



Park Theater Hudson

723 Warren St., Hudson, NY 12534

Executive Summary: Park Theater Hudson is planning its second annual “Second Saturday Sessions”, a free concert series to be held in front of the Park Theater building during the summer of 2022. Our objective is to continue to establish the city of Hudson as an accessible and premier music and arts hub, supporting our community while also attracting tourists. In support of this free concert, we are seeking funding that will enable Park Theater Hudson to attract high caliber music talent, including the necessary equipment and marketing to support the event as well as ensure a safe and comfortable environment for our community and tourist to enjoy the event.

2021 in Review:

Attendance: In 2021, Second Saturday Sessions averaged over 200 attendees at each event, culminating in 400+ attendees for the final September show. Holistically Second Saturday Sessions attracted over 1500 people to upper Warren St. in support of live music.

Sponsorship & Local Business Support: Raised money from local business owners to supplement overall cost of events while driving traffic to their business through QR codes, social media tagging, etc. Monetary sponsors of our 2021 events included Wunderbar, Hudson Roastery, Columbia County Tourism, Governor’s Tavern, Valentine Insurance and The Bank of Greene County with 3 Academy Studios, Catskill Concerts, Upstate Ink, J Durban Photography and Hudson City Digital providing sponsorship and support through services.

Fundraising: Park Theater Hudson with support from our community and local businesses raised over \$12,000 for Perfect Ten, a local after school program for girls. Local business that contributed donation items for auction included WM Farmer & Sons, 225 Warren Bar & Grill, Copake Country Club, Kasuri, Helsinki Hudson along with individual donations in support of the fundraiser. Perfect 10 leveraged the funds to support vital after school programming including workshops with local businesses, the after school tutoring program and participation in community events

Community Impact: These free concert events were inclusive, impacting the community on 3 levels: leveraging local businesses in the production of the event, highlighting local artists in each performance and attracting attendees near and far to create a diverse audience coming together to share a common interest. Local companies including Upstate Ink were used for printing, 3 Academy Studios for graphic design and marketing, Catskill Concerts for PA, lights and sound engineering in support of each production and JD Urban Photography & Hudson City Digital captured the live events. Performers included:

- Pam Grande, a Hudson business owner
- Mikaela Davis, Diana DeMuth, The Rough Shapes and Jedi Johnston who all reside in Greene and Ulster Counties
- Brasskill, a local brass band based in Hudson who practices weekly at the Basilica
- Cowboys in the Campfire who rehearse & record in Hudson

Economic Impact: The event attracted attendees from nearby counties including Greene, Albany, Ulster, Dutchess and Columbia as well as tourists from New York City, Boston and beyond. This resulted in increased sales and lodging tax as attendees populated local bars and restaurants before, during and after the show with overnight stays booked at local hotels and Airbnb’s. Many event goers ordered food from their seats using a QR code for Wunderbar and



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businesses like Rivertown, La Mission, Hudson Roastery, Governors and even 225 Warren Bar & Grill benefited from event goers visiting their establishments before and/or after the show.

Testimonials:

“The Park Theatre fundraiser for Perfect Ten Hudson was the most successful fundraiser for our organization last year. We were thrilled with the amount of money that was raised through numerous efforts. The money has been and continues to be used for vital programs that include workshops with local businesses, the after school tutoring program and participation in community events. Our partnership with Park Theatre was an incredible example of how various elements of the local community can pull together to make a memorable event. With entertainment provided by local but nationally known musicians (who, for the most part, volunteered their time) we were able to engage hundreds of people from the local community and beyond. Additionally, we pulled in local businesses for donations in our silent auction, we used the girls from our program to help hand out flyers and we were able to demonstrate to the community the mission of Perfect Ten. As mentioned, our reach went beyond the immediate attendees as well, as the auction reached participants around the country and even around the world. People who had possibly never heard of Hudson NY learned more about the wonderful businesses and organizations and culture that we have here. We had a number of attendees who came to Hudson specifically for this event who ended up spending a couple of days here. We hope to continue our partnership with Park Theatre annually as they provided an excellent alliance for our goals.” **Debbi Calton – Perfect Ten**

“The Second Saturday Session have brought a much-needed focal point to Hudson, not only bringing together the locals, but bringing in people from nearby town and creating an atmosphere of hospitality and pure fun for the community. The series has benefitted the business in Hudson and I hope to see the series continue! Looking forward to it! **Haleh Atabeigi – The New Gallery Hudson**

“My little Hudson community is reawakening in the most creative and astounding ways. Street concerts,...outdoor dining,...sculpture parks instead of metered parking. Huge shout out to Park Theater Hudson for the tremendous lineup tonight. Diana DeMuth was incredible and she was the warmup performer. I'd get in a car to her next gig for sure. Beautiful night of music, food, drinks and friend out and about once again only more focused and deliberate on what culture in our community really can be and will be going forward.” **Mikel Hunter**

The whole staff at Governor's would like to thank Shanan for taking his time, funds and effort to create these monthly musical events. These events have not only had a positive monetary impact for our little pub, with attracting customers before and after the events, it has also helped to establish a positive cultural vibe for the City. Our little City has so much to offer in history and architecture, in wonderful stores and amazing restaurants, but we are also blessed to have so many talented local musicians that would be able to benefit from more of these events. **Brian Dykeman – Governor's Tavern**



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Coverage:

A New Life for a Historic Building - <https://gossipsofrivertown.blogspot.com/2017/08/a-new-life-for-historic-building.html>

First Look: Saving Park Theater - <https://visithudsonny.com/first-look-park-theater-hudson-warren-street/>

A Happy Ending for a Historic Building - <https://gossipsofrivertown.blogspot.com/2021/03/happy-ending-for-historic-building.html>

Park Theater Centennial Celebration - https://www.hudsonvalley360.com/news/columbiacounty/historic-hudson-theater-marks-centennial/article_91042860-a377-5f3f-85c3-93ea60052c09.html

Back to the Park Theater - <https://www.trixieslist.com/2021/05/07/back-to-the-park-theater/>

Diana DeMuth: Park Theater Interview - <https://visithudsonny.com/diana-demuth-park-theater-hudson/>

Mikaela Davis: Park Theater Interview - <https://visithudsonny.com/mikaela-davis-park-theater-hudson/>

The Rough Shapes: Park Theater Interview - <https://visithudsonny.com/rough-shapes-park-theater-hudson/>

Tommy Stinson Benefit Concert –

https://www.hudsonvalley360.com/artsandlife/thescene/tommy-stinson-benefit-concert-for-perfect-ten-hudson-and-silent-auction/article_b3133448-88df-530f-ae8d-83890abda479.html

<https://www.greylockglass.com/event/cowboys-in-the-campfire-tommy-stinsons-benefit-concert/>

<https://www.trixieslist.com/events/tommy-stinsons-cowboys-in-the-campfire/>