

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 *

john@hudsonfilmfestival.org

Applicant Information

First Name *

John

Middle Initial

A

Last Name *

Maybee

Organization *

Hudson Film Festival, Inc.

Street Address *

160 Letter S Road

City *

Kinderhook

State *

New York

Zip Code *

12106

Phone *

3023820400

Email *

john@hudsonfilmfestival.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.

August 9 - 11, 2024

Desired Funding *

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

5000

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.

*SEE 2024 Hudson Film Festival deck HERE: https://docs.google.com/presentation/d/1LZ2VkAPaEwJtabYz49CRP0jBR-WR_wzPceM67OrsZMc/edit?usp=drive_link

Description below and detailed request document attached.

The annual Hudson Film Festival will take place August 9-11, 2024 and will include 6 feature films, 4-6 short films, post-screening Q&As, a free admission educational film crafts panel, an opening night party and a special fundraising dinner.

Talent (actors, filmmakers, craftspeople/artisans working in film) and members of the film industry will attend and participate in the festival's film introductions, Q&As, panels, party and dinner.

Screenings and events will take place at Hudson Hall, Time & Space Limited, Basilica Hudson, Story Screen Cinema Hudson and local restaurants.

Funding requested will be used for marketing purposes, including promotional opportunities, fees & materials to raise awareness of the film festival, screenings and events and include:

Social media

Everett Industries

Instagram / Meta boost fees

Partner/Sponsored post fees: Chronogram + Upstater social media sponsored posts

Hudson Film Festival Newsletter e-blasts

Everett Industries

Partner Newsletter e-blasts

Digital Newsletter sponsored emails - Eat.Play.Stay + Rural Intelligence

Over the Road 20 x 4 Banners (3 - Fairview Avenue, Worth Avenue, Third Street)

ProPrinters

City of Hudson

Poster/Flyers/Postcards/Sandwich Boards

Everett Industries

ProPrinters

28 x 44 sandwich boards (2)

Photography (for press, social media, website, advertising, etc)

JD Urban

Website Production/Content Management

Coalesce

Promotional Reel/Bumper (pre-screening bumper & reel for fundraising)

Coalesce

Purpose of Project *

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

Hudson Film Festival's goals for the 2024 edition of the festival are:

building awareness of the festival, its mission, our year-round educational and film programming, and the city of Hudson as a film/arts/cultural hub/destination

selling out all screenings

filling our screenings with local Hudson and surrounding area residents, including youth and seniors who will have access to discounted tickets

having a full audience at our free admission educational film crafts panel during the festival

bringing in international, regional and local talent (actors, filmmakers, craftspeople/artisans working in film) and additional members of the film industry, to participate in the festival's screenings, events, Q&As and panel

attracting local, regional, and national media coverage of the Hudson Film Festival and the city of Hudson

attracting tourism money and boosting the local Hudson economy through the 3-day weekend event

attracting donors, sponsors and partners to continue to grow the festival into a 5- day event

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

Part of Hudson Film Festival's mission is to uplift and bring together existing organizations for the betterment of all.

By supporting the Hudson Film Festival, the City of Hudson will not only be supporting a cultural event that will boost the profile and economy of Hudson as an artistic and cultural hub of New York, but will also be an investment in our partner non-profit organizations and businesses.

Our partners at Time & Space Limited, Basilica Hudson, Hudson Hall, Hudson Area Library, Hudson-Athens Lighthouse, Hudson Maritime Museum, Stockade Works and other local nonprofits and businesses, including Rivertown Lodge, Sprig & Social and Story Screen Cinema Hudson are coming together to present the annual festival in 2024. The City of Hudson's funding will, by extension, support these diverse organizations and businesses through the Hudson Film Festival 3-day weekend marquee event in August.

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

Funding the Hudson Film Festival will positively impact a broad range of local partner organizations, businesses and diverse artists in film that will gain more exposure and revenue through their participation in the festival.

Hudson Film Festival will bring talent (actors, filmmakers, craftspeople/artisans working in film) to Hudson to partake in all that it has to offer and spread the word about the festival and city.

Hudson Film Festival will attract local, regional and national media coverage, identifying the city of Hudson as a film and artistic hub of New York.

The festival will highlight and champion regional, international, local filmmakers and artisans and present them to Hudson and the surrounding community, promoting positive cultural development while supporting the film industry in the region.

The success and growth of the Hudson Film Festival will directly impact tourism and the local economy in the Hudson area and will draw audiences from the surrounding region with its exceptional programming and production.

Our partners at Time & Space Limited, Basilica Hudson, Hudson Hall, Hudson Area Library, Hudson-Athens Lighthouse, Hudson Maritime Museum, Stockade Works and other local nonprofits and businesses, including Rivertown Lodge, Sprig & Social and Story Screen Cinema Hudson are coming together to present the annual festival in 2024. The City of Hudson's funding will, by extension, support these diverse organizations and businesses through the Hudson Film Festival 3-day weekend marquee event in August.

Additional files for Project Overview



Funding Request Breakdown

Describe how and when funding will be used. *

City of Hudson funding will go towards marketing and promotion, promotional materials and fees.

Banners

Banners will be hung in Hudson over 3 roadway locations (Fairview Avenue, Worth Avenue, Third Street) for 2 weeks leading up to the festival.

Fees: ProPrinters design/creation fee: \$1,474

Fees: City of Hudson Permit Fee: \$450

Funding Use Dates: MARCH (City of Hudson), MAY (ProPrinters)

Flyers / Posters / Sandwich board

These materials will be used at our June 1st Boat Parade booth, our June 1st fundraiser, Waterfront Wednesdays booth in June/July, flyering/posting in Hudson leading up to the festival and during the festival.

Fees: Everett Industries graphic designer fees: \$240

Fees: ProPrinters printing fee: \$500

Fees: 28 x 44 sandwich boards (2): \$686

Funding Use Dates: MAY (Everett Industries), JUNE (ProPrinters + Sandwich Boards)

Hudson Film Festival Newsletter Blasts

Newsletter Blasts to announce festival lineup and events, ticket sales and discounts

Fees: Everett Industries graphic designer & administrative fees: \$480

Funding Use Dates: APRIL / JULY / AUGUST

Partner Newsletter Blasts

Newsletter Blasts to announce festival lineup and events, ticket sales and discounts

Fees: Digital Newsletter sponsored emails - Eat.Play.Stay + Rural Intelligence- (Sponsorship digital banners \$450 OR Event Feature Listing \$450)

Funding Use Dates: JUNE / JULY / AUGUST

Photography

Photography will be used in marketing (press, social media, website) and advertising leading up to, during and post festival.

Fees: JD Urban fee: \$800

Funding Use Dates: AUGUST

Promotional Reel / Bumper

The pre-screening bumper will play prior to each festival film. It will highlight our community partners, funders & donors and will include a land acknowledgement.

The promo reel will be used for fundraising and marketing. It will be played at our booths at the Boat Parade & Waterfront Wednesdays and at our fundraiser. It will be included in fundraising email outreach.

Fees: Coalesce concept/production: \$750

Funding Use Dates: MAY

Social Media

Posts will be used to announce fundraiser, festival lineup and events, ticket sales and discounts and talent participation/attendance.

Fees: Everett Industries graphic designer & administrative fees: \$500

Funding Use Dates: MAY/JUNE/JULY/AUGUST

Fees: Instagram / Meta boost fees: \$300

Funding Use Dates: JUNE/JULY/AUGUST

Fees: Partner/Sponsored post fees: Chronogram + Upstater social media sponsored posts - 30 day (\$500/month)

Funding Use Dates: JULY/AUGUST

Hudson Film Festival Website Production/Content Management

Website management for ticket sales, company news & updates, programming announcements, film & filmmaker information, partner & sponsor information, venue & city of Hudson information, accommodations, etc.

Fees: Coalesce fee: \$1,250

Funding Use Dates: JUNE/JULY

GRAND TOTAL MARKETING FEES: \$8,380

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."

CREATE Council on the Arts Community Regrant
\$5,000

Funding requested for a FREE admission educational panel that will focus on film crafts and 2 festival screenings.

The panel and screenings will take place during the festival at Time & Space Limited who is both our partner and community sponsor for these 3 events.

Columbia County Tourism
\$500

Funding will go towards a festival venue fee.

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.

John A. Maybee

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