



**City of Hudson Common Council  
Tourism Committee**

**Tourism Funding Request Application**

**Tourism Funding Request Application Applicant Information**

Full Name: Columbia County Sanctuary Movement

Date: April 29, 2022

Organization: Columbia County Sanctuary Movement

Address: 541 Warren Street Hudson, NY 12534

Phone: 518-303-3848

Email sanctuarycolumbiacounty@gmail.com

Event Date: September 17, 2022

Desired Funding: \$10000

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? Annually

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

**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.**

The 2nd annual LatinX Parade and Festival will occur on Saturday, September 17, 2022. We will begin a Parade from 7th Street park down Warren Street to the Henry Hudson Riverfront Park. Spectators will be able to pull up chairs to enjoy the Parade. We will have participants holding and representing their country's flags, wearing traditional attire, dancing, and singing to their national anthems.

Upon arrival at the waterfront, community members will be greeted by food trucks, artist vendors, and music. Attendees will be able to partake in activities including face painting, bouncy house, local LatinX restaurants, food vendors, and local vendors selling merchandise. Our event sponsors and partner organizations will have tables with informative information regarding programs and upcoming events and opportunities. CCSM will have a table at each entrance where we will be informing and empowering our community members about their rights when dealing with ICE.

Given that we have more time to plan and advertise the festival this year, we will be able to expand our geographic reach in turnout for the event. Advertisement will begin with the ad required for the Affidavit of Publication. We will host radio and print ads in La Voz for two months starting mid-July and conduct radio interviews with local media before this event. We will also advertise through social media to reach the general public. Samples from last year are attached.

Although it may seem as if COVID-19 is slowing down, Columbia County Sanctuary Movement will still have COVID safety in mind. We will have a team of volunteers who pass out face masks and hand sanitizers. We will also place a sanitation table at each entrance to the riverfront and several throughout the festival, including masks, hand sanitizer,, and signs about COVID safety. We are encouraging vendors to use reusable and recyclable materials as we want to be mindful of our impact on the environment. There will be a team regularly picking up litter throughout the event.

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

The underlying principle that shapes and drives all the work that Columbia County Sanctuary Movement does is our sense of community. We stand on these fundamentals: accepting others for who they are and what they contribute to society, whether through their art, music, food cultivation abilities, and specialized professions. We believe that everyone brings something to the table regardless of social, immigration, racial or sexual identity.

Similar to last year, we chose September 17th for the event as the first weekend of Hispanic Heritage Month. Additionally, many Latin countries celebrate their independence days during this month.

The main objective of the 2nd Annual LatinX Parade and Festival is to celebrate an array of diverse cultures, where friends, family, and fellow neighbors can raise their country's flag with pride and without fear of judgment or criminal prosecution. The Parade and Festival represent decades of aspirations for the local Latinx community to be seen, heard, and appreciated, and to celebrate all they have contributed to our city and culture. This event embodies community building: we will gather local businesses, artists, organizations, and community members along Hudson's waterfront for one day. The event features local Latinx-owned companies and food vendors, Latinx performers, musicians, artists, and community organizations that enrich our city in a family-friendly, safe, fun community day.

We felt welcomed last year as we paraded down Warren street. Allies lined the streets, cheering for each country as it passed. Patrons of businesses unaware of the event took photos and waved as we passed. One Puerto Rican diner saw the Puerto Rican group march by and jumped in to join the parade, excited to be included.

This is an opportunity for our Latinx community to celebrate their roots and pride in their home countries being afar. We heard from last year's attendees that even though they hadn't been to their home countries in a long time, the festival allowed community members to celebrate and feel like they were celebrating as they would in their home countries with their community.

The event also bolstered Latinx-owned businesses. Last year's festival allowed a community member to receive vendor approval for the first time. Before debuting their small business at The Festival, they began getting discouraged, as most often do when starting a new business. He considered backing out, but CCSM supported him in getting ready. The Festival proved to be lucrative for him, and it helped spread the word about his culinary capabilities. He officially launched his business shortly after. One artist who sold his art at the event also informed CCSM that his success at the festival and the revenue it generated was enough to plan an official launch of his small business. These are only a couple of stories out of several that prove how powerful The LatinX Parade and Festival has become in such a short period. We want to use our platform to give community members the skills to apply for vendor permits and whatever else they may need on their road to success and financial freedom. Our objective in hosting the area's 2nd Latinx Parade and Festival is to break down barriers, educate community members on the programs and resources that CCSM, our allies, and the City of Hudson have to offer and bring tourism and economic growth to the City of Hudson.

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

Throughout the years, Hudson has proved to be a blended city, housing those from all different walks of life. This beautiful blend is what allowed Hudson to become a Sanctuary City. It brought the community together to fight for Black Lives Matter and LGBTQ rights. It brought a community together during a global crisis to give what was already stretched thin to their neighbors, whom they knew had even less. When asked about the Latinx Parade and Festival, a resident living in Hudson for several years stated, "This is the most people of color I've ever seen together in one place since moving to Hudson." Hearing this from several others motivated us to recommit to hosting a 2nd LatinX Parade and Festival and other events that would showcase and celebrate the diverse backgrounds within the city of Hudson, NY. The Hudson we all envision is one where everyone from different cultures and backgrounds has a voice and representation. The LatinX Parade and Festival allows us to continue to do so.

This event will bring the Latinx and broader community together to honor the history and contributions of Latinx people to our city and society. The festival will help build bridges between communities and create a stronger sense of ownership and belonging to the City of Hudson. The festival will help honor the history of African and Indigenous lineages that feed Latinx

histories and identities from colonialism to the present. In hosting the area's 2nd LatinX Parade,, we would like to continue to make this event a place that brings folks from all over to enjoy LatinX culture, and all that Hudson has to offer.

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

In Collaboration with the Hudson Tourism Board, we organized the area's First LatinX Parade in September of 2021, which was well-received by the general public. This event brought over 1,000 people in attendance, which was higher than initially anticipated. The Latinx Festival will economically benefit our community by supporting small Latinx businesses, musicians, and artists. Visiting daytrippers will learn more about what attractions we offer in Hudson and have a unique experience at the festival, encouraging them to see the city further. Attendees last year were primarily day-trippers and intra-city tourists from Columbia County, Greene County, Rensselaer County, Albany County, Dutchess County, Washington County, Ulster County, Rochester County, and Westchester County. Day-trippers and potential overnight visitors from multiple counties in New York City, Western Massachusetts, and Rhode Island. We hope that continuing the LatinX Parade and Festival would give Hudson the platform it needs to become the go-to place for fun activities, food, and entertainment for the entire family in the Hudson Valley and Capital District.

#### Funding Request Breakdown

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

☒ 2022\_Latinx Festival Proposed Budget (see attached)

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

\$5,000	Community sponsors
\$5,000	CCSM General Operating
\$5,000	Grants (tbd)

#### 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

Ivy Hest  
Typed or printed name of authorized signer

Date: 4/30/22

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

**FOR OFFICIAL USE ONLY**

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

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

\_\_\_\_\_

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

Category & Item / Categoría y Artículo	Projected 2022 Budget / Presupuesto Proyectado de 2022	Actual costs 2021/ Costos reales 2021	Purpose / Objetivo	When Funding will be used
<b>Organization and Coordination / Organización y Coordinación</b>	<b>\$ 8,000.00</b>	<b>\$ 8,013.25</b>		After event
Staff Hours / Horas de los empleados de CCSM	\$ 5,227.79	\$ 5,227.79	Staff hours, payroll costs and fringe benefits	
Event's Committee Mileage / Kilometraje del Comité del Eventos	\$ 1,030.46	\$ 1,030.46	Mileage for organizing, coordinating and material procurement	
Event & Artistic Consultant / Consultora Artística y de Eventos	\$ 1,755.00	\$ 1,755.00	Event and art consultant compensation	
<b>Music &amp; Performance Art / Música y Arte Escénico</b>	<b>\$ 8,000.00</b>	<b>\$ 7,050.00</b>		During event
Martain Audio Video Services	\$ 1,400.00	\$ 1,400.00	Sound for musical performances	
Mariachi Mexico Tradicional	\$ 1,500.00	\$ 1,500.00	Musical performance	
Trio Candela	\$ 1,200.00	\$ 1,200.00	Musical performance	
Taina Asilia	\$ 1,200.00	\$ 1,200.00	Musical performance	
DJ Geo	\$ 900.00	\$ 900.00	Musical performance / MC	
Illusiones de Mi Tierra (Belgica Riuaderia)	\$ 700.00	\$ 700.00	Dance performance	
Zumba (Paula Galleoa)	\$ 150.00	\$ 150.00	Short Zumba class	
<b>Parade, Event Materials, &amp; Misc. / Desfile, Materiales para Eventos y Misc.</b>	<b>\$ 4,400.00</b>	<b>\$ 4,146.23</b>		Early September
Estrellita	\$ 600.00	\$ 600.00	Clown, balloons, snowcones	
The Alchar Printing Group	\$ 1,035.00	\$ 1,035.00	Flyer and material printing	
Alliance of Nonprofits for Insurance	\$ 505.00	\$ 505.00	Insurance	
Amazon	\$ 57.85	\$ 57.85	Decorations	
Casa Latina Hudson	\$ 300.36	\$ 300.36	Meals for event planning meetings	
Dollar tree	\$ 105.34	\$ 105.34	Decorations	
Dona Maite Store	\$ 100.00	\$ 100.00	Flags and decorations	
Express Latinos	\$ 158.00	\$ 158.00	Flags and decorations	
Joann's	\$ 291.13	\$ 291.13	Materials for banners	
Lowe's	\$ 448.40	\$ 448.40	misc: rope, cones,	
Melendez Grocery	\$ 50.00	\$ 50.00	Pinatas	
Staples	\$ 129.68	\$ 129.68	Hand sanitizer, materials, flyer printing	
Walmart	\$ 365.47	\$ 365.47	Pop up tent, chairs, decorations, money box	
<b>Communications &amp; Promotions / Comunicaciones y Promociones:</b>	<b>\$ 5,000.00</b>	<b>\$ 2,648.86</b>		July/August/September
The Alchar Printing Group	\$ 70.00	\$ 70.00	Flyer printing	
Betwext	\$ 150.00	\$ 84.00	Mass text outreach	
Parrilla Design Workshop	\$ 850.00	\$ 850.00	Flyer design	
Facebook	\$ 500.00	\$ 250.00	Paid advertisements	
Instagram	\$ 250.00	\$ 150.00	Paid advertisements	
Johnson Newspaper Corp	\$ 73.60	\$ 73.60	Mass gathering announcement in Register Star	
La Voz Radio	\$ 450.00	\$ 930.00	25 second radio advertisement, 104 mentions per month	
La Voz Print	\$ 2,340.00		Half page ad for 2 months, 8.5"x4.25"	
Staples	\$ 250.00	\$ 241.26	Print materials	
<b>Permits / Permisos</b>	<b>\$ 400.00</b>	<b>\$ -</b>		June
<b>Total:</b>	<b>\$ 25,800.00</b>	<b>\$ 21,858.34</b>		

## 2021 La Voz Radio Spot

Columbia County Sanctuary Movement is proud to announce Hudson's first Latinx Parade and Festival on Sunday, September 19th from 12 to 6pm. Food, music, art, children's activities, a parade down Warren Street, and a festive celebration! You don't want to miss this! Sunday, September 19th meet at 12pm at 7th and Warren Street, or join us after the parade at the Hudson Waterfront at 2pm. For more information, visit our website at [www.movimientosantuario.org](http://www.movimientosantuario.org). We'll see you there!

## 2021 Affidavit of Publication advertisement in Register Star:

Columbia County Sanctuary Movement (CCSM) enthusiastically submitted our application for a mass gathering permit including road closures on 6/28/21. This application can be inspected at the office of the Hudson City Clerk. CCSM co-founders Juan Sanchez and Gloria Martinez are applying on behalf of CCSM.

The Latinx Festival is a parade and festival to celebrate Latinx culture and contributions to our community.

The Latinx Festival will be held on Sunday, September 19th, 2021. Participants will gather at 12:00pm on Warren Street and 7th Street, followed by a 1:00pm march down Warren St., go south down Front Street and end with a festival at the Waterfront Park. All roads running perpendicular to Warren Street and Front Street along the parade route will be temporarily closed between 1:00pm and 2:00p. The festival at the Waterfront Park will begin shortly after and conclude at 6:00pm.

## 2021 La Voz Advertisement

¡Guarde la fecha!

¡Gratis!

**Festival Latinx de Hudson**

¡Música! ¡Danza! ¡Comida! ¡Comunidad!

**19 de septiembre, 2021, 1 a 6 pm**  
**Henry Hudson Riverfront Park,**  
**Hudson, NY**

Patrocinado por:

**Hudson  
Tourism  
Board**



COLUMBIA COUNTY  
SANCTUARY MOVEMENT

performances/  
actuaciones

DJ Geo

Mariachi Mexico Tradicional

Taína Asili

Trío Candela

# LATINX

EL MOVIMIENTO SANTUARIO DEL CONDADO DE COLUMBIA, JUNTO CON LA JUNTA DE TURISMO DE HUDSON, SE ENORGULLECE DE ANUNCIAR EL PRIMER DESFILE Y FESTIVAL LATINX.

¡CELEBRA NUESTRA CULTURA CON COMIDA LATINA, MÚSICA, ARTE Y MIEMBROS DE LA COMUNIDAD!

## GATHERING/ASAMBLEA

12NOON/MEDIODÍA

7TH ST PARK

parque de la calle 7

## PARADE/DESFILE

1PM—2PM

7TH ST PARK TO HUDSON WATERFONT

Desde el parque de la calle 7

hasta la costa ribereña de Hudson

## FESTIVAL

2PM—6PM

HUDSON WATERFONT

costa ribereña de Hudson

# MÚSICA

# FOOD ARTS

comida latina

HUDSON  
NY

Sept. 19. 2021



Columbia County Sanctuary Movement, along with the Hudson Tourism Board, is proud to host the area's first Latinx Parade and Festival!

Join us as we celebrate our culture with local latinx food, musicians, artists and community members.



Hudson  
Tourism  
Board