

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



March 14, 2022

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

Dear President DePietro 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 Hall's grant application currently before your committee in support of funding for this year's Winter Walk.

Each year, Winter Walk brings so much joy to visitors and residents of Hudson alike. We've all seen the looks of wonder on the faces of the young and the young-at-heart every first Saturday in December for the past 25 years, as they marvel at the illuminated window displays, the world-class performances, and the firework display that lights up the night's sky at the conclusion of this magical evening.

Not only that, but Winter Walk has a profound economic impact on the city's business community, generating overnight stays from visitors who are here specifically to attend the event, augmenting retail sales by encouraging businesses to remain open later, and quite literally packing our many wonderful dining and drinking establishments well into the night.

This December will mark the 26th anniversary of Winter Walk— a testament to the enduring commitment of Hudson Hall's staff, countless volunteers, and event participants— so much so that you could rightfully claim that Winter Walk is now an intrinsic part of Hudson's DNA and is no doubt a vital part of what makes this community so special and unique.

I've seen first-hand how much planning, preparation, and effort goes into producing Winter Walk each year, and Hudson Hall should be applauded for their work to bring it to fruition on our behalf each December.

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.



City of Hudson Common Council
Tourism Committee

Tourism Funding Request Application

Applicant Information

Full Name: Dillon Tambra Date: 3/14/22
Last First M.I.

Organization: Hudson Hall

Address: 327 Warren Street
Street Address Apartment/Unit #
Hudson NY 12534
City State ZIP Code

Phone: (518) 822-1438 Email tambra@hudsonhall.org

Event Date: December Desired Funding: \$ 7,500.00

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? _____

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 document.

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

See attached document

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

See attached document.

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

See attached document.

Funding Request Breakdown

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

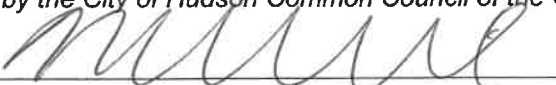
See attached Budget and Marketing Schedule

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

Source	Amount
See attached budget	

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

Tambra Dillon
Typed or printed name of authorized signer

Date: 3/14/22

**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

**City of Hudson Common Council
Tourism Committee**

Attachment to Hudson Hall Tourism Funding Request Application for 2022 Events

1) Description of Project:

Winter Walk, now in its 26th year, is Hudson's annual city-wide winter festival designed to showcase Hudson's shops, galleries, dining establishments, and creative artists and individuals who make the City of Hudson the region's premiere destination for holiday shopping. In addition to driving visitation to Hudson, Winter Walk engages our local community and generates good will among diverse audiences.

Renewed support from the City of Hudson is being sought to help support marketing costs for Winter Walk 2022 and to provide small grants made to new projects by local Hudson artists and community members who wish to participate in Winter Walk, which will take place on **Saturday, December 3, 2022, from 5-8pm.**

Programming highlights for Winter Walk 2022 include:

- To encourage new generations to participate, Hudson Hall will continue the **Winter Walk Artist Grant Program**, established in 2021 to celebrate the festival's 25th anniversary and honor the diversity, ingenuity, and perseverance of Hudson's unique creative community. The artist grants will be **awarded to local artists, community groups and creative teams** – among them dancers, musicians, poets, circus performers, environmental educators, puppeteers and more – to provide financial support to help create work to be featured at Winter Walk 2022. The application will be open to people of all abilities and ages residing in the City of Hudson and surrounding region. If funded, the Tourism Committee's support would be used to support projects proposed by Hudson city residents.
- Additionally, Winter Walk will feature the numerous street performers, musicians, dancers, stilt walkers, jugglers, African drummers, carolers, and costumed characters from local community and youth groups that have traditionally been a part of Winter Walk. **Perennial Winter Walk favorites** such as Sax O'Clas, Harmony Project Hudson, Sean the Prankster, Crazy Christine Balloons, Diata Diata Folkloric Theatre, Roger the Jester, Camphill, Holly, Andy & Ivy, the Orcapelicans, Circus Theatrics with Sean Fagan, Operation Unite, and Key of Q return to Warren Street, and family-friendly attractions like the petting zoo, miniature ponies, and horse and carriage rides at 7th Street Park. As in the past, featured artists and attractions will focus on community-based groups and local amateur and professional performers. Hundreds of Hudson's youth are involved, from the young choristers who sing for the lighting of the tree to the young dancers of Sternfelds Studio and the many youths who perform in events across the City.
- Visits with Santa and the distribution of free, age-appropriate, gift-wrapped books by Santa's elves.
- The Winter Walk Window Decorating Contest (the night before Winter Walk) shines a spotlight on the beautiful window displays on show throughout December. Organized by Hudson Hall since 1997, the Window Decorating Contest highlights local businesses, shops, and galleries with many staying open until 8pm on both evenings.

Hudson Hall

- Local vendors selling food, crafts and locally made items; vending fees for local non-profit organizations are waived.
- And last, but not least, the evening will conclude with a stunning firework display from Promenade Hill to light up the winter sky, visible for miles.

As in the past, Winter Walk will be widely promoted locally and regionally in digital, print, and radio advertising. We issue multiple press releases to local and regional media and promote the event online and via WAMC, and WGXC radio. We expect to continue leveraging our current relationships with local and regional media partners, such as Columbia Greene Media (which includes a special section in the *Register Star* and print and digital advertising), Chronogram Media (including Rural Intelligence), and *The Berkshire Edge*.

Winter Walk is also featured in a series weekly eblasts (7,000+ subscribers each) and is actively promoted on our website and social media leading up to the event. Local businesses, artists and vendors actively promote the event via their channels. In addition, Winter Walk is advertised via print posters and rack cards distributed throughout the city and the region. Winter Walk attractions are promoted in a Winter Walk map, available in both a print and digital format. Marketing materials distributed from New York City north to Albany and east to the Berkshires have drawn visitors from the Hudson Valley, the Greater Capital Region, and as far as New York City, New Jersey, and Massachusetts.

These marketing efforts are combined with a public relations campaign and additional promotions, such as the Winter Walk Window Decorating Contest, to help draw attention. Many local businesses devise Winter Walk promotions and plan special events, helping to raise awareness and reach diverse audiences.

2) Purpose of Project:

Hudson Hall first produced Winter Walk in 1997 to help bring foot traffic back to Warren Street after a long period of decline. At first, the event was called “A Winter Walk on Warren Street” and took place on the sidewalks and in the shops, mostly in the 500 and 600 blocks of Warren Street. At that point in time, it was difficult to get people to move below Fifth Street or above Seventh Street, but as the business district grew, Winter Walk grew with it. By 2011, new businesses along the entire length of Warren Street warranted the full closure of the street to accommodate increasing foot traffic. Today, Winter Walk encompasses the entire mile-long stretch of our main street, rings Seventh Street Park, spills over to Columbia Street and other side streets, and now extends down to Front Street and the waterfront. A frequent winner of the popular vote for Columbia County’s Best Winter Community Event, Winter Walk is Hudson’s largest, liveliest, and most colorful event of the year.

This city-wide event is truly a partnership between the community and the City of Hudson, including the Department of Public Works, the Hudson Police and Fire Departments, the Hudson City Youth Department and, not least, the Mayor, who in 2020 and 2021 played Santa to the delight of so many children. From the local businesses and community organizations that participate in this beloved event to the individuals who contribute their time, energy, and talents, Winter Walk generates tremendous goodwill and brings the community together to kick off the holiday season.

In addition to reaching diverse audiences with family-friendly activities, Winter Walk is a significant economic and cultural stimulus for the city, drawing both local and regional visitors to Hudson at the start of the holiday shopping season. In 2021, following a 2020 month-long, Hudson Safe Edition of Winter Walk, we were pleased to be able to return to our traditional one-evening, street festival format. To help ensure the safety of our residents and visitors, Winter Walk 2021—our 25th Anniversary Edition—focused on events that could be enjoyed outdoors, including events performed on the street and in store windows up and down Warren Street.

Because of the success of last year's event, in 2022 we are planning to continue with the focus on activities and entertainment that can be enjoyed outdoors. We also plan to continue our Artist Grants Program, which provided 25 local artists and community groups with funding to create their presentations. The goal of these grants—a special addition to Winter Walk to celebrate its 25th anniversary—was to encourage the involvement of a new generation of residents of all ages and abilities, to increase the diversity of the event performers, and to provide support to local artists who were hit especially hard during the COVID-19 shutdown of the live arts.

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

Winter Walk is unique in the benefits it brings to the entire community, from the local residents and businesses that work together to showcase Hudson's creative economy to the thousands of visitors who come to Hudson to take in the brilliantly decorated shops and enjoy the musicians and performers who animate the City's mile-long main street. Winter Walk is a beloved regional and community event that both kicks off our local economy's critical holiday shopping season and builds community among the City of Hudson's diverse populations.

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

Since its inception in 1997, Winter Walk has become one of largest—if not *the* largest—tourism events in the area, generating a host of economic and social benefits for the City of Hudson. In addition to reaching diverse audiences with family-friendly activities, Winter Walk is a significant economic and cultural stimulus for the city, drawing both local and regional visitors to Hudson at the start of the holiday shopping season. Winter Walk, which draws upwards of 15,000 visitors from the region and beyond, is consistently one of the busiest nights of the year for the more than 200 participating businesses and showcases the creative work of approximately 250 artists and members of our community.

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

See attached Budget and Marketing Schedule

6) Other funding being sought or anticipated by this Project:

See attached Budget

Hudson Hall: Winter Walk 2022: 26th Anniversary
For the City of Hudson Common Council Tourism Committee
(Based on 2021 Winter Walk)

MARKETING / ADVERTISING / MEDIA SCHEDULE

- Winter Walk Marketing Collateral
 - 4x9" Rack Card (print and distribution)
 - 22x23" Display Posters
 - 17x11 Shop Posters
- Winter Walk maps (large display posters)
- Letterpaks hand-delivered to Hudson businesses
- Graphic Design fees

- Winter Walk Digital Marketing
 - Hudson Hall e-blasts to 6,858 subscribers
 - Facebook Posts to 4,525 followers
 - Instagram Grid Posts to 3,732 followers

Winter Walk PR, links to sample press releases issued to 62 targeted media outlets and and selection of stories placed

- [https://mailchi.mp/hudsonhall.org/winterwalk-2021-announcement-?e=\[UNIQID\]](https://mailchi.mp/hudsonhall.org/winterwalk-2021-announcement-?e=[UNIQID])
- [https://mailchi.mp/hudsonhall.org/ww-window-decorating-2021?e=\[UNIQID\]](https://mailchi.mp/hudsonhall.org/ww-window-decorating-2021?e=[UNIQID])
- <https://www.hudsonvalley360.com/news/columbiacounty/people-flock-to-winter-walk-as-it-celebrates-25-years/article-f8549e70-99df-5f75-adcf-0871b0cf072b.html>
- <https://www.newyorkbyrail.com/events/winter-walk-in-hudson-tomorrow.html>
- <https://www.hudsonvalley360.com/news/columbiacounty/winter-walk-returns-to-celebrate-25-years/article-64fc53ea-3a72-5651-8e70-bee3ed6522d2.html>
- <https://hudsonvalley.kidsoutandabout.com/content/winter-walk-25th-anniversary/>
- <https://www.trixieslist.com/events/winter-walk-25th-anniversary/>
- <https://www.chronogram.com/hudsonvalley/decembers-must-attend-events/Content?oid=14336173>
- <https://columbiacountycurrent.com/2021/11/02/hudson-winter-walk-25th-anniversary-dec-4-2021/>

#Quantity	\$Amount	#Reach
2,500	\$ 1,050	2,500
2	\$ 52	Pedestrian traffic on Warren
50	\$ 87	Pedestrian traffic on Warren
4	\$ 104	Pedestrian traffic on Warren
200	\$ 106	200
	\$ 1,100	

#Quantity	\$Amount	#Reach
5	\$ 300	34,290
14	\$ 150	63,350
10	\$ 151	37,320

PR Fee \$ 3,000

Chronogram Media

Digital: Eat, Play, Stay Sponsorship Ad Package

Digital: Month-long Display Ad

Digital: Instagram Post

WAMC

November 21 - December 3, 2022

Ad	Schedule	Duration	#Ads	\$Amount	#Reach	
1 banner	600x120px and 2 squares	287x287px	1 week	1 week	\$ 800	38,000 subscribers

Various, leaderboard, rectangle and mobile banner

30 days 30 \$ 600 116,667 unique viewers/mos

Ad	Schedule	Duration	#Ads	\$Amount	#Reach
Two Flights - Primetime	News, NE Report, Roundtable, Drive Time	2 weeks	24	\$ 1,464	545,000 monthly listeners

Hudson Hall: Winter Walk 2022: 26th Anniversary
 Columbia-Greene Media Schedule (Register Star
 and Daily Mail)

October 31 - December 3, 2022

MARKETING / ADVERTISING / MEDIA SCHEDULE

Ad	Schedule	Duration	#Ads	\$Amount	#Reach	
Print Register Star + Daily Mail	5.55x8" Display Ad	2x per week in Reg Star and Daily Freeman (each)	4 weeks - 16 ads	\$ 1,600		Readership N/A
Print Register Star + Daily Mail	11.25x2 Front Page Strip Ads	4x per week in Reg Star and Daily Freeman (each)	4 weeks 32 ads	\$ 1,600		Readership N/A
Print: Register Star (plus overruns)	4-page Winter Walk pull out	1 week		Sponsored		Readership N/A
Digital: HudsonValley360 "Reveal" ad	1920x400dpi (desktop) + 800x250dpi (mobile)	4 weeks		\$ 100		Readership N/A
Digital: HudsonValley360 Leaderboard and mobile ads	4 different sizes, running PSA	4 weeks		\$ 800		Readership N/A
Digital: HudsonValley360 Facebook	Winter Walk image + copy	8 posts		\$ 104		3,577 followers

Ad	Schedule	Duration	#Ads	\$Amount	#Reach	
The Berkshire Edge	Banner Ad	1 week		\$ 450		124,056 unique viewers/mos
Trixie's List - Map	Seasonal Winter Ad	3 mos		\$ 100		5,000 distributed
Gossips of Rivertown	Monthly ads - WW in Nov, Dec	2 mos		\$ 100		20,000 viewers
Total Cost				\$ 13,968		

Winter Walk 2022: 26th Anniversary		
BUDGET		
For the City of Hudson Common Council Tourism Committee		
Applicant Name: Hudson Hall		
Requested Amount: \$7,500	PROJECTED	Tourism Board
Total Budget: \$77,900	EXPENSES	Expenses
EXPENSES		
Artist Fees	\$25,000	\$3,750
Fireworks, Street Events, Decorations	\$7,500	
Comfort Stations & PPE (3,000 masks + signage)	\$1,400	
Marketing/PR	\$14,000	\$3,750
Wages/Salaries	\$34,000	
	\$81,900	\$7,500
INCOME		
Sponsorship & Local Businesses	\$30,000	
NYSCA	\$5,000	
J.M. Kaplan Foundation	\$5,000	
Dyson Foundation	\$5,000	
CEDC	\$2,500	
Evelyn Bordewick Foundation	\$2,250	
Columbia Co Tourism	\$1,000	
Stewart's / Dake Family	\$500	
Hudson Hall - Ind gifts	\$23,150	
	\$74,400	
Surplus (Deficit) - Amount of Request	(\$7,500)	