

Hudson Tourism Funding Request Application

3rd Annual Hudson Juneteenth Celebration

Project Overview

1) Description of Project (attach extra sheet(s) if necessary): *This description must include **all** relevant details (i.e., requested funding for print advertising must include name of newspaper or magazine, size of ad(s), number of ads, times run, sample copy, current advertising rates and projected rates. Just stating “funding for ads in The Register Star” will not be sufficient. Similar detail must be provided for other types of projects.*

Tany Jackson has organized Hudson’s Juneteenth Celebration with organizing assistance from family and community residents for the past two years, growing its event activities and attendance each year. For our first year we had over 100 attendees, growing to over 200 in 2021. Highlights from the inaugural event in 2020 included:

- Block Party activities on the streets in front of Bliss Towers (live DJ, free grilled food for youth, elders and attendees with little money.)
- Art and craft activities, street and trivia games, African drumming circle, a LGBTQI+ teen conversation.
- 3 community-based food and over 10 art vendors.
- Procession of community elders and moderated panel conversation with seasoned community leaders.
- Inaugural year expenses all covered through crowdfunding.

The success of the 1st year’s event garnered interest and support from local newspapers, radio programs and grant funding sources to help grow Juneteenth. For last year’s 2nd annual event held at the Waterfront, highlights included:

- Inaugural local Black History pop-up exhibit.
- Video and Photography documentation of the event.
- Increased art, craft and game activities for youth as well as a gaming station for teens.
- Increased vendor turnout of food, art and other goods
- Barbering and Braiding workshops
- Creation of a Hudson Juneteenth logo, banner and other signage

This year, Juneteenth will grow to include a month of programming at various locations. Funding is sought in the following ways:

- 1) Black History Exhibition at Lightforms Art Center - June 1-30, 2022**
→ **Supplies, Venue, Curator Honorarium and Photographer Commission**

As bulleted above, a local Black history pop-up exhibit was on display at last year’s event. With the support of funds from both the Tourism Board (now Tourism Committee), Spark of Hudson and other smaller donations, we were able to purchase needed supplies as well as pay a small honorarium to participating artists. The appreciation for this event was great, and feedback such that having a larger exhibit on display for a longer period of time would be enriching to the Hudson city community, visitors to the city, and especially for local Black residents who seldom

see ourselves acknowledged in the larger city context of Hudson history and the array of contributions that make Hudson what it is.

Towards this endeavor, the organizing committee for Hudson's Juneteenth Celebration will hold a month-long exhibition of local Black history at Lightforms Art Center located at 743 Columbia Street in Hudson, NY from June 1-30, 2022.

The vision for this exhibition project includes:

- Lightforms Art Center venue (\$2000)
- Commissioned portraits of community residents
 - Photographer services (\$2000)
 - Framing Supplies (\$300)
 - Painting (\$200)
- Display of documents and other artifacts related to historical moments from various time periods.
 - Plexi glass and display cases, matboard cutting, mats, framing corners, hardware, etc. (\$575)
- Exhibition design services (\$2,000)
 - Graphic design - branding, title treatment, vinyl layout of all text
 - Printing (\$2,000)
 - Rack Cards/500 (\$300)
- Oral history audio and video-based recordings (\$520)
- An open to the public panel conversation of Black archivists, historians and resident elders (June 10th) (\$550) [food, drinks, moderator, panelist travel]
- A performance showcase of local Black artists (June 24th) (\$400) [A/V services, food]
- ❖ **TOTAL = (\$10,845)**

ADA Compliance:

Lightforms Art Center is partially accessible by wheelchair. The front gallery is ground level to the street and the back gallery has a 2-step elevation. A wheelchair accessible bathroom is located in the front gallery.

2) 3rd Annual Juneteenth Celebration - June 17-19, 2022 (Location TBD)

Friday June 17th

→ Outdoor Film Screening: *Miss Juneteenth*

◆ Funding Needs: A/V services, Opening Party

◆ Funding Needs: A/V services, DJ (\$200)

Saturday, June 18th

→ Survival of the Fittest Lipsync Show

◆ Funding Needs: A/V services, activity leader honorarium, tent rental (\$600)

Sunday, June 19th

→ Juneteenth Celebration

Funding Needs: A/V services, DJ, promotion, activity supplies, activity leader and organizer honorariums, food, video/photo documentation, signage, t-shirt screen printing, shade tents (\$11,140)

Project Purpose

2) Purpose of Project (attach extra sheet(s) if necessary):

The purpose of this project is to center and celebrate the plethora of history and lives of Hudson's (and surrounding areas in Columbia County) Black Community in public. Thus, adding to the cultural vibrancy of the city.

Reasoning to use Hudson Tourism Budget:

3) Why Project should be funded from City of Hudson Tourism Budget?:

Hudson has become an international tourist destination for visitors interested in the arts, culture, food systems, micro-economies, and many other areas that attract attention from a diversity of visitors. But what draws people to our part of the world? What else beyond the Warren Street corridor is there for people to experience that speaks to Hudson's past as a place of socioeconomic and cultural diversity, and a future of radical inclusion?

If we're able to present a diversity of cultural programming and production to the tourists who descend upon Hudson each year, we'll be better positioned as a community to bring new visitors and residents into a space of acknowledgement.

We should not leave diversity and inclusion "for the weekend," but on the weekend—when hundreds, if not thousands of visitors to Hudson are present and wide-eyed—we should highlight our commitment to it. There's a risk in getting left behind.

City Benefits

4) How Project will benefit City of Hudson and Tourism?:

Economically and creatively, Black residents, businesses and artisans are still marginalized from each other and the larger city community. This event holds space for these important members of our city's community to have public space in which they can promote, support, buy and sell their art, goods and services. Also, given the lack of Black-owned or operated spaces in Hudson, specifically, culturally centered on our history and contribution to this city, valley, state and country, events such as Juneteenth become the few instances in which our cultural vibrancy is supported and celebrated. In turn, the city of Hudson is enriched and a step closer to being in right-relationship with the diversity of its population.

Funding Breakdown

5) Specific breakdown of how and when funding will be used:

Please see the aforementioned funding breakdown. Funding will be used on an as needed basis to implement various components as the dates for those areas arise. Most urgently, ½ of the photographer costs would be used in April to commission a photographer and the balance paid upon completion of portraits no later than mid May. Most exhibition financial needs would be used by the end of May.