationunityny.org</b>

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**Q4**  
Your Contact Information

First Name	<b>Elena</b>
Last Name	<b>Mosley</b>
Relationship to Business or Organization	<b>Director</b>
Email	<b>elena@operationunityny.org</b>
Confirm Email	<b>elena@operationunityny.org</b>
Primary Phone Number	<b>518 821-8150</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?

4900

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**Q8**

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

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

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**Q9**

What year was your business or organization founded in?

1992

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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.

The Hudson Sankofa Day - Black Arts and Cultural Festival and Parade.

The African American translation of Sankofa means "Remember your past to protect one's future", from Coast. The Adinkra symbol is a bird moving forward and looking back. The Hudson Black Arts and Cultural

Festival is the oldest community festival in Columbia County. Known as the Hudson Black Fest', the event was started between 1964-1967 by African American families living on lower Columbia Street. The new inclusion of "Sankofa", will bring forth a special branding indicative of heritage and culture. Enhancing the festival will include opportunities for new wave virtual participation and reflect the history, diversity, and beauty of the City of Hudson.

Operation Unite will host a booth during the Shared Spaces on Hudson Warren Street. Each week and We envision a walking Sankofa Parade at 2pm, where participants casually make their way through the The Sankofa branding opportunities include street banners, buttons, balloons, and t-shirts. The Sankofa

Contest will award prizes for best adult individual and individual youth presenting the Sankofa theme with Hudson history. There will be greetings from Hudson Mayor Kamal Johnson and the Sankofa Award for community members who have given so much of themselves during this past year and particularly during the pandemic.

The virtual Hudson Sankofa Black Arts and Cultural Festival will include a variety of performances from scheduled artists pre-pandemic, and the Sankofa Forum. Sections of the Forum will include Artist Forum: Jazz and Dance Artist of the African Diaspora, Artists Making it in Hudson, and Black Artists in the Broadway Industry by Ariona Dubois, Youth Forum and the Living Forum: Educating Our Children, Fitness and Healthy Living. The Gospel Hour and Sunday Sunset Service is still under construction. It is possible that this will be part of the virtual Sankofa Festival as social distancing may not be easy to maintain.

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## Q13

Additional Materials

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## Q14

Additional Materials

**resume general.doc (54.5KB)**

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## Q15

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

Visual Artists: JD Urban, Tanisha Christie, Tanya Jackson, Ntangou Badila, Danielle Manstrion, Ifatayo Cobbins, David MacIntyre, Performance Artists Live & Virtual: Kyle Marshall Dance Company, Arm of the Sea Theater, Harambee Dance Company, Zorkie Nelson West African Drummers and Dancers, Bindelstiff Family Cirkus, Ujima Community Collective-John & Olympia Ward, Pamela Sharpe District Choral, Kuumba Dance & Drum with Peter Tenerowicz & Gregory Mosley. Panel Leaders: Ariona Dubois, Melanie George, Yvette Jordan, ,Pierre Jeune, Marcus Mcgregor, Tanisha Christie, Aiyannah Elomhim and the African American Family Photo Exhibition from Hudson's Quadricentennial Celebration.

**Q16**

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

July 11 through August 1, artists interaction during Shared Streets. August 7-9, onsite exhibition at the Hudson Riverfront Park, Virtual Performances and panel discussions August 10 through August 30,2020.

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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.

Collaborators of Sankofa Day and Virtual are: MHA-The Club House & AmeriCorps, Hudson Sloop Club, Kites Nest for Mural Art, Bindlestiff Family Cirkus and Hudson Hall for Shared Spaces.

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**Q19**

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

This opportunity to grow the interest in cultural tourism is now. The Sankofa Hudson Black Arts and Cultural Festival is the birth of a new branding to the existing Hudson Black Arts and Cultural Festival. With new community formats such as the Shared Spaces, we want people to recognize the event by the branding Sankofa, and immediately connect the symbol to the rich history and present contributions of African Americans in the City of Hudson. During August, Hudson continues to be bustling with tourism, Branding will attract more people to enjoy the event each year, increasing foot traffic along our main street,which includes businesses and restaurants all the way to the Riverfront Park. Local and regional vendors will want to be at this event. This year's foot parade will map the path to the waterfront and overtime,the Sankofa symbol will become recognizable by both residents and visitors to Hudson. This virtual forum will have links to the City of Hudson Website and logos of sponsoring businesses. In addition,businesses and galleries with exhibitions or sales relative to this Sankofa event throughout August can be listed on the Sankofa landing page. The entire event from artist on the street to the Riverfront Park will be documented to capture interactions, natural conversations, and the joy of being in 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?

The Hudson Sankofa Festival is meant to reach everyone. The nature of this cultural celebration will highlight contributions in the arts and other areas by black and brown people. These contributions are impacted by all people. This year's pandemic may hinder the attendance of many people, particularly seniors who will not venture out. We are hoping that the virtual Sankofa Festival entertainment and forums will appeal to many ages and offer new opportunities for all voices and create another platform for the youth voice.

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### Q21

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

The Hudson Sankofa Day will draw people down to the Hudson Riverfront Park to see Shared Street artwork, live art in progress, food and a live performance, with social distancing. The attraction of the Hudson River and the collaboration with the Hudson Sloop Club mini water cruises will increase utilization of water activities.

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### Q22

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

Increasing activity at the Riverfront offers a different atmosphere than a street festival. Participants drawn to the river will see and feel its beauty. In case of inclement weather or resurgence of COVID 19, some aspects of the event may be converted to the virtual format or shared openly when the Governors directives allow us to do so.

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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.

In appreciation of the open spaces, we will ask folks to bring their lawn chairs and blankets. There will not be a large rented tent to avoid crowding. We are asking DPW to assist with social distance markers in the grass, as other cities have done to allow for ongoing use of public spaces.

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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?

Interactive Art from the weekends of Shared Spaces will be impermanent. These mobile art community pieces will be stored until set at the Hudson Waterfront Park. Mural Artist Danielle Manstrion will create a mural on movable panels over one 3-day weekend, which will also be displayed at the Hudson Riverfront Park. Operation Unite will be responsible for the movement of all material. We are planning an inside exhibition upon the completion of her work.

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### Q25

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

Operation Unite will utilize a media profile with Columbia Greene Media, which will include newspaper ads, social media ads, and radio station PSAs written by our workforce development youth. Signage will include the street banner at Third Street coming into the city of Hudson, gates signs, posters and handouts.

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**Q26**

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

Utilizing local artists is staple component of this traditional event. Fifteen of the artists mentioned are local and several group members are within the Capital Region that Hudson falls under. Our Youth In Action Workforce Development Program has an intricate role in the making of the Riverfront event and will also be part of the virtual creative presentations as well. Public relation activities contribute to jobs at newspapers, Pro Printers, Staples, and others.

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**Q27**

Is your project ADA compliant, if applicable?

Warren Street and the Hudson Riverfront Park is compliant.

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**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)?

NA

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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.

DPW Superintendent Robert Perry informed me that he had hand sanitizers that will be available for events. We plan to utilize them. We will be spacing art exhibits along the public waterfront area, promoting social distancing. Bathrooms will be checked every hour and sinks will be available for handwashing. We also plan to use a portable handwashing station provided by the Hudson Rotary Club. Posters / handouts will alert participants to wearing masks, handwashing, and social distancing. We will be asking DPW to mark areas in the grass for social distancing by families or groups. We have seen this technique used by other cities in their grass lined public spaces.

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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.

**Budget Template (1).docx (15.6KB)**

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**Q31**

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

Operation Unite New York anticipates raising \$1500 toward the School Supply Give-A-Way ffromfromthat has been a part of this traditional event for decades. Funding from the NYS DanceForce will cover expenses for the Kyle Marshall Dance Concert and participation in the virtual Artist Forum, \$6000. Oper

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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.

The Hudson Black Arts and Cultural Festival and Parade is the oldest festival in Columbia County dating back to the 1960's. Each year the event has a theme. Sankofa was chosen for 2020, not knowing the meaning, "Remembering your past to protect one's future", would be very relevant during these times of the social injustice, leading African Americans and all people of color to digest their history in America and collectively move forward toward with their communities of all races. Under Operation Unite's tenure, this event has had art, music, and dance workshops leading up to the weekend event. There has been Gospel Nights at the Court House to Jazz concerts at the waterfront. As a member of the NYS DanceForce Elena Mosley has been presenting dance artists and companies with community partners such as Columbia Greene Community College, Hudson Hall, and regional school districts. Operation Unite started the community Kwanzaa Celebrations over twenty-two years ago and in the last fifteen years, has partnered with Hudson Hall to bring the community together for this wonderful cultural event.

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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.)

Legal permits were filed with the City of Hudson. Permits include the Event, Vender and Banner permits. The Food Permits will be filed with the Health Department in July.

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**Q34**

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

Goal #1: Engage the community at large in a necessary ongoing tradition celebration the African American Cultural.

-This will be measured by participation on site and online attendance.

Goal #2: Introduce the virtual medium to the festival, aligning with current events in all over the world and future events to come.

-This will be measured by online participation and the breakdown attendance according to forums.

Goal #3: Maintain social distancing and safe health practices.

-This will be measured by the willingness of participants to follow all guidelines presented in public and the use of supplies available.

-The addition of Virtual Program will contribute to social distancing.

Goal #4: Actively engage local artists and businesses in events that promote the individuals, organizations, and business that are an integral part of Hudson and Columbia County tourism.

-This will be measures by the participation of artists, volunteers, organizations, and business sponsorship.

**35. Project Importance**

This project is import because it represents the appreciation of people of color in our society. Things change and mediums change. We can not let the pandemic drop the annual tribute to African Americans in our communities, state, and world. The presence of the event means that people of color are present. We have a commitment to our children, families, and neighbors to acknowledge contributions on every level including the arts, education and any relevant concern that may be expressed through the arts and forums. I believe that the arts help shape our brain cells and allow us to absorb the teachings of the world. We have an obligation to generations of Hudson and Columbia County to be inclusive of everyone, even if people cannot physically attend.

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**Q35**

In your own words, why is this project important?

This project is import because it represents the appreciation of people of color in our society. Things change and mediums change. We can not let the pandemic drop the annual tribute to African Americans in our communities, state, and world. The presence of the event means that people of color are present. We have a commitment to our children, families, and neighbors to acknowledge contributions on every level including the arts, education and any relevant concern that may be expressed through the arts and forums. I believe that the arts help shape our brain cells and allow us to absorb the teachings of the world. We have an obligation to generations of Hudson and Columbia County to be inclusive of everyone, even if people cannot physically attend.

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**Q36**

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

Founded in 1992 and received our 501C3 in 1997.

Operation Unite's ability to fulfill its commitment to our youth is deeply lodged in participation in community activities, events, and partnerships. Our youth learn by seeing, hands on experiences, and feeling a part of the community family. They need to be engaged and acknowledged by others. These types of community events combine many elements of learning and achievement with all ages. As they move forward with their lives, we give them a badge of honor as contributors to their community. We give their families the acknowledgement that we all belong together.

FYI

Yes. We have been able to work from home and continue on line trainings, meetings and programming for youth three times per week.

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