

**Hudson Tourism Board  
Request for Grant Proposals 2020  
DRAFT 05/11/20**

The Hudson, NY Tourism Board, a 9-person board established in 2017 by the short term lodging tax, is welcoming applications for grants to fund projects that **promote Hudson as an attractive destination for a broad cross section of people and that strengthen our communities and economy**. Businesses and organizations within Hudson city limits are eligible to apply.

The Tourism Board will evaluate proposals to determine those best suited to encourage business and local engagement within our city and establish Hudson as an attractive destination for overnight travelers, daytrip visitors, and local residents – as is safe and advisable per public health recommendations. The Tourism Board will consider how each proposal supports the local economy and our community. We will prioritize projects that 1) illuminate or create a unique experience of Hudson's communities and businesses; 2) enliven Hudson's city life; 3) create local opportunities for recreation and/or seek to advance walkability, climate resiliency, and accessibility 4) use "tactical urbanism" tactics, which focus on low cost, impermanent, and DIY projects. (see definitions following application.) Applications do not have to advance all of the above priorities to get funded. We seek to encourage a broad range of proposals.

To help us assess your proposal, please fill out the following questions as thoroughly as you can. We are currently evaluating proposals for both physically distant, short-term grants with awards of up to \$5,000 and long-term grants with funding up to \$15,000. Please note: the short-term grants will be awarded up front. The long-term grants in four installments each, pending review of initial expenditure. For 2020, the Tourism Board has earmarked a potential \$50,000 for physically distant short-term grants and \$100,000 for long-term grants. **The Tourism Board does not commit to spending the full amount budgeted.** Please indicate which grant you are applying for. Physically distant, short term grants should be for projects which show immediate benefits to Hudson and enable appropriate physical distancing and healthcare protocols. Applicants are permitted to apply for multiple or successive grants. Each will be evaluated separately.

Proposals will be evaluated by the Tourism Board to determine which we submit to the Hudson Common Council for funding. The Tourism Board will use a point-based system to evaluate each proposal to ensure a fair and objective process. The Tourism Board

will prioritize qualifying proposals that support our businesses, communities, and the local economy as a whole.

The Tourism Board considers new proposals every month until further notice. Proposals should be submitted to Tourism Board chair Calvin Lewis (calvin.lewis@cityofhudson.org) by the final Friday of each month. Funding for each proposal is contingent on approval from the Common Council. The Tourism Board will notify applicants of the decision within two days after the formal Common Council meeting.

Thank you for your interest and good luck! Direct any questions on the process to Tamar Adler (tamar.adler@cityofhudson.org)

**Identification**

Please enter the name of your organization: \_\_\_\_\_

Date of application: \_\_\_\_\_

**Eligibility**

1. Check only 1 of the following

- We are applying for a physically distant, short-term grant (up to \$5,000) with a proposal that can be executed in the near term  
\_\_\_\_\_
- Amount of funding requested \_\_\_\_\_
  
- We are applying for a long-term grant (up to \$15,000) with a proposal that requires more time for planning and execution \_\_\_\_\_
- Amount of funding requested \_\_\_\_\_

2. Are you a legal business or organization operating within Hudson city limits?

Yes \_\_\_ No \_\_\_ (I'm sorry, but you do not qualify)

What is your legal business address: \_\_\_\_\_

What is your Tax ID or Employee Identification Number \_\_\_\_\_

Are you a 501(c)3 non-profit organization? \_\_\_\_\_

3. Is your business or organization marginalized-, veteran-, women-, LGBTQ-, and/or differently-abled-operated/owned? Please identify all that apply:

\_\_\_\_\_

4. How long has your business or organization been in operation? \_\_\_\_\_

5. Has your business or organization been open or operating since physical distancing went into effect? Yes \_\_\_ No \_\_\_

6. Does your proposal adhere to physical distancing and public health recommendations? Yes \_\_\_ No \_\_\_  
(You do not qualify for a short-term grant)

7. Are you collaborating with any other local organization(s), community group(s), or business(es) ? Yes \_\_\_ No \_\_\_

8. If this proposal is being submitted in collaboration with another organization, community group, or business, please list here.

\_\_\_\_\_

9. Are you committed to saving all your project receipts and providing a written account of what the project involved, whether it was a success, and who it reached?

### **Proposal Overview**

1. Please describe your proposed project in detail. Include the project's goal, start date, timeline, scope and proposed end date.

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

3. **Please provide a detailed budget for your proposal. Itemize as much as possible, including what funding will be used for, with a breakdown of planning, execution, materials, expenses, and post-project activities, as appropriate. Include a proposed timeline. Please note: for short term grants the total amount awarded is available up front. For long term grants, the initial 25% will be awarded. The remaining 75% will be issued in installments contingent on the satisfactory provision of receipts from the first 25% expenditure and a written progress report. The progress report can be brief and submitted via email or written.**
  
4. **Are you anticipating any outside or matching funds? Is the proposal contingent on additional funding? If yes, please elaborate.**
  
5. **Have you managed or staged a project of this magnitude before? Please describe your experience and relevant skills in executing this program. Please review attached reporting and evaluation requirements.**
  
6. **Please provide any relevant backup material. Feel free to include attachments or online links to information. If the project you're proposing has been successfully completed elsewhere, please provide details and examples. If you have examples of similar successful projects, please include. Visual documentation of your inspiration, proposed location, materials, and any other supporting material that will help us better understand your project and its impact are appreciated.**
  
7. **Does your proposal meet insurance and indemnity requirements for the city of Hudson (see attached) or make special provisions for such requirements to be waived? Have you factored in necessary permits, local, state and federal laws and/or permission needed to execute this project? (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.)

8. How does this project benefit Hudson? Be as specific as possible. How will it improve the experience of our place (i.e. Hudson; your community; your block; a park, a facet of the city)? What benefit will it have for Hudson residents? What economic stimulus will it provide? How will it benefit others who work at, operate, or own a business in Hudson? Does your project highlight and engage Hudson's creative and cultural communities?
  
9. How do you plan to promote, publicize and market the project?
  
10. Is the project employing local talent or creating jobs? If so, how many do you anticipate?
  
11. What communities are you trying to reach with this project? Does it center or focus on a marginalized-, veteran-, women, LGBTQ-, and/or differently abled community? Is the project child-centered? Senior citizen centered?
  
12. Is the project accessible to residents and visitors? Is the project ADA compliant, if applicable?
  
13. Does your project contribute to making the city more walkable? (see attached definitions)

- 14. Does the project contribute to climate resiliency? (i.e. resource reuse, focus on climate or natural resources, provide access to or inspiration for ideas for climate mitigation, skills in the future; see definitions)**
  
- 15. How does the project affect or contribute to Hudson 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). Are you proposing a permanent change or structure?**
  
- 16. When is the launch date for your proposal or event and how long will it last? Are the dates flexible?**
  
- 17. 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 it is impermanent, who will disassemble it and when? If maintenance requires further funding, how will you secure that funding and from where?**
  
- 18. If applicable, please describe how the proposal adheres to physical distancing and requirements for public health and safety?**
  
- 19. If you are applying for a long-term grant, 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?**

**20. What are the goals and metrics for this proposal? What does success look like?**

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

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

**23. Please note: at the end of the project, we will ask you to submit photographs of the project and/or its participants. We will also ask for all receipts and/or invoices, and a short written account of what was accomplished and who was reached. If applicable, please include which category of tourist—overnight, daytripper, or intra-Hudson—was reached. We will provide a simple form you can use for these purposes.**

**Thank you for completing this application. The Tourism Board evaluates new applications submitted each month by the final Friday of each month. Actual funding is determined by the Common Council. The Tourism Board will notify all applicants promptly.**

**###**

**Below please find terms and definitions that may be of use in writing your grant proposal. Feel free to reach out to a member of the Tourism Board for further elaboration.**

**1. Walkability:** improved access to destinations by foot, bicycle or other non-vehicular modality; improved and more usable sidewalks, crosswalks and pedestrian-friendly infrastructure, bicycle lanes, public space and access to public space. Walkability is frequently used by visitors and potential investors or residents to indicate what they look for in a destination.

**2. Tactical Urbanism:** low cost, low impact, impermanent, flexible, short term, pop up, pilot projects.

**3. Climate Resilient:** having the ability to anticipate or prepare for trends, changes, disturbances, or risks due to climate change.

**4. Accessible:** a broad term meaning inclusion of people of all kinds of abilities, ages, economic resources, backgrounds.

**5. Child- and Senior-centered:** pertains to programs, infrastructure, projects, events that ask whether a child or senior citizen's world would be improved by it; it refers to a culture of health and developmental support; it often also means small-scale and community focused.

**6. Tourist categories:** we have identified three groups of "tourists;" any project must appeal to one or more. They are: 1) overnight tourists—usually from NYC metropolitan but can also be Boston; 2) upstate tourists—from neighboring towns in the capital region or Western Mass; likely day trippers; 3) intra-city tourists—Hudson and Greenport residents moving around the city in novel ways and engaging with unfamiliar neighborhoods, city assets, spaces, communities, etc.