

RESOLUTION NO. 8

September 15, 2020

**A RESOLUTION APPROVING GRANTS 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 organizations 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 six 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 agreements for the grant:

Grantee	Grant Amount
Hudson Open Studios	\$12,840.00

**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

#22

COMPLETE

**Collector:** Web Link 1 (Web Link)  
**Started:** Saturday, June 06, 2020 1:51:21 PM  
**Last Modified:** Friday, June 26, 2020 1:57:49 PM  
**Time Spent:** Over a week  
**IP Address:** 216.59.170.77

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Q1

I am applying as an Organization

Are You a Business or Organization?

Q2

Yes

Does Your Project Take Place in the City of Hudson?

Q3

Business or Organization Contact Information

Name of Business or Organization	Open Studio Hudson
Address 1	356 Warren Street
Address 2	356 Warren Street
City	Hudson
Zipcode	12534
Website	<a href="http://www.openstudiohudson.com">http://www.openstudiohudson.com</a>

Q4

Your Contact Information

First Name	Jane
Last Name	Ehrlich
Relationship to Business or Organization	Organizer
Email	<a href="mailto:info@openstudiohudson.com">info@openstudiohudson.com</a>
Confirm Email	<a href="mailto:info@openstudiohudson.com">info@openstudiohudson.com</a>
Primary Phone Number	3476042025

Q5

Which type of project are you applying with?

We are applying for a long-term project (up to \$15,000) that requires more time for planning and execution.

## Project Hudson: Request for Proposals for Tourism Projects

**Q6**

**Yes**

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

**Q7**

Amount of Funding Requested?

12840

**Q8**

**None of the Above**

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

**Q9**

What year was your business or organization founded in?

2019

**Q10**

**No**

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

**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?

## Project Hudson: Request for Proposals for Tourism Projects

### 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 First Annual Open Studio HUDSON 2019 was a celebration of the arts in our community. The general public was invited to visit with artists working in their studios and to experience independent, creative environments. The event transformed Hudson into a place of active exploration among community members, tourists, art collectors, and art enthusiasts.

In the interest of public health during the Covid-19 pandemic, Open Studio Hudson 2020 will be held online. This will not just bridge the gap until Open Studio Hudson can once again be held in-person, but it will help artists find new and inventive ways to increase their visibility and support the Hudson art scene during a turbulent time. The intention is to grow markets, open connections, and continue to help the artists who live and work in this community.

Planning for Open Studio 2020 is currently underway. Our goal is to register artists this summer and launch online galleries as soon as possible that will remain online through December 2020. We will expand our current website to include individual artist pages with artwork and studio images, themed exhibitions, image slide shows, personal statements, artist social media links, contact info for sales, zoom interviews and viewing. This expansion will highlight local artists, their work, and the Hudson community. Open Studio Hudson Online 2020 will draw upon our success in 2019 and evolve to meet the the current challenge of keeping art and artists visible in the Hudson community.

### Q13

Additional Materials

grid-OS-H.jpg (807.4KB)

### Q14

Additional Materials

01coverfinal-proof-printbrochure-layout-template-letterfold-first-85x14.jpg (3.6MB)

### Q15

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

Carol Ehrlich Design  
view360.com

### Q16

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

July 1, 2020

### Q17

No

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

## Project Hudson: Request for Proposals for Tourism Projects

**Q18**

Respondent skipped this question

If you answered "Yes" to question 17, please please list the collaborating organization(s), community group(s) or business(es) here.

**Q19**

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

The FIRST ANNUAL OPEN STUDIO HUDSON 2019 was an in-person, self-guided tour of almost 50 artist's studios in the greater Hudson community. The event fostered camaraderie between Hudson artists and the community, enhanced tourism, and connected artists with collectors and art enthusiasts. Many OS-H artists made sales and new contacts, grew their email lists, and some artists coordinated shows. The excitement and energy at the First Annual OS-H was extraordinary. Up until the pandemic, planning was underway to build an in-person OPEN STUDIO HUDSON 2020 with even more community partnership, artist participation, and creative collaboration.

Now that the Covid-19 crisis has hit, there is an even greater need for OPEN STUDIO HUDSON. Covid has forced artists to explore digital platforms as an alternative to physically showing their work because many galleries, art fairs, and museums remain closed or with reduced visitation. And this decreased audience and visibility is compounded by the economic crisis. OPEN STUDIO HUDSON 2020 will provide a virtual forum for local artists and community members to connect while physically separate. The events will generate an audience, channel that audience to participating artists, and provide potential opportunities for the sale of art. Drawing upon our strong digital presence in 2019, we will provide technical assistance to artists seeking to participate virtually.

OPEN STUDIO HUDSON ONLINE 2020 will continue to showcase Hudson's artists, their work, and creative lives.

**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?

All

**Q21**

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

Hudson Open Studios 2019 was a walkable self guided tour. Due to Coronavirus this year it will be presented online to resume next year 2021 as walkable once again.

**Q22**

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

NA

## Project Hudson: Request for Proposals for Tourism Projects

### 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.

NA

### 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?

NA

### Q25

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

OS-H Website, Facebook, Instagram, WGXC 90.7-FM Radio, Gossips of Rivertown, Chronogram, Hudson Valley Publications, Chronogram, IMBY/LOCAL CULTURE, IMBY/SOFT NEWS, Local newspapers

### Q26

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

Will need zoom facilitator, interviewer. 2-3

### Q27

Is your project ADA compliant, if applicable?

NA

### 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)?

As a result of the Coronavirus OPEN STUDIO HUDSON will be transitioned to an online presence this year and can be viewed by all tourists online. OS-H 2021 will be available for all tourist interaction with artists in studios.

### Q29

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

Online presence

**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.

OSHo-2020-Proposal.pdf (445KB)

**Q31**

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

no

**Q32**

Have you managed or staged a project of this magnitude before? Please describe your experience and relevant skills in executing this program.

I was the founder organizer and creative director of the FIRST ANNUAL OPEN STUDIO HUDSON 2019.

**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.)

NA

**Q34**

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

OPEN STUDIO HUDSON 2020 goals are to continue to help artists in the Hudson community and helping to maintain Hudson as an art destination.

**Q35**

In your own words, why is this project important?

The FIRST ANNUAL OPEN STUDIO HUDSON was a free self-guided citywide tour of more than 40 artists. This was an energizing event connecting artists to each other and the Hudson community, as well as enhancing tourism. Artists made sales and connections. This year as a result of Coronavirus we are transitioning to an online presence with the goal of growing our online presence and keeping the community safe.

**Q36**

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

OPEN STUDIO HUDSON 2020 Online will contribute to Hudson's resiliency while maintaining a presence and also keeping our community safe.





**Jane Ehrlich**

## **OPEN STUDIO HUDSON ONLINE**

Open Studio Hudson Online offers equal opportunity to all Hudson artists to join together in opening their studios and sharing their work with the public.

To date our primary source of communication has been with artists by direct contact and through social media. However, in order to expand our reach, we will initiate a grassroots outreach program directed towards marginalized artists, including POC, LGBTQ and disabled artists.

We will produce flyers and postcards that will be distributed to cultural institutions, community centers, community leaders, libraries and local stores that will invite all artists to participate. Information will also be posted on the city website.

We will also assist marginalized artists in the community with the submission process when necessary.

### **OSH Collaborations:**

#### **Hudson Art Fair**

A socially conscious platform whose mission is to promote and empower artists while contributing to positive social change.

#### **Hudson Portrait Project**

David McIntyre, Photographer documenting Hudson in all its diversity.

#### **Arte4a**

An organization that produces Hudson's annual Protest Art Group show in Hudson.

#### **Window on Hudson**

Jeremy Bullish - A civic desire to engage and inspire the public giving emerging artists a platform.

### ***We will attempt to acquire commitments from other organizations to help promote outreach such as:***

Hudson Arts Community, The Hudson Eye, The Hudson Library, Hudson Public Arts Collective, Future Hudson and others.

### ***We will also reach out to community leaders such as:***

Tiffany Garriga, 2nd Ward Alderperson.

Elena Mosley, Director Operation Unite.

Linda Mussman, Supervisor, Fourth Ward, and Director of TSL Tandra Dillon, Director of Hudson Hall, Pamela Badila, Elena Mosley and others.



Jane Ehrlich online@openstudiohudson.com 347-604-2025

## **Budget - Open Studio Hudson Online 2020**

### **PROPOSAL 6 MONTHS**

**Budget is based on 30-40 Participants**

#### **ARTIST PAGE / SITE DEVELOPMENT / MAINTENANCE**

Artists Submission Processing / Formatting/ Call for Entries	\$800
Site Maintenance - 6 months	\$300
Site Design & Format Development	\$900
Single Artist Page Build 30-40 artists \$50 per Page	\$1500
• 6 artworks per artist page	
• 2 images of artist and studio	
Videos 3min max duration -30x (artists submit content)	\$2800
Edited and formatted with Adobe Rush Software	
• Intro - Voice Over Audio Statement or Scrolling Statement	
• Artist's - Work/Studio	
• Outro - conclusion/contact info	
Self-Guided Tour Online Widget	\$58

#### **INTERNET PLATFORM COSTS**

Hosting WIX	\$220
Widgets Cloud Subscriptions	\$100
123 FORM APP for Submission Uploads	\$40
G Suite: EMAIL	\$87
Zoom Subscription Hosting	\$195
• 100+ participants/Cloud Recording /Transcription	
• Closed Captioning Integration API - 6 Months	\$120

**MARKETING - 6 Months**

Brochure Design	\$400
• Printing per 1000	\$330

**SOCIAL MEDIA POSTS/ YouTube CHANNEL - 6 Months**

Facebook/Instagram - 2x per week highlighting /events	\$500
• Copywriting	\$500
YouTube Channel	\$250
• Banner Design/Including Artist's Videos from site	

**EVENT DEVELOPMENT / Production - 6 Months**

Featured Artists Works for Sale E-commerce 1x per week	\$300
Themed Exhibitions -1x per month	\$300
Calendar of Events - Shared Resources	\$100
ZOOM Events -1 per month 6x	\$600
• Facilitator/Organization - Guest Host	

Optional - Pop-Up gallery for interested artists using safe distancing guidelines as mandated by state.

**ADMINISTRATIVE / Creative Director - 6 Months** **\$2,500**

- Coordinating, Organization, Submissions
- Marketing, Publicity and Communications
- Diversity Outreach

**TOTAL** **\$12,840**



Jane Ehrlich online@openstudiohudson.com 347-604-2025

## **Open Studios Hudson Online 2020**

### **GOAL**

Open Studio Hudson Online will continue to promote Hudson as a center for the arts in the Hudson Valley increasing tourism, building relationships and attracting visitors to Hudson. The branding of Open Studios Hudson Online will continue in anticipation of "post Covid" tourism and the next successful annual event.

### **NOTES**

- Marginalized artists will be encouraged to participate & offered help with submission
- A printed brochure highlighting participating artists will drive people to the site
- *Meet the Artist Videos* created and edited in Adobe Rush
- Possible Pop-Up for interested artists using safe distancing guidelines as mandated by state
- Artists may arrange private showings for collectors and visitors using safe distancing guidelines mandated by state
- Zoom meetings will be recorded & available for viewing on YouTube, closed captioned for the hearing impaired
- Artists will not be charged registration fee