

City of Hudson Tourism Board Vision for 2021

The mission of the 2021 City of Hudson Tourism Board is to promote and support Hudson as a compelling destination for visitors. The Board believes that tourism should support and benefit all Hudson residents and business owners. We are committed to supporting the rich diversity that makes Hudson an attractive destination to visit and live. We aim to facilitate approaches that are equitable, environmentally responsible, and create opportunities for all communities.

Given the amount of free publicity Hudson already gets, our approach is to focus on capitalizing on our local community's assets, inspiration, and potential, as the best possible method of sustaining interest in the city while supporting our residents and communities. In thinking about placemaking we prioritize the following:

- Our People
- Our Natural and Historic Resources
- Our Visitors

Our People -- the diverse residents of Hudson

This Board understands that one of Hudson's great assets is our people. The communities that comprise our great city make Hudson a distinct destination to visit and to live. We seek to not only support but also protect our communities and help them thrive so that Hudson continues to be a great place for people to visit.

We acknowledge that historically structural inequities have excluded many from economic advancement. In any project the board undertakes we seek to support our BIPOC, LatinX, Asian, LGBTQ+, veteran, senior, disabled and other marginalized communities. Further, we do not tolerate any form of discrimination, including those based on race, ethnicity, gender, gender identity, sexual orientation, disability status, veteran status, faith and religion or age.

Our Natural and Historic Resources

An attractive, easy navigable city just a two-hour train ride from New York City, Hudson's idyllic location and setting is another great asset. During this pandemic, we've seen the importance of open spaces to safely enable commerce, the arts and community activity.

It was the belief of Frederick Law Olmstead that parks build democracy. We have also seen Hudson's public spaces activated in a new and exciting way through the pandemic. Increased picnic benches, activation of the waterfront through Waterfront

Wednesdays, increased use of Oakdale Lake and Park have all supported a healthy use of our shared, free, public spaces. The Tourism Board supports increased access to and investment in the essential infrastructure of parks and public spaces.

As Hudson continues to move in the forward-thinking direction of creating better pedestrian access and safety, and as “walkability” continues to be the number one priority listed by people visiting and exploring new places, the Board will align itself, and where possible, fund projects and events that focus on this vital aim.

The Tourism Board acknowledges the seriousness of the environmental crisis presented by climate change and seeks programs that promote sustainability and environmentally positive solutions. We will prioritize programs that are sustainable and environmentally positive.

Our Visitors

Even before the pandemic hit last year, the Board had already redefined tourism to include regional day-trip visitors (within 50 – 75 miles of Hudson) and intra-tourists, or local residents who can greatly contribute to our overall community and economy by becoming more engaged in Hudson activities. In fact, we saw great evidence of this last year during times when overnight tourists were not allowed or encouraged.

This Board fully understands that some within our community take a more traditional view of tourism and would prefer to prioritize programs that attract overnight visitors, mostly from New York City. While we respect that view, we believe the COVID crisis has underscored the need for a broader, more inclusive approach to tourism. While overnight visitors represent a considerable potential to bring tourism dollars into Hudson, it is our neighbors in Columbia and surrounding counties as well as our own residents who will get us through off-seasons, down cycles and crises. We seek a balanced approach that encourages local, regional and overnight visitors.