



City of Hudson Common Council  
Tourism Committee

Tourism Funding Request Application

Applicant Information

Full Name: Gould, Gwen Date: April 21st 2022  
Last First M.I.

Organization: Hudson Festival Orchestra, Inc.

Address: P.O. Box 1095  
Street Address Apartment/Unit #  
Hudson, NY 12534  
City State ZIP Code

Phone: 646-594-3194 Email: info@hudsonfestivalorchestra.org

Event Date: July 30th, 2022 Desired Funding: \$ 10,000

Have you received funding from the City of Hudson previously? YES ☐ NO ☒ Have you received alternative funding to date? YES ☒ NO ☐

Is your event a recurring event in the City of Hudson? YES ☒ NO ☐ If yes, how much? \$47,489

Will your event conform with all required Federal and State ADA Compliancy laws? YES ☒ NO ☐  
If yes, please detail in description of project below.

**Please note: Submitting an application does not ensure funding. Funding is awarded on a competitive basis. Please address each section of this application fully.**

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.*

see attached extra sheet(s).

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

see attached extra sheet(s).

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

This musical event will draw tourists and residents alike to the waterfront, a vital element in the history of Hudson, and a premiere community resource for many kinds of activities. The journey to and from Henry Hudson Riverfront Park will take tourists past many of the shops, restaurants and cultural destinations that make Hudson a unique and exciting place to visit.

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

"Hudson in Concert" will bring together nearly 1,000 Columbia County residents and tourists including musicians, youth and families, and members of diverse communities, who will explore the city of Hudson and small businesses as part of this cultural musical celebration. This project will also feature collaborations with Historic Hudson, Hudson-Athens Lighthouse, The Schooner Appolonia, The Hudson River Sloop Clearwater, and others, for us to reach new constituents, and to jointly promote the riverfront as a cultural resource that helps create a more vibrant and inclusive Hudson and Columbia County.

**Funding Request Breakdown**

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

Teaching Artist - \$2,000 - June/July 2022, train youth fiddlers and singers for participation

Choreography - \$2,000 - June/July 2022, choreograph, then teach student dancers tango, danzon, and klezmer.

Take a Seat Workshop - \$1,000 - June/July 2022, mentor and rehearse with violin students to participate.

Music & Arrangements - \$5,000 - April/May 2022, purchase scores and create special arrangements.

6) Other funding being sought or anticipated by this Project (include source, amount, and use):

Source	Amount
Individual Leadership Gifts	\$24,000
Foundations & Grants	\$25,000
Business Sponsorships	\$15,500
Small Individual Gifts	\$7,000
Board Giving	\$4,500

**Disclaimer and Signature**

I acknowledge that acceptance of this Project for funding by the City of Hudson Common Council Tourism Committee is subject to the availability of funds for such projects in its budget and the authorization of such expenditures by the City of Hudson Common Council of the City of Hudson, NY.

Signature: \_\_\_\_\_

Authorized Signature of Applicant

Gwen Gould

Typed or printed name of authorized signer

Date: \_\_\_\_\_

April 25th, 2022

**RETURN TO THE CITY OF HUDSON – ATTN: COMMON COUNCIL TOURISM COMMITTEE  
520 WARREN STREET, HUDSON, NY 12534**

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Considered by Common Council Tourism Committee on: \_\_\_\_\_ Approved / Denied

Amount Approved: \_\_\_\_\_ Vote: \_\_\_\_\_ Comments: \_\_\_\_\_

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Considered by Common Council on: \_\_\_\_\_ Approved / Denied



P.O. Box 1095, Hudson, NY 12534

## **Tourism Funding Request Application 2022 City of Hudson Common Council Tourism Committee**

**April 21<sup>st</sup> 2022**

### **Hudson Festival Orchestra, Inc.**

Ms. Gwen Gould [info@hudsonfestivalorchestra.org](mailto:info@hudsonfestivalorchestra.org)  
P.O. Box 1095 O: 646-594-3194  
Hudson, NY 12534 C: 518-965-3445

### **Project Overview**

#### **1) Description of Project:**

Hudson Festival Orchestra (HFO) is a newly formed professional orchestra. A Hudson NY based 501(C)3 organization, HFO was founded in 2019 by local veteran conductor and artistic director, Gwen Gould. Believing that music and culture can bridge divides and build community, the mission of HFO is to bring area residents together through live musical celebration of our shared American and diverse cultural heritages.

#### **Hudson in Concert: A Community Celebration**

- The Hudson Festival Orchestra (HFO) will present **"Hudson in Concert: A Community Celebration"** an annual concert for full orchestra, free and open to the public on Saturday, July 30, 2022, in Henry Hudson Riverfront Park, Hudson, NY. The performance will kick off with an African drumming circle featuring Operation Unite's Kuumba Dance & Drum, leading into an opening performance of Aaron Copland's "Fanfare for the Common Man." A series of multi-cultural favorites such as American hoe-down and barn dance; African-American spirituals, jazz, blues, and gospel; Cuban danzon; Argentine tango; Eastern European klezmer and Bangladeshi songs will be showcased. The concert will be performed by a 55-piece orchestra made up of area professional musicians, special guest artists and student musicians under the artistic direction of local veteran conductor, Gwen Gould.
- "Hudson in Concert" will feature select student musicians to perform with the orchestra, as part of HFO's **"Take a Seat... In the Orchestra"**, a youth mentoring program (created in 2008) to offer public school student musicians mentoring and performance opportunities with professional orchestral musicians. Student musicians will perform selected works seated next to the HFO musicians as part of the performance. "Hudson in Concert" will also feature 25-30 student singers and instrumentalists through collaborations with community-based organizations.
- "Hudson In Concert" will take place under a large tent, accommodating the orchestra, a dance platform, and 300 audience seats. Additional audience members will be seated on the park's expansive lawn overlooking the Hudson River and the Catskills and are invited to bring along a picnic dinner.
- The concert will be broadcast live via Hudson community radio station WGXC-90.7 FM.



P.O. Box 1095, Hudson, NY 12534

## 2) Purpose of Project:

### **Community Impact: Diversity, Equity and Inclusion:**

The City of Hudson is the Columbia County seat, its largest city, and a center of commerce and culture which has long been home to a diverse population. Deindustrialization in the 1960's led to decades of economic decline. Since the 1980's, artists and the creative class have moved to Hudson spurring an economic and cultural revival as well as gentrification. As of 2019, 21.3% of Hudson residents and 11.4% of Columbia County residents lived in poverty (American Community Survey, 2019). In Hudson, "for a city so small, there are large socio-economic gaps between newcomers and long-term residents, with strict geographic divides with public housing extremely concentrated". As a result, "these two groups live close to each other, yet are largely isolated from one another." (Cady, Nora F. "Fit to Print: Hudson's Gentrification", Bard College, 2017).

"Hudson in Concert" is conceived as a free annual musical event for the purpose of fostering connections among residents and strengthening community in Columbia County. There are a number of cultural festivals on the waterfront each year. HFO's "Hudson in Concert" is conceived as a way to bring together, at the same time, these diverse cultural entities of Hudson and Columbia County through music and culture.

Hudson Business Coalition, Inc.  
P.O. BOX 800  
Hudson, NY 12534



April 29, 2022

Chairperson Wallace &  
Members of Common Council Tourism Committee  
Hudson City Hall  
520 Warren St.  
Hudson, NY 12534

Dear Chairperson Wallace and Members of the Tourism Committee:

On behalf of Hudson Business Coalition's board of directors, I am writing to offer my unequivocal endorsement of Hudson Festival Orchestra's grant application currently before your committee in support of funding for its July 30 performance, "Hudson in Concert: A Community Celebration."

Hudson Festival Orchestra fills a gap in the current cultural programming within Hudson. By having free, community-oriented live musical performances that incorporate a diversity of musical styles from cultures around the globe, HFO is creating something that will be a sure-fire hit with Hudson residents and visitors to our city alike. Having worked with HFO previously on its performance during Winter Walk 2021, I can personally say without hesitation that this organization has the expertise and experience to successfully execute on this event.

Speaking for the Hudson Business Coalition and Hudson's unique and diverse business community, I strongly urge you to support this most deserving application.

Please do not hesitate to reach out if I can be of further assistance.

Sincerely,

Alexandre J. Petraglia

President, Hudson Business Coalition, Inc.