

1. **Are you a Business or Organization?**
I am applying as a Business
2. **Does your project take place in the City of Hudson?**
Yes
3. **Business or Organization Contact Information**
Betsy Miller
Verdigris Tea
139 Warren St.
Hudson, NY 12534
www.PR4You.biz
4. **Your Contact Information**
Betsy Miller
Owner/Founder
dotcom@telenet.net
607.588.9828
5. **Which type of project are you applying with?**
I am applying for a short-term project (up to \$5,000) that can be executed in the immediate term.
6. **Does your project adhere to physical distancing and public health recommendations?**
Yes
7. **Amount of funding requested.**
\$3,200.00
8. **Please check which types of ownerships apply to your business.**
Woman owned
9. **What year was your business or organization founded in?**
2012
10. **Has your business or organization been open or operating since NY Pause and physical distancing went into effect?**
Yes
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.
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.**

This project covers three walking/audio tours. The goal is to allow individuals or families/friends to learn more about Hudson and surroundings. There is more to see and know than just Warren Street. There are more people in our community than just retailers and restaurateurs. Surveys indicate that nature/outdoors is one of the reasons so many people love this area.

Each tour will be a free app. to be used at the walker's leisure. Since these are exterior tours, there is less danger of Covid-19. Currently, there are 5 walking tours available on www.visithudsonNY.com. I suggest adding these to that website thus putting all in a single location. I intend to use the same software as those currently on the site, so there will be both continuity and easy usage. If successful, these tours can also be loaded on additional websites. (I would think the Columbia County Tourism site would be one. Maybe the Chamber and, where applicable, local nature sites, too.)

1. “Off the Beaten Path” – Take a walk through some of Hudson’s neighborhoods. Learn a bit about how the city developed. Union Mills (pocketbook factory), Armory/Library, worker housing at 37-47 North Fifth, TSL, Helsinki, Etsy/cannonball factory, Shiloh Baptist Church.
2. “A Non-Walking Tour of the Hudson and the Catskills” – Bring a sandwich and a drink and, if you have them, binoculars, then head up to Promenade Hill. Grab a seat and learn about your 360 degree view. The route west, Claverack Landing, deep river port, South Bay, Mt. Merino, Hudson-Athens Lighthouse, origins of the Hudson River School of Art, Christmas trees, the tannery, Catskill Mountain House, Middle Ground Flats, crossing the ice, ferry to Athens, Furgary.
3. “The Mighty Hudson River” - Feel free to sit on the riverbank at Henry Hudson Park, or climb the stairs to Promenade Hill. Take in the sweeping view and picture the river as a highway. Tidal river, whaling, deep river port, origination of Coast Guard, Hudson-Athens lighthouse, Clearwater, sturgeon, the Eleanor, Hudson River cruises, Riverkeeper. Bird watching – optional.

Depending on time and research, there may be some changes in the content indicated above. Each tour will take approximately 1 to 1-1/2 hours.

Timeline: I estimate that together, these three tours will take approximately 70 – 80 hours. If requested, I could complete and upload each tour individually. This would allow usage during this Summer and early Fall. Roughly, tour #1 could be completed approx.. 5 weeks after grant award. Tour #2 approx. 3-1/2 weeks later. Tour #3 approx. 4 weeks after that.

13. Additional materials

Signage? Please see #25 – Promotion

14. Additional materials

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

It’s easy to say ‘I plan on interviewing experts,’ but, the truth is, I plan on speaking with the people who are deeply involved with the sites involved. It is they who will convey the passion that the public needs to learn about. And, just to be clear, while the buildings are all from another century, the tour will not *just* cover history. These are voluntary conversations, not paid contacts. For example, I will certainly be in touch with Rev. Cross re: Shiloh Church, Linda & Claudia on TSL building history. Maybe Mark at Helsinki.... Ditto, Cap’n’ Jack and Louise Bliss re: The Eleanor. But, again, these are in no way contractors.

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

This is a repeat of the timeline itemized in Item 12.

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Re: **Flexibility.** I certainly could address them in a different order than that listed if it was requested.

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

Yes

18. If you answered “yes” to question 17, please list the collaborating organizations(s) community group(s) and business(es) here.

There is no way to create walking/audio tours, without the input of others. It is their information and insight that inform the final product. That said, the only 'official' collaboration is (1) with HDC to agree to upload these additional tours to their website and (2) contact with other organizations interested in promoting the tours by including them on their websites. For example, it would benefit the Chamber and Columbia County Tourism to include these tours. It might be a good fit with Riverkeeper, CLC and Mud Creek, too. Ideally, every B&B and hotel should carry them, too. This is my publicist streak showing up...:)

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

If you look at surveys asking why people are drawn to Columbia County, without exception, the number one answer is nature/outdoors. I think we have limited ourselves by promoting antiques, retail and restaurants in Hudson. There is so much more that is worth exploring! These tours allow participants to learn what else there is to see and do in this area. Ideally, I'd love to include two more tours – one covering the new Nature Path that will take walkers from Front Street to Greenport and a walking tour of courthouse square.

The idea is to expand awareness of Hudson. I also think we can emphasize cultural influxes and all that they have contributed to Hudson. There are diverse communities and they should be included. For example, no conversation about the Library should be complete without mention of the Bengali book collection. This will lead to a mention of how this group came to settle in Hudson. The Shiloh Baptist Church, currently being discussed for National Landmark status, has a long history. One reason I want to speak with Pastor Cross is to get some of that information included and conveyed to visitors.

And, the Hudson River tour can mention the birding options in this area. I feel that audience is not reached enough.

20. What communities are you trying to reach with this project? Does your project center or focused on a marginalized, veteran, women, LGBTQ+ and/or differently-abled community? Is the project child-centered? Senior citizen centered?

Walking tours are open to everyone (pending handicap access to Promenade Hill**). Descriptors within the recorded tours may cover any/all of those groups.

** I can add an alternate site for those with handicaps until the access ramp is in place.

21. Does your project contribute to making the city more walkable?

Yes.

22. Does your project contribute to climate resiliency?

Because automobiles are not involved, there is some climate resiliency.

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 definitions), or are you proposing a permanent change or structure? Expanded definition...

N/A

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?

N/A

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

I am a publicist. I will write releases and send out to press up and down state. I will post to FB accounts in Hudson and in local cities. I will reach out to B & Bs as well as Air bnbs to make sure they are aware of tours. I will ask participating sites to promote on their websites/FB pages.

I WOULD LIKE to work with the city and create permanent signs on or in front of some specific locations as well as in Henry Hudson Park and the Promenade Hill area indicating that there are walking tours available. These signs could include the website where they are located. (Sign cost would probably require a separate grant for that.)

I would also like to have rack cards printed for the Chamber.

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

N/A

27. Is your project ADA compliant, if applicable?

All are ADA compliant pursuant to handicapped access to Parade Hill. I will provide an alternate location for those unable to get to Parade Hill to comfortably access Tour #2 – “A Non-Walking Tour...”

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)?

N/A

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

Walking/audio tours do not put individuals in close proximity to groups, or to enclosed areas. While facemasks should be worn by all, there is no real concern for a threat to 6 Ft. distancing. Should a participant choose to take these tours with a friend or relative, they will need to define their personal health parameters. I don’t anticipate any outside threat during any of these tours.

30. 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.

Attached at end of application

31. Are you anticipating any outside or matching funds? Is the proposal contingent on additional funding?

No.

32. Have you managed or staged a project of this magnitude before?

I have *promoted* walking tours in the past for clients. I promoted the grand opening of the Hudson Area Library. I have written about segments of Hudson history as part of house tours, promotions and newspaper stories. To date, I have not produced a recorded tour.

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.

The software is open access. I would need permission to upload the links to the www.visitHudsonNY.com. However, there are other websites that can be used as launches for these tours.

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

For me, the goal is to exceed the traffic to each of the tours currently on the website. Obviously, the more individuals who download the tour, the more opportunity to tell visitors (whether from out-of-town or out-of-state) *what else* Hudson has to offer. Making the city more appealing is a win-win.

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

I think it's important to offer people – be they visitors or residents, something to do that is OUTDOORS. Not only is it important during the Pandemic, but it is important because of the value residents and visitors put on nature in Columbia County. Think about the number of people who go to Olana just to sit outside. Picnics and walks/hikes are part of the mindset of those who come to Hudson. I also think walking tours can be extremely informative and allow anyone interested to do it on their own time. Should any of these recordings end up being exceptionally popular, a virtual follow-up could be created to expand the usage/coverage.

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

I have worked in the Hudson area since 1991. During that time, I have made some wonderful connections. For 5 years, I was a freelance journalist and columnist for *The Independent*, a twice weekly newspaper published in Hillsdale. Later, I handled publicity for the Columbia County Fair for 7 years. That experience led me to starting my own business as a publicist and writer. My love of this area, and the contacts I've developed, have resulted in focusing primarily (though not exclusively) on publicity for clients in the region. Samples of my writing and additional background info. can be found at www.PR4You.biz. References are available.

“Off the Beaten Path” – walking tour

Research/interviews – 12 hours
Writing text – 4 hours
Walk-thru – 1.5 hours
Production: recording text/embedding music, etc. – 4 hours
Walk-thru to confirm text, recording, reception, etc. – 1.5 hours
Placement on website(s) – 2 hours**
Promotion – 2 hours***
TOTAL HOURS: 27 hours @ \$60./hour..... \$ 1,620.00

“A Non-Walking Tour of the Hudson and the Catskills” – audio tour

Research – 4 hours
Writing text – 4 hours
Production: recording text/embedding music, etc. – 4 hours
In situ run-thru to confirm text, recording, reception, etc. – 1.5 hours
Placement on website(s) – 1.5 hours
Promotion – 2 hours
TOTAL HOURS: 17 hours @ \$60./hour.....\$ 1,020.00

“The Mighty Hudson River” – audio tour

Research/interviews – 10 hours
Writing text – 4 hours
Production: recording text/embedding music, etc. – 4 hours
In situ run-thru to confirm text, recording, reception, etc. – 1.5 hours
Placement on website(s) – 1.5 hours
Promotion – 2 hours
TOTAL HOURS: 23 hours @ \$60./hour.....\$1,380.00

Rack Cards advertising all 3 tours for Chamber and for distribution to B&Bs, hotels, etc....**\$ 200.00**
Estimated cost for 200 cards – printed both sides.

TOTAL COST: \$4,220.00

NOTE: As a courtesy to non-profits and because of my love of Hudson, I extend a reduction of 25% of my hourly fee if all three tours are funded.

GRAND TOTAL is therefore reduced to: \$3,215.00

**Placement on websites should become easier after the initial upload. So, I am slightly reducing hours for tours 2 & 3.

***Promotion hours may be reduced slightly if I am able to promote all three tours at one time.