

RESOLUTION NO. 9

September 15, 2020

**A RESOLUTION APPROVING A GRANT FOR BASILICA FARM AND FLEA 2020
AS RECOMMENDED BY THE TOURISM BOARD**

WHEREAS, the City of Hudson Common Council has previously approved of the action by the City of Hudson Tourism Board to solicit applications from individuals, businesses and organization seeking short and long-term grants to fund activities that will promote Hudson as an attractive destination; and

WHEREAS, the Tourism Board received numerous responses to its solicitation of proposals, reviewed those applications and has recommended additional applications for the Common Council's approval; and

WHEREAS, the approval of this application constitutes a Type II action under the State Environmental Quality Review Act and no further action is required under that Act; and

WHEREAS, the Common Council has reviewed the application and the recommended grant amount.

NOW THEREFORE LET IT BE RESOLVED, that the Common Council hereby approves the following grant and authorizes the Mayor to sign the necessary agreement for the grant:

Grantee	Grant Amount
Basilica Farm and Flea 2020	\$5,000.00

LET IT BE FURTHER RESOLVED, this resolution also authorizes the necessary budget amendments for this and the prior approved tourism grants from July 1 and July 13.

APPROVED BY THE BOARD OF ESTIMATE AND APPORTIONMENT

Mayor

Introduced: _____

City Treasurer

Seconded: _____

President, Common Council

Approved: _____
Mayor

Cherri Hirsch

From: Tracy Delaney
Sent: Tuesday, September 15, 2020 10:19 AM
To: Cherri Hirsch
Subject: FW: Basilica
Attachments: Project Hudson - Basilica Farm and Flea 2020 - Main P&L.pdf

Please play with this, I do not have time, to print full email below.

Tracy S. Delaney
City Clerk
City of Hudson
City Hall
520 Warren Street
Hudson, NY 12534

From: Tom DePietro <councilpres@cityofhudson.org>
Sent: Friday, September 11, 2020 6:22 PM
To: Tracy Delaney <cityclerk@cityofhudson.org>
Subject: Basilica

Here's the budget and other supporting docs.

Thomas DePietro

Common Council President

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City of Hudson, New York 12534

518-828-1030, ex.114

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councilpres@cityofhudson.org

Basilica Farm & Flea *virtual* Holiday Market
Project Hudson Revised Funding Request of \$5,000
E-commerce business development resource and Basilica promotional platform

Description:

Basilica Hudson has hosted 7 years of Basilica Farm and Flea, Spring and Holiday markets, we have hosted over 300 businesses with some years bringing in over 12,000 shoppers for this event. Our curatorial eye and creative community energy has made this a positive experience for both vendors and visitors, locals and tourists, many vendors have even said that the nest egg provided by BFF Holiday market has helped carry them through the slower winter months.

While Basilica Hudson as an organization has had its own financial strain due to Covid 19 resulting in a smaller staff, we still want to be a resource to our community of local businesses during the crucial months of Holiday gift shopping. We truly believe in the importance of ethical small business in building positive futures for people in our community and the health of the earth and we don't want to miss the chance to assist in sustaining the income of these businesses through such a difficult time. We recognize that the majority of holiday shopping this year will be online and feel uniquely equipped to help link our large network of past visitors to do their holiday shopping not with amazon, but with regional small businesses and local organizations they want to support.

While we have long documented and promoted our vendors via social platforms, we have always primarily focused on the in person event as our organizational purpose. Now, with Covid 19 making it clear that in person events are unreliable, we hope to steer our organizational energy towards being a resource for our vendors in shifting their businesses online with e-commerce education support, product photography instruction and also promotional support via basilica's social media, newsletter and website with an over 45,000 person reach. We know that there is so much to do in preparing for holiday time as a small business and hope that this introductory workshop will help quell some of the intimidating barriers to ecommerce, like selling platform onboarding instruction, brand storytelling, product focus and photography, and communication organization.

Education workshops and promotion will be free for past BFF Holiday vendors and 12534 community businesses and partnering organizations hoping to move their products online, we will be making our offer of this workshop known through organizations throughout town who work with traditionally more marginalized communities, we have made direct outreach to include businesses that in the past may have felt hindered by our vendor fee, having already extended this offer to Tiffany Garriga of the Black Entrepreneurs Market (among many other things shed does), Casa Latina on Green St, Pamela Badilla extended community and will continue our outreach through partnering organizations we have long worked with, like Kites Nest, SJLA, The Hudson Area Library, Perfect 10, Lil Deb's Oasis etc.

This program will be structured with 2 online (zoom) ecommerce workshops and 1 in person at Basilica photoshoot and computer assistance workshop, with flexibility to do 1 more in person if needed as we know that online learning has its shortcomings. Ecommerce workshops will take place Late September through October. This will be followed by Mid November - December promotion as described before.

BUDGET \$5,000

\$2,500 Basilica Hudson promotional team, graphic design, web, newsletter and social media, Hosting in space and communication.

\$ Details: Webdesigner linking vendors, Allie organizing and posting each vendor, newsletter highlights, In person workshop cleaning and hosting,

\$2,500 LikeMindedObjects team ecommerce education, product photography, vendor communication and community outreach, asset organization copy for storytelling

\$ Details: \$400 Communication, \$400 Graphic/Class Design, \$500 2 Classes, \$700 3 people Photo Day & Logistics

OVERVIEW OF PROGRAM

September/October

Education / Resource Sharing

Three Beginners E-commerce workshops W BFF coordinator and LikeMindedObjects founder Elise McMahon and knowledgeable guests

(1) Ecommerce intro, business focus and presentation, (2) Product Photography intro, storytelling and communication (3) In person @ Basilica product photography and computer onboarding help

November/December

Promotion / Storytelling

Basilica Website -Participating past Holiday vendors and 12534 participating businesses are invited to be featured And linked to personal page or webshop

Basilica Instagram -promo posting of vendors and 12534 throughout holiday gift shopping

Basilica Newsletter and Press Outreach - vendor highlights, gift selects TBD

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CARLA PEREZ-GALLARDO + HANNAH BLACK

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Basilica Farm & Flea *virtual* holiday market

A Free e-commerce workshop, product photoshoot session and promotional effort for past BFF Vendors & participating 12534 Community Businesses and Organizatons

SEPTEMBER / OCTOBER

2 Online workshops

(1) E-commerce intro, business focus and presentation, (2) Product photography introduction, communication to network

1 In Person Photo & Computer Session

"Hero Product" Picture
Business Owner @ Basilica Portrait
Help with etsy on boarding as needed

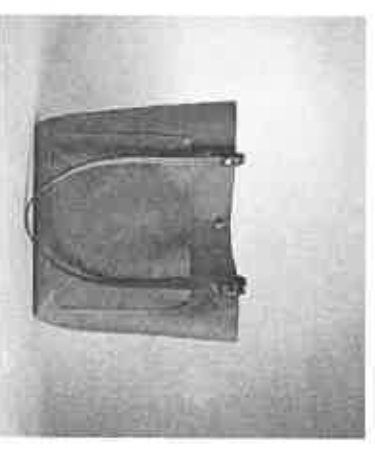
NOVEMBER / DECEMBER

Basilica Farm & Flea Promotion

Feature & Link via Basilica website
Feature via Basilica Instagram
BFF promo to press & newsletter network
Potential for participant highlights (TBD)



(Agrees: B via Upstate Diary)



(Image borrowed from ETSY)

Event Name: **Basilica Farm & Flea**
 Basilica Holiday Farm & Flea "Virtual" Holiday Market

(2) Ecommerce Workshops & (1) Photoshoot / Computer Session + Holiday season promotion free for past BFF Holiday Market Vendors & 12534 Community participating businesses/organizations

Dates	Workshop	Notes
September/October -	Online Workshop IRL Photoshoot/Computer	Intro to ecommerce , brand ethos, focus on hero products , Organization Product Photo intro, storytelling, communication LikeMindedObjects team plus photographer, Angelina Dreen, take product pics, portrait, and help onboard etsy as needed
November/December	Basilica Promotion	website w link , instagram portrait/product , press/newsletter outreach
Project Hudson RFP Funding Uses to cover the cost of what would be Income during BFF but we are now waiving these fees for this fall of 2020		

BUDGET

Revenue	Total	Notes
Sponsorship	\$1,000	Hoping for Etsy, WellNow
Project Hudson Grant	\$5,000	75 hours of Allie's time on promotion and photo session, plus photographer, guest trainers, and Elise's time pulling materials together and trainings, plus creating a template for each participant who does trainings and photos to fill in to streamline her work.
Concessions	\$250	Water, soda, snacks for photo sessions at Basilica donated by Stewarts
Earned income (vendor fees)	\$0	Waiving mandatory vendor fees for 2020 to include more community organization and make more accessible. Vendors may choose to give a donation in place for vendor fee should they wish
Earned income (vendor applications)	\$0	Waiving for 2020 to help support businesses; to include more community organization and make more accessible
Totals	\$6,250	