

City of Hudson Events Funding Request Application

Please use this form to request funding for an event, event series, or other tourism-related initiative from the City of Hudson. Applications will be accepted through Friday, April 12th at 5 pm and reviewed by the Finance Committee of the Common Council at their meeting on Monday, April 15th.

Email *

jonathankay52@gmail.comj

Applicant Information

First Name *

jon

Middle Initial

Last Name *

kay

Organization *

Hudson-Athens Lighthouse Preservation Society

Street Address *

P.O. Box 145

City *

Athens

State *

NY

Zip Code *

12015

Phone *

5188285294

Email *

info@halps.org

Event Date(s) *

Event or project must take place between April 16, 2024 and December 31, 2024 to be considered. Past events or completed projects will not be funded.

June 1, 2024

Desired Funding *

The maximum award from this program is \$5,000.

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Have you received funding from the City of Hudson previously? *

Yes

No

Is your event a recurring event in the City of Hudson? *

Yes

No

Will your event conform with all required Federal and State accessibility laws, including the Americans with Disabilities Act (ADA)? Please provide detail in the Project Description section. *

Yes

No

Have you received alternative funding to date? *

Yes

No

Alternative Funding Amount

How much alternative funding have you secured? *

Project Overview

Description of Project *

*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.*

Use the file upload feature at the end of this section to attach additional documentation if necessary.

The Hudson-Athens Lighthouse is celebrating its 150th anniversary this year (2024). In recognition of this noteworthy occasion, the Hudson-Athens Lighthouse Preservation Society (HALPS) is sponsoring a series of celebratory events. One such event is a boat parade on June 1, 2024.

The boat parade will be a novel, exciting, fun event that will draw locals and tourists to Hudson and raise awareness of the urgent need to raise funds to save the lighthouse from likely collapse.

Boats will muster off the Athens riverside park at noon, proceed toward Catskill Creek under the RVW bridge, circle the lighthouse and land at or near the Henry Hudson Riverside Park at approximately 2pm. The Hudson Power Boat Association will provide additional docking space. The U.S. Coast Guard, the NY Naval Militia, the Schooner Apollonia and the historic Eleanor, as well as dozens of private boats will be in the parade. From 11am to 4pm there will be food and merchandise vendors, live music and a festive atmosphere for possibly hundreds of attendees at the Henry Hudson Riverside Park, including tourists who will certainly be attracted to the display of boats and celebration at the park.

Purpose of Project *

Describe the goals you or your organization hope to achieve during the course of this event/project.

Increase awareness of the lighthouse and the urgent need to raise funds to prevent it from collapsing into the river as our engineers predict. As the lighthouse is such an iconic feature of Hudson's identity and a leading tourist attraction we cannot lose it!

Why should the Project be funded from the City of Hudson Events budget? *

The simple answer is, the event will draw tourists to Hudson in both the short and long term. The event will be well-publicized through social media and printed materials. Tourists will be attracted to and attend the event which will generate income for local merchants, hotels and restaurants all of which will be short term benefits on that weekend. Residents will have the opportunity to celebrate the lighthouse and take pride in its grandeur and importance. What could be more appropriate for a riverfront town like Hudson than a boat parade!

How will the Project bring a positive impact to the City of Hudson, its residents, and visitors? *

Perhaps more important than the short-term benefits mentioned above will be increased awareness of the lighthouse and the urgent need to repair it or lose it. Preservation of the glorious lighthouse is important to the future of tourism in Hudson. The lighthouse's image is ubiquitous appearing in materials from local government, tourism bureaus, Amtrak, chambers of commerce. Its image graces local restaurants, the main concourse at Albany International Airport and even a local bank's credit card! These and other Hudson-related entities clearly believe that associating themselves with the lighthouse is a positive message to project. In short, greater awareness of the lighthouse's historical importance and charm enhances Hudson's appeal as a tourist destination which, in turn, supports Hudson's commercial sector.

Additional files for Project Overview



Funding Request Breakdown

Describe how and when funding will be used. *

Funding will be used to acquire the following items for use prior to and at the June 1st boat parade celebrating the 150th anniversary of the Hudson-Athens Lighthouse.

- \$520 for producing an overhead banner on 3rd street to announce 150th anniversary (see attached estimate from ProPrinters)
- \$157 for 500 rack cards announcing boat parade to be distributed throughout Hudson at merchants' stores, libraries, public bulletin boards etc. (see attached estimate from ProPrinters)
- \$320 for 40 distinctive T-shirts to identify HALPS volunteers so that they can control and direct boaters and attendees at celebration at both Hudson and Athens riverside parks. These shirts will be available for use at subsequent HALPS events. \$8/shirt
- \$480 for making 40 commemorative pennants, a/k/a burgees, to sell to boaters participating in parade and others. \$12/pennant (see attached sample)
- \$530 to purchase string lights for holiday lights displayed on exterior of the lighthouse. Though not specifically part of boat parade, beautiful image of illuminated lighthouse during holiday season is enchanting and reminds all of us of importance of preserving the lighthouse.
- \$375 for printing 25 posters similar to attached flyer promoting boat parade to be displayed selectively throughout Hudson. (\$15/per poster)

Total: \$2382.00

Identify other funding being sought or anticipated by this Project. *

Include source name, amount, and use. If no other funding is anticipated, type, "Not applicable."

not applicable

Disclaimer and Submission

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

Type your full name to sign and acknowledge.

Jonathan Kay