



City of Hudson Common Council
Tourism Committee

Tourism Funding Request Application

Applicant Information

Full Name: Weinert Adam H Date: 3/15/22
Last First M.I.

Organization: Waterfront Wednesdays

Address: 42 Allen St
Street Address Apartment/Unit #
Hudson NY 12534
City State ZIP Code

Phone: 6463513839 Email: adamhweinert@gmail.com

Event Date: 6/29/22 - 8/24/22 Desired Funding: \$10,550

Have you received funding from the City of Hudson previously? YES NO 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? \$10,000

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

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

See attached

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

See attached

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

See attached

Funding Request Breakdown

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

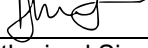
See attached

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

Source	Amount
See attached	

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

Adam Weinert
Typed or printed name of authorized signer

Date: 3/15/22

**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

WATERFRONT WEDNESDAYS

42 Allen Street Hudson NY 12534
www.waterfrontwednesdays.org

Tourism Funding Request Application 2022

1) Description of Project (attach extra sheet(s) if necessary):

The idea for *Waterfront Wednesdays* was born in 2019 when the Hudson Sloop Club offered free boat rides during the Hudson Black Arts and Cultural Festival. The popularity of this unique blend of on-shore and on-the-water community-focused programming inspired Elena Mosley and Sam Merrett to reboot the idea the following year during the COVID-19 pandemic. Now in its third full season, *Waterfront Wednesdays* has grown to span from June 29th through August 24th hosting weekly offerings that activate both the park and the estuary with activities for residents and visitors alike. Each week features different visiting vessels for on-the-water excursions and lighthouse visits with free events for kids, a drum circle, a live performance, and a marketplace for artists, artisans, and chefs to sell their wares.

During our 2021 season, while challenging due to COVID-19, we were still able to safely hold these outdoor events and saw attendance grow from week to week. We know that these creative opportunities and supportive fees were both a creative and economic lifeline for our region's performing artists and river vessels as well as a hugely impactful community event. In 2022 we want to build upon this success, invite even more performance groups and visiting vessels, and make *Waterfront Wednesdays* a landmark series, and Hudson summer staple. (See below for detailed information for how requested funding will be used.)

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

Waterfront Wednesdays seeks funding to continue to develop its unique and community-forward cultural programming. Through a strategic partnership between The Hudson Sloop Club, Operation Unite New York, and The Hudson Arts Coalition, *Waterfront Wednesdays* creates a family-friendly community celebration featuring food, activities, and live entertainment. The river serves as a wonderful backdrop to the vendors, performances, and live music in the park. There are special tables outfitted with tanks featuring locally caught catfish, eels, crabs, and other river residents on display to bring the river into the park for hands-on educational opportunities.

All programming is free including a wide variety of water-based activities. These range from dockside fishing to boating excursions. In 2021 we gave one-on-one fishing lessons to 112 kids aged seven to fourteen and took 544 people out on 43 different public boat trips. The boat trips were hosted by six different vessels including sailing sloops, traditional schooners, modern catamarans, and even a solar powered launch.

The diverse nature of programming at this event allows for a wide range of community beneficiaries such as our city's youth, seniors, and differently-abled persons. Participating organizations include Bindlestiff Family Cirkus, Hudson Hall, Basilica Hudson, Kite's Nest, The Literacy Fund, The Senior Center, SPARK of Hudson, The Hudson Area Library, New York Danceforce, Columbia County Land Conservancy, and the Columbia County LGBTQOOL Kids. The Hudson Arts Coalition represents seventeen different arts organizations across three counties with programming geared towards marginalized populations, veterans, women, children, seniors, and LGBTQ+ persons. Our performance groups are strategically curated to draw crowds from other regional hotspots such as New York City, Kingston, Troy, Great Barrington, and Catskill. Happily, the Henry Hudson Riverfront Park is not only a familiar landmark but is also fully accessible with ADA-compliant picnic benches, paths, and restrooms.

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

Waterfront Wednesdays has a significant impact on Tourism. Initially, we chose Wednesdays for our event series after speaking with members of the Hudson business community, especially those in the hospitality sector, to address the dearth of midweek programming in Hudson. We saw this as a way to impact tourism while also benefiting local residents – and the results were tremendous! In 2021, we saw a 50% growth in weekly visitors to Waterfront Wednesdays, averaging more than 300 people per week and once even topping 550 audience members. There were over 70 participating organizations, including 20 different performance groups. These included local and regional troupes, bands, and luminaries such as dancers from New York City Ballet, and internationally recognized circus performers. While we didn't poll every person who came, anecdotally, we know had visitors from 11 different counties in New York State, and we were written about in the following periodicals:

- Chronogram
- Rural Intelligence
- The Hudson Community Guidebook
- Capital Region Independent Media
- IMBY
- Trixie's List
- Gossips of Rivertown
- Columbia County tourism.org
- ColumbiaCountyCurrent.com
- Register Star
- Times Union
- orangetourism.org
- travelhudsonvalley.com
- hvmag.com

We had roughly 40 vendors over the season with some coming every week and others coming more intermittently. They included local artists, artisans, and businesses such

as Ifetayo Cobbins, Fortunes Ice Cream, What's Real Good BBQ, The Maker Hotel, as well as many non-profits providing free resources and activities. We are especially grateful to our partnerships with:

- The Hudson Powerboat Association who provided plentiful picnic tables
- The Columbia County Department of Health who offered free COVID vaccines
- SPARK of Hudson who offered free food and cooking lessons
- Hudson Hall who donated a fireworks display
- And CREATE Council who helped pay artist fees to compensate the many performers who graced our stage

As we look forward to 2022, we hope we can count on your continued support for this valued event. We appreciated how the Tourism Board contributed ideas to help shape *Waterfront Wednesdays*, such as the eco-packaging initiative, and look forward to future collaboration and coordination with the Tourism Committee. We love seeing you from week to week down at the waterfront and appreciate your financial support - without which, none of this would be possible.

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

We see a multitude of key benefits for the City of Hudson's tourism. The first is art and community-related. After the Pause order was put into effect by New York State in response to the COVID-19 pandemic, The Hudson Arts Coalition sprang to action. The goal was to provide help and relief to our city's arts, and culture creators whom we know are vital to the continued vibrancy of our diverse population and the economic sustainability of our city. Two years later, the threat of COVID-19 is far from over, and the benefit of bringing our community together in real life, in a safe way is invaluable.

Second, this series gives tourists and community members a focused opportunity to experience the Hudson River's natural beauty and history through experiential and educational opportunities. This weekly event provides a tangible resource to our growers, artisans, and businesses who may not have their own shops, may no longer be able to afford their rent, or may have been forced to close due to health and safety regulations relating to the COVID-19 pandemic. Offering them access to a marketplace with a safe way to interact with customers while pooling resources on PPE and publicity is a boon for everyone who participates.

Also, we know that Hudson struggles to be more than just a weekend destination. Even in a typical year, while weekend reservations at restaurants and hotels tend to be packed, midweek demand suffers. By creating more opportunities for commerce, tourism, and activity during the week, we can build a more sustainable future for the City of Hudson.

As was demonstrated in 2020 and 2021, the various threads of this project - on the stage, at the market, and in the water - reinforce and support one another. Larry's BBQ, for example, brings an audience to Sondra Loring's dance performance who might otherwise have missed it. A Hudson youth who came out for Operation Unite's

drum circle may never have otherwise visited the Hudson Athens Lighthouse. And while traditional venues tend to emphasize weekend programming, whose halls get filled with tourists, our midweek offering helps to encourage broader engagement that includes local and regional engagement too. Our goal is to be a waterfront resource for the community, support system for our arts and cultural sector, and a draw for tourism. To make this possible, we humbly ask for your continued support.

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

VESSEL NAME	LENGTH (FT)	GUESTS /EVENT	PUBLIC SERVED	COST/ VISIT	PROGRAM DETAILS	NUMBER OF VISITS	TOTAL COST
Schooner Apollonia	64	30-45	315	\$750	Offer 3 public sails, on the hour- Intro to sailing and the Hudson River	7	\$5250.00
Impossible Dream	60	50-80	50-80	\$1000	Dockside tours and 1 Handicap Accessible Sail-priority to disabled passengers	1	\$1,000
Sloop Clearwater	108	100-125	100-125	\$1000	On shore environmental educational programming and 1 public sail	2	\$2,000
HRMM's Solaris	44	35-50	35-50	\$550	3 public trips, on the hour-narrated content on 100% solar powered launch	1	\$550.00
Lighthouse Ferry Service	Various	25-35	125-175	\$350	2 hours of guided lighthouse tours for small groups	5	\$1750
TOTAL REQUESTED							\$10,550

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

SOURCE	USE	AMOUNT
CREATE Council	Artist fees and production costs for live performance events	\$5,000
SPARK of Hudson	Matching grant to the CREATE Council grant	\$5,000
Bank of Greene County	Instructor for the free community fishing program	\$1600
New York Danceforce	Dance Artist Fees	\$1,500
Fenimore Asset Management	Operation Unite New York Youth workforce costs	\$1,000
Greylock Federal Credit Union	Ujima Community Collective Drum Circle	\$999
Stewarts Community Grant	Fishing supplies, shore support and visiting vessels	\$2,000
Earned Income	PPE, crowd control, sanitation and tabling costs	\$300
Hudson Sloop Club	Administrative costs	In-kind
Operation Unite New York	Administrative costs	In-kind
Hudson Arts Coalition	Production coordination	In-kind
HPBA	Picnic tables	In-kind