

## Nyack Tourism Grants Round 6

Company	Event	Suggested Amount	Event Date
90 North	Marketing as an event venue	\$1,500	Throughout the year
ArtsRock	Various performances	\$3,000	Throughout the year
Bridge Musik	Bridge Musik Summer Festival	\$2,000	Summer 2026
Children's Shakespeare Theater	Various performances	\$1,750	TBD
Ecstatic Dance	Ecstatic Dance	\$2,000	Monthly
Edward Hopper House	Hopper Happens	\$5,000	June 18 -28
Elmwood	Various performances	\$2,000	Throughout the year
Eric DiVito Music	Nyack Monthly Jazz Concert	\$1,000	Throughout the year
Hope Wade	Dogs and Fashion on Broadway	\$1,000	TBD
Kamdyn Moore	River Spins-Roller Skating Pop-up	\$1,250	Spring 2026
Laura Graham	Shophop	\$1,500	Throughout the year
Long Path Outfitters	Hook Mountain Challenge	\$2,500	Throughout the year
Maura's Kitchen	Salsa Night at SoBro	\$1,000	Oct-26
Maureen's Jazz Cellar	Dancing in the Streets, Nyack Jazz Festival	\$2,500	May, September 2026
Modern Druid	Modern Druid Fest	\$750	16-May-26
Modern Druid	Spirit of SoBro	\$1,250	Oct-26
Multifix Media	Make Something Film Making	\$1,000	Jun-26
Music for Life	Night Out	\$1,000	Spring, Fall 2026
Nyack Art Collective	First Fridays	\$800	Throughout the year
Nyack International Film Festival	Nyack International Film Festival`	\$4,000	March 22-26, 2026
Nyack News & Views	Nyack Cook Book	\$2,000	Throughout the year
Nyack News & Views	Expand Reach of NN&V	\$2,000	Throughout the year
Nyack Porch Fest	Nyack Porch Fest	\$1,500	TBD
Phoenix Festival	Phoenix Festival	\$3,500	Sept 20 - Oct 20, 2026
Playful Yogi Space	Yogafest	\$2,000	Sep-26
Rivertown Film	Film Screening	\$1,000	TBD
Rockland County Jazz&Blues Society	Nyack Jazz Week	\$1,500	Fall 2026
The Angel Nyack	Uke-a-Palooza	\$1,500	Spring 2026
Trade & Prosper	Nayck Arts&Crafts Walk	\$3,000	Oct 3 and 4, 2026
		\$54,800	

## 2026 Nyack Tourism Grant Application (Round 6)

**Date:** 11/20/25

**Project Organizer:** Ninety North Nyack LLC

**Address:** 90 North Broadway, Nyack, NY 10960

**Contact Name:** Robin Lawson Scheuer

**Title:** Owner

**Phone:** (917) 692-1966

**Email:** info@90northbroadway.com

**Name of On-Site Event Manager:** Arabela Gandy

**Phone:** (845) 553-2555

**Project Title:** Promoting the event space at 90 North

**Amount Requested:** \$2500

### Grant Purpose

The purpose of this grant is to increase visibility for 90 North as a premier boutique event venue for weddings, corporate gatherings, parties, and workshops, while also promoting local businesses in Nyack. We aim to connect our clients with vendors for catering, decorations, flowers, event planning, lodging, shopping, restaurants, and more - encouraging guests to explore and support the village.

As a new business, we are in the early stages of promoting our venue and need support to reach a wider audience. We plan to list 90 North on leading venue rental platforms such as Peerspace, Zola, and The Knot. While these platforms offer valuable exposure, they require service fees - for example, Peerspace charges a 20% booking fee, and other platforms charge monthly fees upfront. Grant funding would help offset these costs, allowing us to expand our reach and attract more bookings.

Additionally, we plan to invest in targeted Instagram and Facebook advertising to increase visibility, build credibility, and attract clients to Nyack. Our social media will also showcase local vendors, serving as a resource for potential clients while promoting and supporting the many businesses and attractions the village has to offer.

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### Project Organizer Background

90 North is a boutique event venue offering a unique setting within an art gallery and sculpture garden. Our space accommodates a wide variety of events, including weddings, corporate meetings, nonprofit fundraisers, yoga workshops, and conferences. For larger or more complex events, clients can combine our space with the nearby Edward Hopper House Museum and Study Center, allowing us to host 20–200 guests with fully customizable layouts and event flow.

In addition to client-hosted events, 90 North curates its own in-house programs to engage and connect the community. Past events have included a tote bag beading workshop with NYC-based designer Emma Robinson, a documentary film presentation with director Stephen Ives, and our ongoing “Concert in the Courtyard” series, which has featured artists such as award-winning folk singer Rod Abernethy and Nyack’s own world-renowned opera singer Korliss Uecker.

90 North’s mission is to provide a welcoming, inspired space for creativity, connection, and innovation in Nyack. By supporting both client-hosted events and our community-centered programming, we foster meaningful connections, strengthen local partnerships, and promote the vibrant culture of the village.

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### **Project Organizer’s Personal Bio**

Robin Lawson founded 90 North out of both necessity and inspiration. While juggling her growing business from a home office, she had everything she needed - except community. Recognizing how essential collaboration, creativity, and shared energy are to meaningful work, she envisioned a home-away-from-home where private workspaces coexist with communal areas filled with art and conversation. What began as a vision for a welcoming workspace soon expanded into something larger - a vibrant, art-filled venue where people gather to celebrate, collaborate, and connect. Today, 90 North functions as a boutique event space and cultural hub, offering an environment where people feel good about where they are, who they meet, and how they engage with Nyack’s creative spirit.

An Alabama native, Robin moved to New York after college to pursue acting, a path that strengthened her love of storytelling and community-building. She later served as Director of Sales and Marketing for the John Malino Band and became a dynamic leader on the Board of the Edward Hopper House (2016–2022), helping the museum grow by connecting people and ideas - an approach that continues to guide her work.

Robin and her husband, musician John Malino, purchased the restored 1859 residence at 90 North Broadway with a vision for creating a community-centered arts and event space. She is also co-owner of Perry Lawson Fine Art with her business partner, Carole Perry. Together, they curate exhibitions and produce concerts, talks, and cultural programming that enrich both the venue and the broader community.

With a B.A. from the University of Alabama and an M.A. in Educational Theatre from NYU, Robin brings warmth, creativity, and a spirit of collaboration to everything at 90 North - shaping a space that celebrates connection, supports local organizations, and elevates the cultural life of Nyack.

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### **Description of Event/Experience in Detail**

Our vision for 90 North is to establish a thriving boutique event venue that strengthens Nyack’s

local economy by bringing visibility, foot traffic, and commerce to surrounding businesses. We aim to position Nyack as a top destination for hosting events of all kinds - offering visitors a true “one-stop shop” of restaurants, hotels, shops, services, and cultural experiences. A central part of our mission is to intentionally support and promote local businesses by recommending nearby restaurants, florists, hotels, shops, after-party venues, and community events to anyone who inquires about hosting an event with us.

Although our venue is intimate, it is highly versatile and can accommodate a wide range of gatherings. With every event inquiry, we highlight the breadth of Nyack’s offerings to help guests fully experience the town and, in turn, increase spending with local businesses.

We recently booked a wedding for next October where out-of-town guests will stay at Hotel Nyack, enjoy a courtyard ceremony at 90 North, explore local shops and restaurants between events, and attend a reception at the Hopper House featuring Nyack-based musicians, restaurants, and vendors. The evening will conclude with an after-party at another local venue. This single wedding will benefit numerous local businesses and exemplifies the collaborative, cross-promotional economic impact we plan to strengthen with every event.

In addition to weddings, we host meetings, workshops, and small conferences, many of which source catering, supplies, and services from Nyack’s shops and food establishments. By promoting 90 North as a flexible, art-centered event space - and by uplifting neighboring businesses - we contribute to a more connected and sustainable local economy where each event drives commerce throughout the village.

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### **Description of Expected Outcome**

With support from this grant - particularly for online promotion and targeted advertising on Instagram, Facebook, and event-search platforms - we expect to significantly increase visibility, inquiries, and confirmed bookings for both weekends and weekdays. Higher booking volume will translate directly into increased foot traffic and spending at restaurants, shops, hotels, and entertainment venues throughout Nyack, as guests explore what the village has to offer.

A key initiative we are developing is a comprehensive recommended vendor and attractions list to share with every client. This curated guide will highlight local businesses that align with our vision and enhance our guests’ experience - covering food and beverage, décor, entertainment, lodging, shopping, personal services (hair, makeup, nails, massage, barbers), wellness experiences, and unique local offerings such as tarot and oracle readings for bachelorette parties. This list will create a direct pipeline of business referrals for the community.

Because 90 North is within walking distance of downtown shops and restaurants, our events naturally encourage visitors to explore Nyack on foot, extending their stay and increasing the likelihood of repeat visits. Our goal is to help make Nyack top-of-mind as an exciting, arts-forward destination close to NYC.

Expected outcomes include:

- Increased revenue for local businesses - especially hotels, boutiques, restaurants, personal-service providers, and creative professionals
- Growth in overnight stays within the village
- Stronger promotion of local entrepreneurship and the cultural diversity of the community
- Greater utilization and visibility of Nyack's walkable village assets and arts spaces

Through expanded marketing efforts supported by this grant, 90 North will become a consistent generator of tourism, commerce, and collaborative partnerships within the local business ecosystem.

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### **Description of Target Audience**

Our target audience is diverse, reflecting the wide range of people and organizations seeking a distinctive, flexible event space. This includes:

- Couples planning intimate or mid-sized weddings, rehearsal dinners, elopements, and engagement celebrations
- Individuals or groups hosting milestone celebrations such as birthdays, anniversaries, showers, and holiday gatherings
- Businesses and nonprofits organizing meetings, workshops, fundraisers, lectures, retreats, and networking events
- Creative professionals seeking a visually compelling backdrop for photo shoots, film projects, and art-centered experiences
- Visitors from out of town - especially those seeking a unique venue near NYC with access to local culture, shopping, dining, and accommodations

Because 90 North is set within an art gallery and located in a walkable, culturally rich village, our audience includes people who value creativity, community, and locally rooted experiences. Our marketing efforts will target both local residents and regional visitors, including those searching online for boutique event venues that offer character, convenience, and a strong connection to the surrounding community.

Does your request include a collaboration with another organization? Yes\_\_\_ No\_X\_  
If so, what is the name of the organization and the nature of your collaboration?

Venue Manager	
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Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26
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\$ -	\$ -	\$ -	\$ -	\$ -	\$500	\$500	\$540	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,540

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Total	\$	2,500
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## **2026 Nyack Tourism Grant Application (Round 6)**

**Date: November 11, 2025**

**Project Organizer Name:** ArtsRock

**Address:** ArtsRock, PO Box 875, Nyack, NY 10960

**Contact Name:** Elliott Forrest

**Title:** Executive Artistic Director

**Phone:** 914 260 1031

**Email:** [elliottforrest@me.com](mailto:elliottforrest@me.com)

**Name of On-Site Event Manager (if applicable):**

**Phone:** Same

**Project Title:**

**Advertising and Marketing for ArtsRock 2026 Programming, including, but not limited to:**

An Evening with Broadway Composer David Yazbek

Candlelight Classical Concert – Sean Lee, violin

Martha Mooke, Laurie Anderson, Steven Bernstein

Rockland Symphony Orchestra Family Concert

Resonating Earth – An Earth Day Multi-Media Special Concert

America's 250<sup>th</sup> Birthday Concert  
The Rockland Symphony Orchestra

American Cruelty, a new play by Elliott Forrest

EocTones, Sept. 2026

Songs of Protest, Oct. 2026

**Amount Requested: \$7500**



Please attach a separate sheet – Addendum A - with a project plan, grant budget and media buy

**Grant purpose:**

To cover advertising, promotion and outreach costs related to multiple 2026 programs, Including, but not limited to, the following:

An Evening with Broadway Composer David Yazbek

Jan. 10<sup>th</sup>, 2026

The Angel Nyack

David Yazbek has written 7 Broadway musicals and lives in Rockland County. He's developed a one man show with stories and music about his life and work. He's touring the country with the show, including shows at 54 Below in New York City. He has graciously agreed to bring this show to Nyack.

Candlelight Classical Concert – Sean Lee, violin

Jan 24, 2026

The Angel Nyack

ArtsRock's highly successful Candlelight Classical Concert continues with Sean Lee, a regular violinist with The Chamber Music Society of Lincoln Center. Sean is a student of violin legend Itzhak Perlman, and Mr. Perlman's own pianist Rohan DeSilva has agreed to join Sean for this concert in Nyack.

Martha Mooke, Laurie Anderson, Steven Bernstein

Feb 28, 2025

The Angel Nyack

All Grammy winners, multi-talent singer/songwriter/violinist/avant-guard artist Laurie Anderson joins violist Martha Mooke and trumpet virtuoso Steven Bernstein for a once in a lifetime monster concert.

Rockland Symphony Orchestra Family Concert

Family Show

March 8, 2026

ArtsRock and the Rockland Symphony Orchestra has partnered several times.

Resonating Earth – An Earth Day Multi-Media Special Concert

Carolyn Enger, piano

April 22, 2026

The Angel Nyack

Carolyn Enger plays a special Earth Day Event of multi-media/immersive music program featuring visuals by Henry Fair, Myles Aronwitz and Elliott Forrest. This will be extended concert for the whole family, who will be asked bring blankets and pillows, and, if they wish, lay down and experience the music for as long as the like. People will be allowed to come and go over the 4 hour event.

America's 250<sup>th</sup> Birthday Concert

The Rockland Symphony Orchestra

In partnership with the Village of Nyack, Joe Rand Mayor

July 4<sup>th</sup>, 2026

Memorial Park, Nyack

ArtsRock has offered to partner with the Village of Nyack and the Rockland Symphony to help celebrate the nation's 250<sup>th</sup> Birthday. The concert is expected to be at Memorial Park in Nyack with Fireworks!

American Cruelty, a new play by Elliott Forrest

A workshop and public performance to develop the immersive theater production of the world premiere of this new American play about the origins of laws to protect animal and children.

Dates: TBD

EocTones 2026

Riverhook Preserve, Upper Nyack, NY

For the 3<sup>rd</sup> year in a row, ArtsRock will help produce this beautiful outdoor concert at the new Upper Nyack Riverhook Preserve in collaboration with cellist Jody Redhage Ferber and host of professional and student musicians.

## **Project Organizer Background:**

Launched in 2009, ArtsRock emerged from a dedicated community effort to keep the arts alive in Nyack and Rockland County. ArtsRock's mission is to produce and sponsor arts, multicultural, and entertainment programming for the benefit of diverse audiences in Nyack, and in and around Rockland County. Our organization has been recognized through multiple grants and awards for leadership and high standards in the arts.

Family programming is a priority for ArtsRock and has included past collaborations with the Rockland Symphony Orchestra. Moms, dads and kids have also been treated to Musiquita, "a playful exploration of music in Spanish and English," and performances showcasing Broadway, jazz and classic rock for kids.

ArtsRock's "In Conversation" series features Executive Artistic Director Elliott Forrest interviewing notable personalities from the arts. Past discussions have featured Tony Shalhoub, Brian Cox, Chita Rivera, Sigourney Weaver, Alec Baldwin and David Hyde Pierce.

Recognizing that success often comes through collaboration, ArtsRock maintains partnerships with more than 30 community organizations. These include The Angel Nyack, the Nyack Center, Rivertown Film, Nyack Library, People to People, Center for Safety and Change, Penguin Rep Theatre, The Carson McCullers Writers Center, Edward Hopper House, Elmwood Playhouse, ArtWalk, The Arts Council of Rockland, and others. Supporting not-for-profit organizations in Rockland County is a key pillar of ArtsRock's mission because when one organization succeeds, we all succeed.

The newly-founded Angel Nyack, located at the historic site of the First Reformed Church of Nyack, has become ArtsRock's primary venue for performances. This significant collaboration represents a milestone for both organizations. Together, ArtsRock and the Angel Nyack are working to develop an enduring destination for the arts, where diverse performances and diverse audiences take center stage. The Angel Nyack is developing the historic site into a performance and event venue; community center; and social, civic and arts landmark in the heart of Nyack.

ArtsRock is a 501(c)3 nonprofit corporation and will mark its 16th season in 2025.

**Project Organizer's Personal Bio (Briefly describe your applicable experience and resources to produce this project, attaching a resume, past project information or other documentation as appropriate)**

ArtsRock Executive Artistic Director Elliott Forrest graduated from the University of Texas, Austin, with a theater degree. He has worked at the highest levels of the national performing arts and worked directly with many of the biggest names in the entertainment industry. At the same time, he harnesses his experience to benefit the local and regional ArtsRock audiences, for the benefit of diverse audiences, young people and the local economy.

In addition to steering the ArtsRock ship as Executive Artistic Director, Elliott takes a leading role in some of the arts organization's landmark productions.

These include the very popular "In Conversation" series, which features Elliott appearing on stage and interviewing some of the most notable names from the world of entertainment. Past interviewees have included John Turturro, Sigourney Weaver, Tony Shalhoub, Harvey Fierstein, Chita Rivera, Brian Cox, Alec Baldwin, David Hyde Pierce, Robert Klein, Lewis Black, and others.

Elliott is also host of the national radio concert presentations of *The Chamber Music Society of Lincoln Center* and has served as the on-stage host for more than 60 concerts at Carnegie Hall. And he regularly produces, directs and designs symphony concerts: LA Philharmonic, The NY Philharmonic, Houston Symphony, Philadelphia Orchestra, Atlanta Symphony, New Haven Symphony, Pasadena Pops and the Little Orchestra Society in venues including the Kennedy Center, Hollywood Bowl, Disney Hall and Lincoln Center.

**Elliott has also served as:**

- Co-creator, producer and projection designer for the national tours of *An Evening with Itzhak Perlman* and *Michael Feinstein Celebrates Judy Garland and Tony Bennett*.
- Director of the award-winning documentary, with violinist Kelly Hall-Tompkins, of *Face to Face: Forgotten Voices Heard*, which premiered at Carnegie Hall.
- Co-director and projection designer of the New York production, with Trinity Wall Street; the national tour; and PBS special, *Considering Matthew Shepard* by Craig Hella Johnson.
- Executive producer, The Public Theater's presentation of *Shakespeare in the Park on the Radio* of *Richard II*.
- Directed several productions of *A Christmas Carol* with Scrooges portrayed by David Hyde Pierce, F. Murray Abraham, Brian Cox, Tony Roberts and Kathleen Turner.
- Orchestra narrator of Saint-Saens' *Carnival of the Animals*; Prokofiev's *Peter and the Wolf*; Stravinsky's *Soldier's Tale*; Britten's *Young Person's Guide* and *Lincoln Portrait*.
- Host for 12 years of the A&E television program, *Breakfast with the Arts*.

## **Description of Event/Experience in detail:**

### **Martha Mooke, Laurie Anderson, Steven Bernstein**

Feb 28, 2025

The Angel Nyack

All Grammy winners, multi-talent singer/songwriter/violinist/avant guard artist Laurie Anderson joins violist Martha Mooke and trumpet virtuoso Steven Bernstein for a once in a lifetime concert. The audience will enter through an immersive experience highlighting the work of the artists. A meet and greet will follow the show.

**VIOLINIST SEAN LEE:** Winter Candlelight Concert, Jan. 24, 2026. An ongoing program, ArtsRock's Classical Candlelight

Concert Series delivers world-class music within a compelling context. ArtsRock stages these concerts at The Angel Nyack on South Broadway, with hundreds of lit candles surrounding world-class, Grammy-winning, nationally-headlining, classical musicians who have performed with top-tier recording artists and worked with world-famous orchestras. This series targets music fans who are "classical curious," in addition to classical music devotees.

### **Rockland Symphony Orchestra Family Concert**

Family Show

March 8, 2026

ArtsRock and the Rockland Symphony Orchestra have partnered several times, including family shows of PETER AND THE WOLF and THE BABBLING ORCHESTRA and last year's performance of Dan Brown's WILD SYMPHONY. All these shows are "sensory friendly", aimed audiences of all abilities and disabilities.

### **ECOTONES 3**

Environmental Arts programs featuring the Nyack-based EcoTones Ensemble.

ArtsRock and the EcoTones collaborate on an annual outdoor musical event at the scenic River Hook preserve, a 12-acre environmental sanctuary in Upper Nyack. This collaboration illustrates the enduring, generations-old relationship binding the arts and the environment, and highlights the natural beauty of the Nyacks. At this event, attendees of all ages will explore various musical stops along a serene walking path. Admission will be pay-what-you-can. Sept. 2026

**Description of expected outcome - *be especially specific regarding the following aspects:***

- \* Increase revenues in the Nyack business community, especially hotels, shops, restaurants and personal service***
- \* Increase overnight stays in the Village***
- \* Reflect the diversity of the Village, promote entrepreneurship and social inclusion***
- \* Leverage Village assets (walkable downtown, waterfront, parks, etc.)***
- \* Create repeatable and sustainable activities***
- \* Involve cooperation of businesses and non-profits in the Village.***

ArtsRock's home base of Nyack affords its audience members easy access to its events, numerous options for safe parking and, within close distance, countless restaurants and shops, as well as the Hudson River waterfront. All told, these various components of life in the village complement each other as they come together to generate a sum much bigger than its parts— "The True Nyack Experience."

Within walking distance and in some cases a drive of just a few minutes of ArtsRock events are Nyack's numerous eateries, including the Scott and Joe cheese shop, The Burger Loft, Casa de Sol and many others. Nyack's shops, which along with the restaurants and culinary destinations give the community a great deal of its civic, cultural and social identity, are equally as accessible and include Pickwick Bookshop, Hippie Threads and Big Red Books.

ArtsRock in its communications with audience members and on its website offers guidance on how audience members can turn a night at the theater into "The Nyack Experience." With the goal of expanding its reach as an economic engine, ArtsRock steers audience members to culinary and retail destinations that support its neighbors. Amplifying these efforts is ArtsRock's proven track-record of attracting audiences from outside of Rockland County Comparing 2023 (full-year) to 2024 (year-to-date), ArtsRock increased the percentage of attendees from outside of Rockland from 30% to 40%.

The effectiveness of ArtsRock's marketing spend is illustrated by ticket holders' response when asked how they heard about our events. In 2024 year-to-date, excluding the 15% who chose not to respond, over half of ticket buyers disclosed that they heard about the event through Email (29%), Social Media (15%), and Outdoor (12%). These are highly-effective areas of our marketing investment. The highest proportion of ticket holders credited word-of-mouth (32%), which reflects an overall media mix that delivers when it comes to creating buzz.

ArtsRock events also offer easy access to perhaps Nyack's greatest resources: the Hudson River and Memorial Park. Like the 2025 Summer Big Band Concert at the gazebo. <https://youtu.be/WAJS9h4ArEQ> A visit to Nyack's shoreline on "America's First River" surely encourages out-of-town visitors to make return visits to take advantage of all that the Village has to offer. And when it's time for a good night's sleep, ArtsRock will have sent its audience members "home" to the Hotel Nyack and West Gate Inn; with the Pearl River Hilton serving as an alternative if needed.

Visit Nyack's website offers comprehensive information for tourists about what to do, what to see, where to stay, and what to eat in Nyack. Accordingly, ArtsRock links to the Visit Nyack site in emails to encourage patrons to stay in town. Pre-show emails to ticket buyers include promotion of Nyack as a tourist destination and will link to Visit Nyack. ArtsRock continues to reach out to negotiate discount offers for ticket holders with local businesses. Redemption of these offers will be tracked to measure participation and outcomes.

**Description of Target Audience:**

The target audience for ArtsRock programming is a diverse audience that reflects the diverse community at the heart of Nyack, Rockland County and the Lower Hudson Valley. ArtsRock programming is budgeted for 75% paid tickets; with 25% of the tickets subsidized or provided at no cost. For family programming, ArtsRock has partnered with local nursery schools, pre-K and grade schools for the distribution of free tickets to student groups of lower income. For evening programs, ArtsRock outreach targets regional high schools, music conservatories, colleges, community organizations, and other nonprofits.

The ArtsRock Team and its partners on every event prioritize community engagement. The arts, creativity and appreciation of the arts offer fresh perspectives on the world for audience members of all ages. But “art” demands a two-way engagement to be successful, to be truly considered “art.” Initiation of this two-way engagement is where the “ArtsRock Experience” begins. The ArtsRock Team approaches this engagement as a civic duty, and undertakes it with clarity, heart, determination and purpose.

**Does your request include a collaboration with another organization? Yes\_X\_\_ No\_\_**

**If so, what is the name of the organization and the nature of your collaboration?**

Recognizing that success often comes through collaboration, ArtsRock maintains partnerships with more than 30 community organizations. These include The Angel Nyack, the Nyack Center, Rivertown Film, Nyack Library, People to People, Center for Safety and Change, Penguin Rep Theatre, The Carson McCullers Writers Center, Edward Hopper House, Elmwood Playhouse, Nyack Craft Walk, The Arts Council of Rockland, and others. Supporting not-for-profit organizations in Rockland County is a key pillar of ArtsRock’s mission because when one organization succeeds, everyone succeeds.

The newly-founded Angel Nyack has become ArtsRock’s primary venue for performances. Together, ArtsRock and the Angel Nyack are working to develop an enduring destination for the arts, where diverse performances and diverse audiences take center stage. The Angel Nyack is developing the historic site into a performance and event venue; and a social, civic and arts landmark in the heart of Nyack.

For the Chapin 80th birthday celebration we donate a portion of proceeds to Soup Angels, a nonprofit addressing food insecurity in the Nyack community. Soup Angels is housed in the Angel Nyack.

Our multi-year collaboration with Rivertown Films and the Nyack Center continued this last year with “The History of Movie Music,” featuring 40 movie clips and a discussion with renowned conductor Leonard Slatkin and Elliott Forrest, WQXR radio host and ArtsRock Executive Artistic Director.

Together with EcoTones, we will be presenting another outdoor concert at the River Hook Preserve in 2026.

*Elliot Forest*

Signature

11/20/2025

Date

## **NYACK TOURISM GRANT APPLICATION**

For Internal Use Only -- Application checklist

- ( ) Completed application received, DATE: \_\_\_\_\_
- ( ) TGRC review and recommendation, DATE: \_\_\_\_\_ SCORE: \_\_\_\_\_ AWARD: \$ \_\_\_\_\_
- ( ) Village Board awarded grant, DATE: \_\_\_\_\_ AWARD: \$ \_\_\_\_\_
- ( ) Insurance certificate reviewed/approved/attached
- ( ) Hold harmless agreement signed by applicant, attached.
- ( ) Final project report received, DATE: \_\_\_\_\_



## PROJECT PLAN, GRANT BUDGET AND MEDIA PLAN (APPENDIX A) 2026 (Round 6)

**Project Title:** ArtsRock Shows in 2026

**Contact Name/Cell Phone: Elliott Forrest, 914 260 1031**

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Total	\$	7,500
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**ELLIOTT FORREST**  
122 Castle Heights, Nyack, NY 10960  
c: 914 260 1031   [elliottforrest@me.com](mailto:elliottforrest@me.com)  
[www.elliottforrest.com](http://www.elliottforrest.com)

## PROFESSIONAL EXPERIENCE

### THEATER, TV & STAGE PRODUCER/DIRECTOR/DESIGNER

<b>AN EVENING WITH ITZHAK PERLMAN, National Tour</b>	<b>2019 - Present</b>
<i>Producer/Director/Projection Designer</i>	
<b>TOM CHAPIN 80<sup>TH</sup> Birthday Concert</b>	<b>2025</b>
<i>Director/Producer/Projection Designer, cast of 40 musicians, Nyack, NY</i>	
<b>CONSIDERING MATTHEW SHEPARD, by Craig Hella Johnson</b>	<b>2025</b>
<i>Stage Director, featuring Albany Pro Musica, Troy, NY</i>	
<b>CONSIDERING MATTHEW SHEPARD, by Craig Hella Johnson</b>	<b>2024</b>
<i>Co-Stage Director, featuring CONSPIRARE, Austin, TX and Mann Center, Philadelphia</i>	
<b>MICHAEL FEINSTEIN CELEBRATES TONY BENNETT, National Tour</b>	<b>2024</b>
<i>Producer/Director/Projection Designer</i>	
<b>A CHRISTMAS CAROL IN CONCERT, Louisville Orchestra, KY</b>	<b>2023</b>
<i>Director/Producer/Projection Designer</i>	
<i>The holiday favorite with new music for orchestra by John Forster</i>	
<b>CONSIDERING MATTHEW SHEPARD, by Craig Hella Johnson</b>	<b>2022</b>
<i>Co-Director &amp; Projection Designer, Trinity Wall Street, NY, NY</i>	
<b>MICHAEL FEINSTEIN CELEBRATES JUDY GARLAND, National Tour</b>	<b>2022</b>
<i>Producer/Director/Projection Designer</i>	
<b>SHAKESPEARE IN THE PARK ON THE RADIO, Richard II</b>	<b>2020</b>
<i>Executive Producer, The Public Theater and NY Public Radio</i>	
<b>A CHRISTMAS CAROL IN CONCERT, New Haven Symphony, CT</b>	<b>2019</b>
<i>Director/Producer/Projection Designer</i>	
<i>The holiday favorite with new music for orchestra by John Forster, with Kathleen Turner, James Naughton and Fred Newman (Prairie Home Companion) Live Sound Effects</i>	
<b>TECHNICAL SUPPORT (a play), Off-Broadway, 59E59 Theaters, NYC</b>	<b>2019</b>
<i>Projection Designer</i>	
<b>CONSIDERING MATTHEW SHEPARD, by Craig Hella Johnson</b>	<b>2019</b>
<i>Co-Director &amp; Projection Designer, Ravinia Festival, Chicago, IL</i>	
<b>SONGS OF PROTEST Concert, Nyack, NY</b>	<b>2019</b>
<i>Producer/Director</i>	
<i>Tom Chapin, Nora Guthrie, David Amram, Michael Mark, John Forster, et al</i>	
<b>TO THEE WE SING, New Haven Symphony, CT</b>	<b>2019</b>
<i>Multimedia Producer: Lincoln Portrait, Letter from Home, New Morning for the World</i>	
<b>JFK: A PORTRAIT, Park Avenue Chamber Symphony, NYC</b>	<b>2018</b>
<i>Projection Designer and Narrator</i>	
<b>CONSIDERING MATTHEW SHEPARD, by Craig Hella Johnson</b>	<b>2018</b>
<i>Co-Director &amp; Projection Designer, Laramie, WY</i>	
<b>CONSIDERING MATTHEW SHEPARD, by Craig Hella Johnson</b>	<b>2018</b>
<i>Co-Director &amp; Projection Designer, Ravinia Festival, Chicago</i>	
<b>CONSIDERING MATTHEW SHEPARD, by Craig Hella Johnson</b>	<b>2018</b>
<i>Co-Director &amp; Projection Designer, The Ford Theatres, LA, CA</i>	
<b>Symphonic Spectacular at Long Beach Arena, Long Beach CA</b>	<b>2017</b>
<i>Producer/Creator/Director, Long Beach Symphony</i>	
<b>CONSIDERING MATTHEW SHEPARD, by Craig Hella Johnson</b>	<b>2017</b>
<i>PBS TV Special Director &amp; Projection Designer, KLRU, PBS, Austin, TX</i>	
<b>BABAR, New York Philharmonic, David Geffen Hall, Lincoln Center, NYC</b>	<b>2016</b>
<i>Producer/Designer, Young People's Concert</i>	

**DAN ZANES AND FRIENDS, CELEBRATE BROOKLYN, NY** 2016  
*Producer/Designer*, Lead Belly Project Projections

**METAMORPHONICS, Mt. Holyoke College** 2016  
*Producer/Designer*, Mount Holyoke Symphony Orchestra,

**BABAR, David Geffen Hall, NY, New York Philharmonic** 2015  
*Projection Designer*, Music by Raphael Mostel

**Shubert Theater, New Haven, CT** 2014 & 2015  
*Executive Producer* – Creator and Producer of AMERICAN RHAPSODY and BROTHERS IN ARTS concerts with the New Haven Symphony, William Boughton, conductor

**SYMPHONIC SPECTACULAR, Jones Hall, Houston, TX** 2014  
*Executive Producer* – Creator and Producer of concert with the Houston Symphony Orchestra, Michael Krajewski, conductor

**SYMPHONIC SPORTS-TACULAR, Mann Center, Philadelphia, PA** 2013  
*Executive Producer* – Creator & Producer of concert with the Philadelphia Orchestra, Steve Reineke, conductor

**SYMPHONIC SPECTACULAR, Mann Center, Philadelphia, PA** 2012  
*Executive Producer* – Creator & Producer of concert with the Philadelphia Orchestra

**SYMPHONIC SPECTACTULAR, Atlanta Symphony Hall, Atlanta, GA** 2011  
*Executive Producer* – Creator & Producer of concerts with the Atlanta Sym.

**MUSIC TAKES FLIGHT, Lincoln Center for the Performing Arts, NYC** 2010  
*Executive Producer* – Creator & Producer of concerts with Little Orchestra Society.  
 Narrated by Sigourney Weaver

**ABRAHAM LINCOLN @200, Lincoln Center for the Performing Arts, NY** 2009  
*Exec Producer* – Creator & Producer of concerts celebrating *Lincoln 200<sup>th</sup> Birthday* with James Earl Jones.  
 Little Orchestra Society

**GOTTERDAMMERUNG IN CONCERT, The Hollywood Bowl, LA, CA** 2005  
*Executive Producer* – a concert of with *The Los Angeles Philharmonic*, John Mauceri, conductor

- Responsible for all aspects of the above shows including selecting the music, designing the projections, coordinating the lighting and staging.
- Coordinating efforts with the stage crew, stage managers, designers and staff
- On site as Event Director and called the shows
- Radio and television appearances to promote the shows

**Carolines on Broadway, NYC for PBS TV** 2011  
*Producer, Creator and Host* of the WQXR Classical Comedy Contest.  
 A worldwide comedy search with finals at New York's premiere comedy club in Times Square.

**Rubin Museum, NY, NY – Resonating Light** 2011-2013  
 Producer & Curator of a chamber music series with projected visuals.  
 Artists included: Glen Dicterow, Misha & Cipa Dichter, Sharon Isbin, Frederic Chiu, Han Bin, Eroica Trio, Anne Akiko Meyers, Anne-Marie McDermott, Maya Beiser, Matt Haimovitz, Mark O'Connor.

**The Town Hall, NYC** 2007  
*Producer* of the *60th Anniversary Gala* of The Little Orchestra Society, including large-scale images and lighting.

**Nederlander New Century Broadway, NYC & China** 2007  
*Producer* -- Created promotional materials for Nederlander's effort to bring Broadway Musicals to China.

**SLAMMER! The Musical, New York City Fringe Festival** 2007  
*Producer* -- Responsible for overseeing casting, production, script development and investing.

**ARTSROCK OF ROCKLAND, NY****2009 to Present***Founding Executive Artistic Director*

Responsible for overseeing all artistic choices, booking artists, producing and directing shows in a variety of venues for music, theater, conversations and family programming for this non-profit performing arts organization.

- Producer and Host of *Conversations Series*. John Turturro, Sigourney Weaver, Harvey Fierstein, Alec Baldwin, Brian Cox, F. Murray Abraham, Chita Rivera, David Hyde Pierce, Robert Klein, Robert Osborne, Tony Roberts, Michael McKean, Lewis Black, Jamie Bernstein among others.
- Produces and Curates Music, Theater & Family concerts: Sir James Galway, Suzanne Vega, Darlene Love, Bernie Williams, The NY Philharmonic Brass, The Klezmatics, Tom Chapin, Eroica Trio, Sharon Isbin, Martha Mooke, Frederic Chiu, Eileen Ivers, Simone Dinnerstein, SONGS OF PROTEST, SONGS OF HEALING.
- Lead on Board Development and Fundraising.
- Director/Projection Designer, *Emperor's New Clothes*, a shadow play

**RIVERSPACE ARTS IN NYACK, Nyack, NY****2006-2009***Artistic Director*

- Responsible for overseeing all artistic choices, booking artists and producing shows in a regional arts center with a \$1M budget with 2 Venues; a 580 Seat Theater and 80 Seat Performance Café.
- Artists presented include: Edward Albee, Alec Baldwin, Lewis Black, Tom Chapin, Cherish the Ladies, Eve Ensler, Lauren Flanagan, Ani Di Franco, Sonny Fortune, Bill Irwin, Eileen Ivers, Nellie McKay, Rosie O'Donnell, Pete Seeger, Meryl Streep, Kathleen Turner, David Yazbek, Dan Zanes, Mark O'Connor, They Might Be Giants, Bill T. Jones.
- 120 Events in the 2006/07 Season; 223 Events in the 2007/08 Season; 225 Events in the 2008/2009 Season

**TELEVISION, RADIO & STAGE HOST****New York Public Radio & The Jerome L. Greene Performance Space****2002 to Present***Peabody Award Winning Broadcaster & Producer on WNYC and WQXR*

- Host of top-rated NYC Midday Drive Classical Radio Show Monday-Friday, 3pm-7PM on WQXR, 105.9FM, NY & WQXR.org
- Producer & host of Live Events, Stage Shows and Videos. Guests: Sting, Wynton Marsalis, Stephen Sondheim, Lewis Black, Sir Patrick Stewart, Debbie Voigt, Harvey Fierstein, Mike Nichols, Edie Falco.
- Director/Producer of the annual staging of A CHRISTMAS CAROL with Kathleen Turner, Jefferson Mays, Mark Linn-Baker, David Hyde Pierce, Marin Mazzie, F. Murray Abraham & Brian Cox, Fred Newman (Prairie Home Companion)
- Reporter/ Host for WNYC, THE TAKE AWAY, ALL THINGS CONSIDERED, BRIAN LEHER SHOW.
- Produces & hosted the national programs of *The Chamber Music Society of Lincoln Center*.
- Host radio concerts for the NY Philharmonic

**It Happened Here 2024, Executive Producer****2024**

Producer for fictional radio drama/podcast with Tony Shalhoub, John Turturro and Edie Falco

**Carnegie Hall, NY**

Host of over 60 events including SPRING FOR MUSIC, NY Youth Symphony & PDQ Bach concerts

**PBS - WNET, CHANNEL 13, NY, NY**

TV Host

**2005 to Present**

Host of shows and specials on New York's Public Television Station, Renée Fleming Christmas Special, History of the Jews. THE 3 TENORS FROM GIANT STADIUM.

**E! Entertainment Television, Television Producer****2003 to 2007**

Responsible for shooting television interviews and host wraps.

**A&E Television Network, NY, NY****1991 to 2005***Emmy Nominated TV Host*

Host, reporter, writer and interviewer for television shows and series including: *Breakfast with the Arts*, *Biography*, *Stage*, *Pavarotti in Paris*, *The Music of Richard Rodgers*, *BioArts & Specials from Hong Kong and New Orleans*

**CNN - Voice-Over Announcer****2000 to 2004**

Voice of THE GRETA VAN STUSTEREN SHOW and CONNIE CHUNG TONIGHT. Voice for the 2000 Presidential and Vice-Presidential Debates, The Florida Recount, The Bush Inauguration, The Attacks on America.

**The Late, Late Radio Show, CBS RADIO, NY****1995***Radio Talk Show Host*

National radio host, interviews with celebrities and newsmakers. Co-hosted regular segments with Tom Snyder.

## **BOARDS**

New York Youth Symphony, NY, NY  
ArtsRock, Rockland County, NY  
Conspirare, Austin, TX

## **AWARDS**

George Foster Peabody-Award winner, MusicBox  
Rockland County, NY Executive Arts Award for Arts Supporter of the Year, Arts Leadership Award  
New York Festivals Awards for Radio, New York Philharmonic Podcasts.  
Emmy Nominated – A&E, Breakfast with the Arts  
Cable Ace Nominated – A&E, Casals Music Festival Special from San Juan, PR  
New York and Texas State Broadcasting Awards

## **EDUCATION**

**Tectonic Theater Company with Moises Kaufman** – Moment Work Director's Workshop, 2025  
**New York University, NY** - Projections for Theater and Concerts Master Class, Wendall Herrington  
**New York University, SCE** - Filmmaking  
**The University of Texas, Austin** - Bachelor of Arts in Theater

## **PERSONAL REFERENCES**

(Contact information upon request.)

Lewis Black, comedian  
Alec Baldwin, actor, producer, NY Philharmonic Radio Host  
Gerard Schwarz, conductor, PBS All Star Orchestra  
John Mauceri, conductor, educator, Hollywood Bowl Orchestra  
Don Frantz, Broadway, Theme Park Producer  
Dara Falco, Managing Director, Kaye Playhouse, NYC  
Sharon Isbin, Grammy winning guitarist  
Charlie Wade, Seattle Symphony  
Steven Reineke, conductor, NY Pops  
Cathy Cahill, Exec. Dir. Mann Center, PA  
Caroline Hirsch, owner Carolines on Broadway Comedy Club  
Leon Botstein, Bard College President, conductor American Symphony Orchestra  
Susan Graham, Met Opera Mezzo Soprano  
Joe Cacaci, Stage Director



# SHANE KILLORAN

A natural leader and connector, I am committed to driving growth and fostering a culture of innovative philanthropy. I bring a strategic approach to building key relationships through personalized attention and dynamic cultivation initiatives ensuring long-term sustainability and engagement. My goal is to develop and execute comprehensive fundraising strategies that not only meet financial objectives but also build lasting partnerships for advancement of the overall vision and success of the organization.

## CONTACT

✉ shane@hithousecreative.com

☎ (917) 331.7491

## REFERENCES

### Ken B. Martinez

Director of Performing Arts  
Programming and Community  
Engagement  
Safe Harbors of the Hudson  
323.304.1973

### Sarah Wharton

Freelance Producer, Writer, and  
Creative Coordinator  
347.334.2228

### Robin Galloway

Manager & Producer  
Gramercy Park Entertainment  
917.202.7609

## WORK HISTORY

### Hit House Creative + Hit House Film

Founder & Director

2022-Present

- Developed, shaped, and executed the launch of ongoing multi-prong Film and Theatre programming
- Curate and host monthly film nights growing a membership based from 5 to 175 in under a year
- Produced three sold-out benefit performances of The Vagina Monologues at The Howland Cultural Center
- Develop, Co-Curate, Co-Moderate, and Co-Produce The Beacon LitFest (ongoing)
- Conceived and Produced multiple fundraising events across multiple venues consistently gaining the attention and coverage of local media outlets
- Cultivate ongoing relationships with key community members, artisans, retailers, property/venue owners, and vendors

### MONAT Global

Field Communications Manager

2022-2024

- Led the concept development, writing, and editing of all sales promotions and training, incentive trip collateral, corporate event promotional materials and content

- Oversaw the content for channels including email, web pages, banners, social media, FAQ documents, video scripts, and other various digital and print materials.
- Led the development of the monthly email and video message from the company President, including partnering with internal departments to clearly position incentives.
- Supervised the work of staff and freelance Copywriters

### **The Invicta Watch Group**

Senior Creative/Copywriter/Editor & Social Media Manager

2007 - 2021

- Initiated and oversaw all press releases, advertising and web site copy, including technical product descriptions, company catalogs, external catalogs, monthly newsletters, story content for house published magazine and company bios
- Ensured a successful company networking, creating and maintaining branding/marketing
- Served as company spokesperson and manage all press inquiries
- Oversaw the implementation of the company's charitable foundation
- Oversaw the creation and implementation of all communication initiatives and assets on behalf of the company's charitable foundation

### **Nextseed Investment Platform**

Freelance Investment Campaign Copywriter

2019 - 2020

- Strategized to create campaign narrative utilizing on-brand language based on the needs and funding goals of each campaign.
- Oversaw the implementation of all brand language for each campaign email update
- Advised on all campaign communication, writing and social media

## **Eleanor Roosevelt Center at Val-Kill**

Copywriter, Communications Consultant & Strategist

2018

- Oversaw all press releases, advertising and web site copy, including technical product descriptions, company catalogs, external catalogs, monthly newsletters, story content for house published magazine and company bios
- Oversaw the creation and implementation of all Center branding language
- Oversaw the design and execution of the company social media networking presence
- Advised on all agency communication, writing and social media engagement for all center programming events and initiatives

## **The Hetrick- Martin Institute, Home of the Harvey Milk High School New York, NY**

Public Relations and Communications Manager

October 2007 - January 2009

- Oversaw the maintenance of agency branding on all external and internal communications
- Oversaw the creation of quarterly agency newsletter
- Initiated celebrity activation and fundraising
- Oversaw event fundraising assets including invitations, save the dates, sponsorship brochures, program books and advertising (print and web)
- Cultivated and managed press contacts, including pitching stories and writing press releases
- Developed effective relationships with relevant community and mainstream media outlets
- Served as senior point person for all media events, including national movie premieres such as MILK
- Led moderated media events, serving as senior liaison between press and youth
- Manage all communications and logistics for national conference

## **EDUCATION**

- Doctoral Candidate Theatre, Royal Holloway, University of London, UK  
2004-2006
- MA Performance Studies, Royal Holloway, University of London, UK  
2003-2004
- B.F.A Acting, New York University, New York City, USA





## **2026 Nyack Tourism Grant Application (Round 6)**

**Date:** 11/6/2025

**Project Organizer Name:** BridgeMusik Inc

**Address:** 109 Newport Avenue, Tappan, NY 10983

**Contact Name:** Tanya Witek and Krystof Witek

**Title:** President, Vice President and Co-artistic Directors

**Phone:** 917-741-1558

**Email:** info@bridgemusik.com

**Name of On-Site Event Manager (if applicable):** N/A

**Project Title:**

**Igor Stravinsky's *The Soldier's Tale*  
as part of the BridgeMusik Summer Festival 2026  
"We the Music — Celebrating 250 Years of American Voices"**

**Amount Requested:** \$5,000.00

Please attach a separate sheet – Addendum A - with a project plan, grant budget and media buy

**Grant purpose:**

The purpose of this grant request is to support a targeted media and public relations campaign promoting two performances of *The Soldier's Tale* at the Nyack Center, presented as part of the BridgeMusik Summer Festival 2026, "We the Music — Celebrating 250 Years of American Voices." These performances are intended to attract visitors from across the Tri-State region to Nyack, encouraging both day trips and overnight stays, and increasing patronage of the village's hotels, restaurants, shops, and cultural sites.

Funding from the Nyack Tourism Grant will be used specifically for media and promotional outreach, including radio, digital, print, and tourism calendar placements, to position these performances as part of an appealing arts-and-culture destination experience within Nyack's walkable downtown. The project will draw families of participating students, professional artists, and audience members from Rockland County, Westchester, New Jersey, Connecticut, and New York City, with overnight lodging encouraged at Nyack hotels and other local accommodations.

By presenting two fully staged performances that bring together professional musicians, advanced student performers, and community partners in a central Nyack venue, this project reinforces Nyack's identity as a vibrant and welcoming cultural hub, stimulates local economic activity, and establishes a repeatable and sustainable artistic experience that will encourage return visitation during and beyond the 2026 America 250 celebration.

## **Project Organizer Background:**

BridgeMusik, Inc. is a 501(c)(3) nonprofit music organization founded in 2018 by Juilliard-trained musicians Dr. Tanya Witek (flute) and Dr. Krystof Witek (violin). The organization is dedicated to providing high-quality, inclusive music education and performance opportunities for young musicians, professional artists, and the broader community. BridgeMusik is known for its student-centered, mentorship-driven model, where emerging performers learn and collaborate directly with world-class musicians in rehearsals, masterclasses, and public concerts.

BridgeMusik presents programming throughout the year, including its Chamber Hour Series, which partners with public libraries across Rockland County—including the Nyack Library—to present free, accessible, community-based concerts. The organization also produces the annual BridgeMusik Summer Festival, which brings together students and artists from across the U.S. and internationally for concerts, workshops, and collaborative performance projects.

In its work, BridgeMusik collaborates closely with cultural venues, schools, libraries, and community organizations to ensure that performances are welcoming, intergenerational, and rooted in local engagement. The organization has a strong record of producing multi-venue public events and managing all aspects of artistic programming, including artist scheduling, rehearsals, production planning, and audience outreach.

Through this year-round presence—including performances at the Nyack Library and now the planned presentation of *The Soldier's Tale* at the Nyack Center—BridgeMusik helps strengthen Nyack's identity as a vibrant cultural destination within the Hudson Valley and the greater Tri-State region.

## **Project Organizer's Personal Bio (Briefly describe your applicable experience and resources to produce this project, attaching a resume, past project information or other documentation as appropriate)**

### **INCLUDE BIOS AND ATTACH RESUMES**

**Tanya Witek**, BridgeMusik co-artistic director and flutist, has established a multifaceted career as performer, educator, and arts leader whose work spans the concert stage, classroom, and recording studio. She performs regularly with the New York City Ballet Orchestra, American Ballet Theater, Festival Orchestra of Lincoln Center, Metropolitan Opera Orchestra, and Orchestra of St. Luke's, appearing at Lincoln Center, Carnegie Hall, and venues throughout the United States and abroad. Her playing can be heard on numerous recordings and film soundtracks, including *The Hundred-Foot Journey*, *The Greatest Showman*, *Joker*, *West Side Story*, and *In the Heights*.

An active chamber musician and recording artist, Witek has appeared on labels such as Deutsche Grammophon, Azika, MSR Classics, Bridge, Marquis Classics, and Odyssey. She has collaborated with artists including Carol Wincenc, and the Orpheus Chamber Orchestra, and has been featured on projects ranging from contemporary chamber music to major orchestral releases.

Equally dedicated to education and community engagement, Witek is co-founder and co-artistic director of BridgeMusik, a nonprofit organization based in New York's Lower Hudson Valley. BridgeMusik offers affordable, high-quality music education through its annual Summer Festival, Chamber Hour concert series, and wide-ranging outreach programs that connect professional artists, young musicians, and local audiences. The organization's mission is to make classical and jazz music accessible to all, fostering creativity, mentorship, and collaboration across generations.

Witek serves on the faculty of Montclair State University's Cali School of Music, where she teaches flute and coaches chamber music. Her educational work has included senior leadership

and curriculum development roles with Carnegie Hall's Weill Music Institute, The Juilliard School, and the New York Philharmonic School Partnership Program. She co-coordinated the Mostly Mozart Student Intensive and In Harmony programs at Lincoln Center, bringing hundreds of students together for large-scale collaborative performances. Earlier in her career, she served as Senior Education Advisor for The Academy, a joint initiative of Carnegie Hall, Juilliard, and the Weill Music Institute, and as Senior Teaching Artist for the New York Philharmonic. Her extensive work in arts education has also included presentations for the Tanglewood Music Festival, American Symphony Orchestra League, National Flute Association, and New York City Department of Education.

Witek's articles have appeared in the Teaching Artist Journal, The Juilliard Journal, and The New York Flute Club Newsletter, where she has profiled leading artists and explored the evolving role of teaching musicians.

Born in Canada, Witek earned her Bachelor of Music degree from the University of Calgary and her Master and Doctor of Musical Arts degrees from The Juilliard School. Her teachers have included Samuel Baron and Carol Wincenc.

She lives in Rockland County, New York, with her husband, violinist Krystof Witek, with whom she co-directs BridgeMusik.

**Krystof Witek**, BridgeMusik co-artistic director and violinist, has been an associate member of the Metropolitan Opera Orchestra since 2009, performing in more than a thousand productions at Lincoln Center, Carnegie Hall, and on international tours throughout Europe and Asia. His performances have been heard worldwide on radio, television, and in the Met's celebrated *Live in HD* broadcasts.

Since 2001, Dr. Witek has also held a permanent chair in *The Lion King* orchestra at Broadway's New Amsterdam Theatre. He previously served as concertmaster of the Greenwich Symphony Orchestra in Connecticut, where he also appeared as a soloist and contributed to artistic programming as a long-time board member. His other orchestral and ensemble work includes collaborations with the New York City Ballet, New York City Opera, New York Chamber Symphony, Mostly Mozart Festival Orchestra, and New York Pops.

An active chamber musician, educator, and arts leader, Dr. Witek is co-founder and co-artistic director of BridgeMusik, a nonprofit organization based in New York's Lower Hudson Valley. BridgeMusik offers affordable, high-quality music education through its annual Summer Festival, Chamber Hour concert series, and extensive community programs that bring together professional artists, young musicians, and local audiences. The organization's mission is to make classical and jazz music accessible to all, fostering creativity, mentorship, and collaboration across generations.

As a recording and studio artist, Witek has appeared on projects for RCA, Sony, Elektra, Verve, NHK Japan, and others, and has performed on television programs including *Live with Regis and Kathie Lee*, *VH1 Storytellers*, *The Daily Show with Jon Stewart*, and the *MTV Music Video Awards*. His wide-ranging collaborations span artists such as Tori Amos, Natalie Merchant, Abbey Lincoln, Karen Mason, Shirley Crabbe, and They Might Be Giants.

Born in Poland, Witek began his studies at the Szymanowski Academy of Music in Katowice before coming to New York to study with Joseph Fuchs at The Juilliard School, where he earned his Bachelor, Master, and Doctor of Musical Arts degrees. His doctoral dissertation, *Samuel Gardner (1891–1984): Life and Work of a Violinist, Conductor, Teacher and Composer, with a Thematic Catalog of His Compositions*, remains a definitive study of Gardner's work.

In addition to his performing and educational activities, Witek serves as an elected committee member for the Associate Musicians of the Metropolitan Opera Orchestra (AMMO), representing his colleagues in negotiations and organizational matters. He is also a member of the Steering Committee of the Arts Council of Rockland (ACOR), contributing his experience in arts governance and community-driven cultural development. (ACOR supports and advances public arts programming, serves as a funding and advocacy hub for artists and organizations in Rockland County, and works to ensure inclusive access to the arts.)

He lives in Rockland County, New York, with his wife, flutist Dr. Tanya Witek (New York City Ballet Orchestra), with whom he co-directs BridgeMusik.

## **Description of Event/Experience in detail:**

BridgeMusik will present two evening performances of Igor Stravinsky's *The Soldier's Tale* on Saturday, August 1, and Sunday, August 2, 2026, at the Nyack Center (venue to be confirmed) as part of the BridgeMusik Summer Festival, "*We the Music — Celebrating 250 Years of American Voices.*" As the United States commemorates 250 years of independence, *The Soldier's Tale* offers a timely artistic reflection on themes central to the American story—individual choice, moral struggle, and cultural resilience. The work also embodies the transatlantic exchange of musical and theatrical traditions that has shaped American artistic identity, making it a fitting centerpiece for the 2026 festival theme.

To mark the America 250 celebration, BridgeMusik will also commission a new work by noted American composer Thomas Cabaniss, written specifically to open each performance of *The Soldier's Tale*. This new piece will receive its world premiere in Nyack, elevating the Village as a site of artistic creation and national cultural commemoration.

BridgeMusik is currently in active conversation with Phoenix Theatre Ensemble, a professional theater company with deep creative roots in the region, regarding a potential artistic collaboration for narration, character interpretation, and stage direction. This collaboration is not yet formally confirmed, and planning discussions are ongoing. However, BridgeMusik has the professional musicians, artistic leadership, and production capacity necessary to stage the work independently should scheduling or contracting prevent Phoenix Theatre's participation — ensuring that the performances will proceed at a high artistic level.

The project will feature professional musicians and actors led by a professional conductor, reflecting BridgeMusik's mission of artistic excellence and community-focused performance. Rehearsals and artistic preparation will take place locally, increasing creative activity in Nyack in the weeks leading up to the performances. Audiences will be encouraged to make an evening or weekend visit to Nyack, enjoying the walkable downtown, restaurants, cafes, shops, galleries, the waterfront, and Nyack hotels for overnight stays.

The two performances of *The Soldier's Tale* will strengthen Nyack as a regional cultural destination, offering:

- A high-quality, accessible live arts experience
- A community-connected, intergenerational creative event
- A cultural draw designed to increase visitation and local business engagement

This project contributes to a repeatable and sustainable model for arts-driven tourism in Nyack, aligned with the 2026 America 250 celebration and ongoing cultural development efforts.

## **Description of expected outcome - *be especially specific regarding the following aspects:***

**\* Increase revenues in the Nyack business community, especially hotels, shops, restaurants and personal service**

**\* Increase overnight stays in the Village**

**\* Reflect the diversity of the Village, promote entrepreneurship and social inclusion**

**\* Leverage Village assets (walkable downtown, waterfront, parks, etc.)**

**\* Create repeatable and sustainable activities**

**\* Involve cooperation of businesses and non-profits in the Village.**

The two performances—and the world premiere of a newly commissioned work by Thomas Cabaniss— at the Nyack Center will serve as destination cultural events designed to bring visitors into the Village and increase local economic activity. By promoting the performances across Rockland County, Westchester, New Jersey, Connecticut, and New York City—through the Nyack Tourism Grant-funded media and PR campaign—the project is expected to increase revenue for Nyack businesses, particularly restaurants, cafés, retail shops, personal services, and Nyack hotels.

The project is timed and marketed to encourage evening and weekend visits, supporting overnight stays at Nyack hotels and other local accommodations for families of participating artists and students, as well as cultural travelers from the region who wish to enjoy Nyack's walkable downtown and waterfront. Messaging will include "Make a Weekend of It in Nyack" language to reinforce this tourism impact.

The production model reflects Nyack's diversity and spirit of inclusion, bringing together professional artists, advanced young musicians, multi-generational audiences, and community partners in a setting that is welcoming and accessible. No audition barrier for student participation and accessible, community-based venues support broad participation across cultural and socio-economic backgrounds.

The project is designed to leverage Nyack's village assets, including its walkable downtown, concentration of restaurants, proximity to parks and the riverfront, and the community-centered environment of the Nyack Center. The performances will be promoted as part of a full cultural day/weekend experience: performance + dining + waterfront activity + lodging.

This initiative will also create a repeatable and sustainable cultural tourism model in Nyack, building on BridgeMusik's established Chamber Hour Series partnership with the Nyack Library and introducing a new annual performance component at Nyack venues. The project encourages ongoing collaboration among local businesses, nonprofit organizations, arts groups, and community partners, contributing to a stronger year-round arts presence in the Village.

### **Description of Target Audience:**

The target audience for *The Soldier's Tale* includes regional cultural audiences, families of participating students, and local residents who value live music, theater, and community-based arts experiences. The performances will be promoted across Rockland County, Westchester, New Jersey, Connecticut, and New York City to attract both day visitors and overnight guests to Nyack.

To ensure accessibility, tickets will be affordably priced at approximately \$20, with discounted student admission to welcome youth, college students, and intergenerational audiences. BridgeMusik's existing audience base includes classical and jazz music listeners, arts-engaged families, educators, amateur musicians, and community supporters who regularly attend the Chamber Hour series and Summer Festival events.

The project is also intended to reach new audiences in Nyack by offering an inclusive, community-centered event in a familiar and welcoming venue. The production brings together professional musicians and advanced young artists from diverse backgrounds, reflecting and supporting the cultural diversity of the Village.

Because the event is part of the America 250 season and includes a new commissioned piece by Thomas Cabaniss, it is also expected to attract cultural travelers seeking meaningful arts experiences within a walkable riverfront town setting. The performances are designed to encourage these visitors to dine, explore, and stay overnight in Nyack, supporting local economic activity and strengthening Nyack's profile as a regional arts destination.

**Does your request include a collaboration with another organization? Yes X No**

**If so, what is the name of the organization and the nature of your collaboration?**

BridgeMusik is currently in active planning discussions with the Phoenix Theatre Ensemble, a professional theater company with a long history of producing high-quality, actor-centered classical and contemporary work and previous performance residencies in Nyack. The anticipated collaboration would involve Phoenix Theatre Ensemble providing stage direction,

narration, and character interpretation for *The Soldier's Tale*, working alongside BridgeMusik's professional musicians and advanced student performers.

This partnership would deepen the theatrical dimension of the production and strengthen the project's role as a cross-disciplinary cultural event in the Village. At the same time, the collaboration is still pending final confirmation, as both organizations are currently reviewing schedules, artistic staffing, and contract details.

The performances are fully planned to proceed regardless of final collaboration structure. Should Phoenix Theatre Ensemble confirm participation, the partnership would represent a natural alignment of missions and an opportunity to build an ongoing annual performance relationship between the two organizations in Nyack. BridgeMusik has the artistic leadership, professional musicians, and production capacity to present *The Soldier's Tale* independently at a high level. The new commission by Thomas Cabaniss further demonstrates BridgeMusik's artistic leadership and its commitment to presenting original cultural programming in Nyack.

**Tanya Witek and Krystof Witek**

11/18/25

Signatures

Date

## **NYACK TOURISM GRANT APPLICATION**

For Internal Use Only -- Application checklist

- ( ) Completed application received, DATE: \_\_\_\_\_
- ( ) TGRC review and recommendation, DATE: \_\_\_\_\_ SCORE: \_\_\_\_\_ AWARD: \$ \_\_\_\_\_
- ( ) Village Board awarded grant, DATE: \_\_\_\_\_ AWARD: \$ \_\_\_\_\_
- ( ) Insurance certificate reviewed/approved/attached
- ( ) Hold harmless agreement signed by applicant, attached.
- ( ) Final project report received, DATE: \_\_\_\_\_

NYACK TOURISM PROJECT PLAN, GRANT BUDGET AND MEDIA PLAN (APPENDIX A) 2026 (Round 6)

Project Title:Igor Stravinsky’s The Soldier’s Tale  
as part of the BridgeMusik Summer Festival 2026  
“We the Music — Celebrating 250 Years of American Voices”

Contact Name/Cell Phone: Tanya Witek and/or Krystof Witek  
917-741-1558

Project Plan (outline major milestones, costs not covered by Nyack Tourism Grant)	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26	COST
Secure Nyack venue(s) and finalize dates	X	X											\$ -
Artist contracting and rehearsal/performance scheduling		X	X										\$ -
Marketing design & press materials			X	X									\$ 1,200.00
Website, email, and social media promotion, video trailer			X	X	X	X	X						\$ 2,000.00
Paid online ads, print materials					X	X	X						\$ 1,800.00
Performances, new work commission fee, production & artist fees							X	X					\$ 25,000.00
Post-event outreach, documentation & reports								X	X				\$ -
TOTAL													\$ 30,000.00
MEDIA PAID FOR BY GRANT	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26	COST
Printed Media (Flyers, Posters, etc.) incl. Design - Cost: \$900 Details: Flyers, posters, design, and local distribution in Nyack and	\$ -	\$ -	\$ -	\$ -	\$ 300	\$ 300	\$ 300	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 900
Paid Social Media Campaign - Cost: \$1500 Details:Targeted Meta (Facebook/Instagram) ads, boosted Eventbrite	\$ -	\$ -	\$ -	\$ -	\$ 500	\$ 500	\$ 500	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,500
Radio media (:30 second audio ads) - Cost: \$0 Details:n/a	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
PR/Press release/outreach - cost: \$900 Details: updates to www.bridgemusik.com, Patch and other featured	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 300	\$ 300	\$ 300	\$ -	\$ -	\$ -	\$ -	\$ 900
Other Marketing Costs: \$1700 Details: Video & Photo Content Creation, short promo trailers, behind-	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 400	\$ 400	\$ 400	\$ 500	\$ -	\$ -	\$ -	\$ 1,700

Total \$ 5,000



## **2026 Nyack Tourism Grant Application (Round 6)**

**Date:** 11/20/2025

**Project Organizer Name:** Children's Shakespeare Theatre Inc.

**Address:** P.O. Box 1001, Nyack, NY 10960

**Contact Name:** Grey Johnson

**Title:** Managing Director

**Phone:** 845-729-7680

**Email:** Grey@childrensshakespeare.org

**Name of On-Site Event Manager (if applicable):** Brady Amoonclark

**Phone:** 845-269-1803

**Project Title:** Four Performances of Full CST Shakespeare Production

**Amount Requested:** \$3,400

Please attach a separate sheet – Addendum A - with a project plan, grant budget and media buy

### **Grant purpose:**

Marketing campaign for a Nyack centered CST production.

Though Children's Shakespeare Theatre (CST) has performed its productions almost exclusively at Palisades Presbyterian Church in our over 25 years, we have had a very close connection to Nyack. In fact, it's safe to say that without the village of Nyack, we would not be able to exist. So many Nyack families have used CST to develop their children into strong, confident adults while enjoying the glories of great Shakespeare plays. Here is one Nyack parent's recent testimonial: "This program has meant so much to our kids. It's helped them grow and take risks. It's also offered something rarer and harder to come by: a space for attention, reflection, and sustained collaboration. In an increasingly digitized and distracted world, CST creates the conditions for young people to gather in person, speak and listen with care, and work through something difficult together. That kind of presence—personal, physical, and collective—matters. At a time when arts funding is being slashed and relevance questioned, CST is doing work that couldn't be more vital." — Ross Meckler Benjamin

In addition, we have audience members, both traditional theatergoers as well as those who aren't used to going to theatre, come to our shows and be surprised that the performances have



the effect that great theater *should* have on an audience: they tell a story well, they are works of spirit, they are cathartic.

It is time that CST perform at least one of its four annual mainstage shows completely in a Nyack venue. We are currently in talks with both Angel Nyack and The Nyack Center as a performance space and Creative Arts Workshop as a rehearsal space to accomplish this.

Though after 25 years our name recognition is pretty good in Nyack and its vicinities, our engagement rate overall is low. The generous grant from Visit Nyack for our Shakespeare Family Day at the Edward Hopper House Museum and Study Center made a difference in engagement (we were impressed that 38 new children signed up for and attended the free workshops) and the monies helped us reach out and learn more from Peter Saluk about how to use the latest methods to attract an audience. Our hope is that given an exclusive performance run of one to two strong weeks and an all-encompassing advertising campaign that centers around performances in Nyack we will draw new, excited audiences.

#### **Project Organizer Background:**

Grey Johnson has been Membership Director at American Ballet Theatre for 11 years, and at WBGO Jazz88.3FM for 12 years. This includes planning and holding a significant number of member events each year including parties, galas, seminars, festivals, etc.

Project Organizer's Personal Bio (Briefly describe your applicable experience and resources to produce this project, attaching a resume, past project information or other documentation as appropriate) CST produces four plays a year. In the last two years we have performed at the Palisades Presbyterian Church, Harmony Hall in Sloatsburg, the Nyack Public Library and Antrim Playhouse in Tappan. In 2022 we performed *A Midsummer Night's Dream* at RoCA. We are used to bringing what we do to new venues.

After nearly 50 years directing, producing and creating special theatrical events, Mr. Johnson can be trusted to dot the i s and cross the t s of any event situation. Most recently CST held its first ever Gala at the Nyack Center in May and realized both a good time for all and a successful fundraiser through the joys of great food, theater games for kids and adults alike, a raffle for the kids and a silent auction for the adults, speeches, performances, a funky Shakespeare photo booth and more.

#### **Description of Event/Experience in detail:**

Rehearsals will be held for two months, tech week in the venue will be five days and there will be four performances on either one or two weekends, depending on the venue. We are still deciding what play to do in this spot. It will be a full five act Shakespeare play with an intermission. Total running time including intermission, approximately two hours. We will sell concessions at intermission if the venue allows it. It will be fully costumed and theatrically lit with rental equipment. It will have set and set pieces that fit the space and the spirit of the play.

#### **Description of expected outcome - be especially specific regarding the following aspects:**

- \* Increase revenues in the Nyack business community, especially hotels, shops, restaurants and personal service**
- \* Increase overnight stays in the Village**
- \* Reflect the diversity of the Village, promote entrepreneurship and social inclusion**
- \* Leverage Village assets (walkable downtown, waterfront, parks, etc.)**
- \* Create repeatable and sustainable activities**
- \* Involve cooperation of businesses and non-profits in the Village.**

Our heart and our official business address have always been in Nyack, but we wish to be a part of the community as well. Firstly, with this grant we will draw our usual audiences of 200+ from Palisades to join the critical mass of Nyack street traffic, businesses, and the joys of this

village. We look forward to bringing both our current and new audiences into the rich triangle of wonderful Nyack restaurants and businesses to enjoy a full evening instead of a shorter evening in the relative restaurant/business desert of Palisades.

Secondly, with our rehearsals and performances in Nyack, we will be able to utilize as actors young people who to this date have not been able to participate in our programs because of the commute to Palisades. For instance, in our recent work with The Nyack Center's after school program, we taught, rehearsed and brought to a short performance 15 children who could not later become part of our regular program because of transportation issues. With this grant and rehearsal and performances in Nyack, we can now welcome them into our full production. If we are successful, we look to rehearse and perform one or more of our annual mainstage productions in Nyack each year—a major change for our institution.

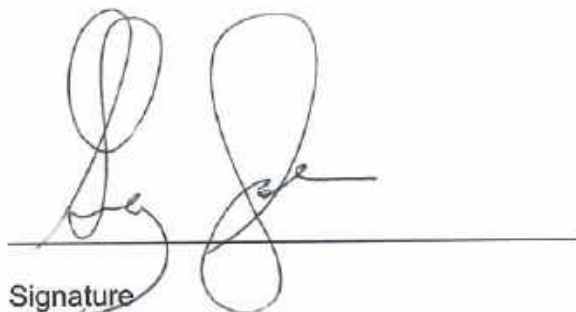
**Description of Target Audience:**

Theater lovers, families with children ages 8 – 18 and a growing group of CST alums and their families in Nyack and the surrounding communities. We currently have families as part of the program from Rockland, Westchester and Bergen Counties.

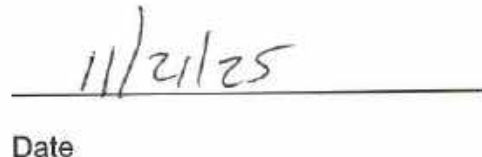
**Does your request include a collaboration with another organization? Yes\_x\_\_ No\_\_**

**If so, what is the name of the organization and the nature of your collaboration?**

Still in final talks with The Nyack Center, Angel Nyack and Creative Arts Workshop.



Signature



Date

# **NYACK TOURISM GRANT APPLICATION**

## For Internal Use Only -- Application checklist

- ( ) Completed application received, DATE: \_\_\_\_\_
- ( ) TGRC review and recommendation, DATE: \_\_\_\_\_ SCORE: \_\_\_\_\_ AWARD: \$ \_\_\_\_\_
- ( ) Village Board awarded grant, DATE: \_\_\_\_\_ AWARD: \$ \_\_\_\_\_
- ( ) Insurance certificate reviewed/approved/attached
- ( ) Hold harmless agreement signed by applicant, attached.
- ( ) Final project report received, DATE: \_\_\_\_\_

NYACK TOURISM PROJECT PLAN, GRANT BUDGET AND MEDIA PLAN (APPENDIX A) 2026 (Round 6)

Project Title: 4 Perfs of Full CST Shakespeare Production

Contact Name/Cell Phone: Grey Johnson 845-729-7680

Project Plan (outline major milestones, costs not covered by Nyack Tourism Grant)	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26	COST
Finalize details of rehearsal and performance venue	x												\$ 4,500.00
Auditions and Casting						x							\$ 4,200.00
Rehearsals Begin									x				\$ 4,200.00
Set and Costumes designed and built, light system rent ordered										x			\$ 2,400.00
Tech and opening week											x		
TOTAL													\$ 15,300.00
MEDIA PAID FOR BY GRANT	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26	COST
<b>Printed Media (Flyers, Posters, etc.) incl. Design - Cost:</b> Details: Promo and poster photos \$250, Design \$400, print 1050	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ - x	\$ -	\$ -	\$ 1,450
<b>Paid Social Media Campaign - Cost:</b> Details: Saluk Advertising similar to Shake Family Day	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ - 	\$ - x	\$ -	\$ - \$ 1,500
<b>Radio media (:30 second audio ads) - Cost:</b> Details:	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<b>PR/Press release/outreach - cost:</b> Details: Photographer \$250, PR outreach \$200	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ - x	\$ -	\$ -	\$ 450
<b>Other Marketing Costs:</b> Details:	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -

Total \$ 3,400





## **2026 Nyack Tourism Grant Application (Round 6)**

**Date:** November 20, 2025

**Project Organizer Name:** Ecstatic Dance Nyack Inc.

**Address:** 47 Washington Ave. Nyack, NY 10960

**Contact Name:** Daniel Khalaf

**Title:** Board Member, Treasurer, and Chief Operating Officer

**Phone:** 908-591-7237

**Email:** ecstaticdancenack@gmail.com

**Name of On-Site Event Manager (if applicable):** Daniel Khalaf

**Phone:** 908-591-7237

**Project Title:** Ecstatic Dance Nyack Monthly Events

**Amount Requested:** \$6,000

Please see attached a separate sheet – Addendum A - with a project plan, grant budget and media buy

**Grant purpose:**

Ecstatic Dance Nyack (EDN) is requesting \$500 per month for each month of 2026, totaling \$6,000, to be allocated directly to digital paid advertising campaigns. This funding will be used exclusively to increase our event's marketing exposure through targeted digital advertising.

Our team possesses a strong, proven ability to create impactful marketing content that highlights our featured artists—often local community members—and promotes their work through collaborative efforts. By partnering with artists' social media accounts, we expand our reach to new audiences while celebrating the talent within our community. These strategies have consistently demonstrated our capability to engage attendees and grow interest in our events. In addition to featuring artists collaborating on our monthly events, our social media has grown to feature community events in and around Nyack which occur all month long, and compliment the mission of EDN and the monthly dance event. While our

previous marketing funds were primarily used to market solely our monthly event, we are looking to expand those funds to boost and more widely promote events happening all month long, via our monthly community events roundup flyer. This flyer always prioritizes events happening in and around Nyack—hosted and organized by members of the EDN community (some of them being Nyack residents and/or business owners). Example “Ecstatic Weekend” and “Community Events” flyers are shown in Figure 1 & 2 below.

## **Project Organizer Background:**

### **1. Executive Summary**

Ecstatic Dance Nyack is a 501c3 non-profit community organization offering immersive dance and cultural experiences in Nyack, drawing locals and visitors alike to celebrate music, art, and community connection. We seek funding to expand our digital advertising reach, inviting broader audiences to experience Nyack’s vibrant community and supporting the Village’s business district. The grant will enable us to increase attendance at our own monthly and complimentary community events, enhance Nyack’s cultural landscape, and provide consistent economic benefits to local businesses.

### **2. Organization Team Composition**

Ecstatic Dance Nyack is organized by a dedicated team of individuals who bring diverse backgrounds and a shared commitment to enriching Nyack’s community. Four team members—Daniel Khalaf, Tomer Hagay, Adrea Robles, and Carmel Pratt—are residents of Nyack, while the remaining, Richard Dolatre, Lisa Sherman, AnaMaria Ferrara, Maya Carl, and Corrine McConville, reside in the greater Rockland County area. Together, they form a robust support system for planning, producing, and promoting each event, ensuring a seamless and impactful experience for attendees. In addition, all members of the EDN team are involved in other organizations and events in and around Nyack, including: owning/working at businesses and volunteering at places like the Nyack Library, The Angel Nyack, Playful Yogi Space, Art Cafe, Bari, and American Legion to name a few.

### **3. Event Growth and Statistics**

Since its inception in February 2023 with just 15-20 attendees at the Nyack Yoga Center, Ecstatic Dance Nyack has seen substantial growth. Now held at the Angel Nyack (formerly First Reformed Church) in the heart of Nyack’s business district, our most recent events have drawn over 120 attendees. To date, we have welcomed over 735 unique attendees (up from 330 as of application reporting from last year), with approximately 50% returning for future events. Additionally, based on location data collected through ticket sales, over 90% of our attendees reside outside Nyack, traveling specifically to experience our events and contributing to the local economy. These numbers have increased substantially compared to the reporting submitted with the previous year’s application; notably a 222% increase in unique attendees. We believe this was in significant part due to the Nyack Tourism Grant advertising funds received and utilized in 2025. We are proud of having now successfully run this monthly event for 24 consecutive months; 2 full years in Nyack! While we have reached our maximum occupancy capacity for attendees each month in the space we currently rent at The Angel Nyack, we see a significant value in continuing to draw new, often first-time, unique attendees to the event and to the Village of Nyack. With the expanded advertising possible through the tourism grant funds, we believe we can continue to meaningfully grow

the community within and around Nyack. As our community grows, it reaches beyond the walls of The Angel Nyack and our once-a-month ritual– we are now seeing our community members attending many other events in Nyack, thanks to the monthly Community Events advertising efforts.

**Project Organizer's Personal Bio (Briefly describe your applicable experience and resources to produce this project, attaching a resume, past project information or other documentation as appropriate)**

As the treasurer and co-organizer of Ecstatic Dance Nyack, I bring significant experience in managing the social media presence, finances, and operational logistics for the organization. I have successfully built out our customer database and developed an email marketing program to engage our growing community. Additionally, I have piloted digital advertising campaigns to test their effectiveness, though they were ultimately deemed too expensive for our financial constraints. My active presence at every event ensures that I stay deeply connected to the needs of our attendees and the overall operations.

Beyond my role with Ecstatic Dance Nyack, I have a strong background in wealth management and financial technology. Over the course of 12 years at firms like Morgan Stanley and J.P. Morgan, I have managed budgets of up to \$1.5 million, led cross-functional teams, and delivered large-scale software projects for credit unions and banks. This professional experience has provided me with solid skills in financial oversight, budgeting, and strategic planning, all of which I apply to the successful production of our events.

My combined expertise in financial management and community organizing ensures that Ecstatic Dance Nyack is run efficiently, with sound financial stewardship and effective outreach, making it a sustainable and impactful project for the Village of Nyack.

**Description of Event/Experience in detail:**

Ecstatic Dance Nyack is a monthly event centered on the transformative power of dance. Each gathering features a blend of DJs, musicians, dance instructors, and facilitators who bring unique traditions and experiences to the community. The event also supports other artistic offerings, such as community song circles, communal art altars, and henna art to enrich the cultural experience and provide a platform for local and visiting artists.

Key elements of the event include:

- **Dance Instruction:** Each event begins with a dance class led by skilled instructors, including Nyack resident Adrea Robles, who specializes in mindful movement practices.
- **DJs and Music:** The lineup features DJs from diverse cultural backgrounds, such as Bulgarian DJ Joro Boro, Brazilian DJ FlavYa, Iraqi DJ Omar Aena, Peruvian DJ Jennayni, alongside local talent like DJ Morgana Zilarra.
- **Special Performances and Rituals:** Recent highlights include live instrumental accompaniment by Nyack residents and artists/musicians Chris Dingman and Zaneta Sykes,, a performance by international musician James Bird, national song circle facilitator Nick Demeris, and local community song circle leader Faye Adinda, enriching the event with globally expansive perspectives.
- **Artistic Offerings:** Visual artists like Nyack painter Jamie Gaviola, community altar

builders Corrine McConville and Sunny J (Nyack resident) and Bengali henna artists bringing additional depth to the event, fostering community connection through creative expression.

With its focus on dance and cultural diversity, Ecstatic Dance Nyack has become a vibrant, repeatable event that uplifts both attendees and artists.

**Description of expected outcome - *be especially specific regarding the following aspects:*** \*  
***Increase revenues in the Nyack business community, especially hotels, shops, restaurants and personal service***

- \* ***Increase overnight stays in the Village***
- \* ***Reflect the diversity of the Village, promote entrepreneurship and social inclusion***
- \* ***Leverage Village assets (walkable downtown, waterfront, parks, etc.)***
- \* ***Create repeatable and sustainable activities***
- \* ***Involve cooperation of businesses and non-profits in the Village.***

### **Increase revenues in the Nyack business community**

Ecstatic Dance Nyack consistently drives revenue for local businesses, with attendees dining at Nyack's restaurants before events and gathering at local venues afterward. Over 90% of attendees travel from outside the Village, bringing new patrons to Nyack's restaurants, cafes, and service providers. Before our events, as a team, we typically purchase food for artists from nearby restaurants like Nyack Fresh Market food bar, Bari,, Art Cafe, The Wild Radish, our three great pizzerias in town, amongst other establishments. We regularly purchase items for the event from Nyack Fresh Market (water, paper goods, etc.) and attendees often dine at other establishments before and after the event.

### **Increase overnight stays in the Village**

Our "Ecstatic Weekend" and monthly "Community Events" campaigns encourage visitors to extend their stay in Nyack by promoting additional activities such as the arts, movement workshops, group hikes & picnics, and Nyack event offerings. These campaigns have highlighted local businesses and cultural events, fostering interest in overnight stays and benefiting local accommodations. See attached examples from previous "Ecstatic Weekend" and monthly "Community Events" social media campaigns that run on Instagram, WhatsApp, and Facebook:



Figure 1: Ecstatic Weekend Example Flyers, posted to Instagram, WhatsApp, and Facebook





Figure 2: Monthly Community Events Example Flyer, posted to Instagram, WhatsApp, and Facebook

**Reflect the diversity of the Village, promote entrepreneurship and social inclusion** Our events celebrate Nyack's diversity, featuring artists from across the globe, and across our Village and county. Artists range from the Middle East (Iraq, Syria, Israel), Africa (Egypt, African Diaspora), Asia (Bangladesh, Philippines, Korea, Mongolia), Europe (Bulgaria), Latin America (Brazil, Peru, Mexico, Costa Rica, El Salvador, Colombia), and local artists that span race, culture, and heritage. This inclusive approach attracts attendees of all ages, ethnicities, races, sexual orientations, and religions. Financial assistance ensures accessibility, fostering a welcoming and socially inclusive community where no one is turned away due to lack of funds.

### **Leverage Village assets**

Ecstatic Dance Nyack uses key Village assets as event venues, starting at the Nyack Yoga Center and now hosting monthly events at the Angel Nyack, formerly the First Reformed Church. Additionally, as weather permits, picnics at Memorial Park before events take advantage of Nyack's scenic waterfront for community connection.

### **Create repeatable and sustainable activities**

Since December 2023, Ecstatic Dance Nyack has held 24 consecutive monthly events, proving its consistency and sustainability. "Ecstatic Weekend" and monthly Community Events campaigns further extend the impact of these dances, promoting local activities and businesses. Grant funding will enable increased attendance and expanded marketing outreach.

### **Involve cooperation of businesses and non-profits in the Village**

Our events foster collaboration with local businesses and non-profits. For example, we host a large annual food drive for Nyack Soup Angels in November and have a sustainable relationship with the Angel Nyack as our monthly venue. Post-event gatherings, like at the Old Village Inn regularly bring groups of attendees, with up to 12 people dining informally. Leveraging our very active WhatsApp community group chat, EDN community members often share events and create group plans to attend events, like other offerings at The Angel Nyack. For example, over 10 of our community members attended the Music to Mend benefit concert for the Nyack Plaza fire victims, and other members donated to the cause. Similarly, many members and organizers of EDN attended and helped facilitate portions of the Spirit of SoBro street fair. Members of the EDN team regularly volunteer at and provide programming services for The Nyack Library (recently, a wellness workshop by Maya Carl, and future home energy savings workshops by Carmel Pratt).

### **Description of Target Audience:**

Ecstatic Dance Nyack is an event that people of all backgrounds can enjoy, and we employ a targeted strategy to ensure strong attendance. Using digital advertising, we focus on individuals with interests in dance, yoga, and wellness, connecting with those most likely to attend. This approach has proven effective in reaching seasoned dancers as well as first-timers with no prior experience, many of whom become dedicated members of our diverse community.

We also collaborate with visiting artists and facilitators, such as Philadelphia and New York City-based DJs and local dance teachers, to promote events to their established audiences. We have recently cross-promoted with other ecstatic dance communities and events across the Hudson Valley Region to further our reach and expand our extended community. By combining digital advertising with these partnerships, we ensure Ecstatic Dance Nyack draws a vibrant mix of attendees while fostering an inclusive and engaged community.

**Does your request include a collaboration with another organization? Yes\_\_ No\_X\_**

**If so, what is the name of the organization and the nature of your collaboration?**



11/20/2025

11/21/2024

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Signature Date

## **NYACK TOURISM GRANT APPLICATION**

For Internal Use Only -- Application checklist

**( ) Completed application received, DATE: \_\_\_\_**

**( ) TGRC review and recommendation, DATE: \_\_\_\_ SCORE: \_\_\_\_ AWARD: \$\_\_\_\_**

( ) Village Board awarded grant, DATE: \_\_\_\_AWARD: \$\_\_\_\_

( ) Insurance certificate reviewed/approved/attached

( ) Hold harmless agreement signed by applicant, attached.

( ) Final project report received, DATE: \_\_\_\_

NYACK TOURISM PROJECT PLAN, GRANT BUDGET AND MEDIA PLAN (Addendum A) Nov 2025 (Round 6 - 2026)														
Project Title: Ecstatic Dance Nyack														
Contact Name/Cell Phone: Daniel Khalaf 908-591-7237														
Project Plan (outline major milestones, costs not covered by Nyack Tourism Grant)	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26	COST	FINANCE SOURCE
The Angel Nyack Rental (except AUG CAMPOUT \$6k grounds rental)	475	475	475	475	475	475	475	6500	475	475	475	475	\$11,725.00	Ticket Sales
DJ and LiveMusicians	1500	400	400	400	400	400	400	800	400	400	400	400	\$6,300.00	Ticket Sales
Sound Bath Musicians	250	250	250	250	250	250	250	500	250	250	250	250	\$3,250.00	Ticket Sales
Dance Instructor	150	150	150	150	150	150	150	150	150	150	150	150	\$1,800.00	Ticket Sales
Fresh Fruit and Water Concessions	200	200	200	200	200	200	200	200	200	200	200	200	\$2,400.00	Ticket Sales
Staffing for Event Production - Door, Set-up, Clean-up, Ticketing, Artist Contract Management	600	600	600	600	600	600	600	600	600	600	600	600	\$7,200.00	Ticket Sales
TOTAL	3175	2075	2075	2075	2075	2075	2075	8750	2075	2075	2075	2075	\$32,675.00	Ticket Sales
MEDIA PAID FOR BY GRANT	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26	COST	
Printed Media (Flyers, Posters, etc.) incl. Design - Cost: Details: Printing Fees - printed flyers targeting Aug 2026 event	\$-	\$-	\$-	\$-	\$-	\$50	\$50	\$90	\$-	\$-	\$-	\$-	\$190	
Paid Social Media Campaign - Cost: Details:	\$450	\$450	\$450	\$450	\$450	\$500	\$500	\$500	\$450	\$450	\$450	\$450	\$5,550	
	Targeted social media ads for each specific monthly event.													
Radio media (:30 second audio ads) - Cost: Details:	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	
PR/Press release/outreach - cost: Details:	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	
Other Marketing Costs: Details: Monthly Adobe Express Subscription for Marketing Collateral Material Creation	\$21.66	\$21.66	\$21.66	\$21.66	\$21.66	\$21.66	\$21.66	\$21.66	\$21.66	\$21.66	\$21.66	\$21.66	\$259.92	
	Total												\$6,000	



## **2026 Nyack Tourism Grant Application (Round 6)**

**Date:** November 19, 20205

**Project Organizer Name:** Edward Hopper House Museum & Study Center (EHHM)

**Address:** 82 N. Broadway, Nyack, NY 10960

**Contact Name:** Kathleen Motes Bennewitz

**Title:** Executive Director

**Phone:** 845. 358.0774

**Email:** kbennewitz@hopperhouse.org

**Name of On-Site Event Manager (if applicable):**

**Phone:**

**Project Title:** #HopperHappens in Nyack

**Amount Requested:** \$7,500.00

Please attach a separate sheet – **Addendum A** - with a project plan, grant budget and media buy

### **Grant purpose:**

The grant will fund printed and digital marketing and media buys to promote a 11-day Hopper Happens event (**Thursday, June 18 through Sunday, June 28**) in downtown Nyack. A printed guide, posters, a downtown banner as well as a dedicated webpage and a Bloomberg Connects digital app will also be produced. Business, corporate and independent sponsors will also be secured.

This event will transform the EHHM's successful Hopper Happens social media series into a national—and international—call for entry and juried exhibition that celebrates “Hopper moments” of light, solitude, and everyday beauty, bringing the museum and its exhibition program into downtown Nyack. Our objective is to engage our large audience, generate tourism income, and further position Nyack as the creative heart of Edward Hopper’s legacy.

The event will feature **55 selected Hopper Happens photographic images**, each uniformly presented and installed in **55 downtown Nyack businesses** (stores, restaurants, nonprofits, etc.). It will be on view from June 18 to 28, 2026. *This could be an annual event.*

The number 55 is important as the event will be part of the EHHM's 55th Anniversary celebration. This is a central tentpole of the EHHM's yearlong 55<sup>th</sup> anniversary celebration of the Hopper House being saved from demolition and founded by local residents in 1971 as a nonprofit arts organization. (The 50<sup>th</sup> held during Covid was limited to online paywall programming.) The project aligns with the Museum's new mission to build a community around Hopper's enduring legacy and value to celebrate "A Sense of Place" that Nyack uniquely offers and that also advances EHHM's narrative on the connectedness of our landmark site and the local environment of the Hudson River village of Nyack, where Edward Hopper's creative impulses were nourished, and stimulated his ideas about light, color and artistic subject matter.

### **Project Organizer Background:**

The Edward Hopper House Museum & Study Center (EHHM) is a vibrant tribute to American art, rooted in the birthplace of Edward Hopper (1882-1967) and his art. Rescued from demolition in 1971, this historic 1858 house has since evolved from an art center into a New York State chartered art museum and earned a place on the National Register of Historic Places in 2000 and its inclusion in the prestigious Historic Artists Home & Studios coalition, run by the National Trust for Historic Preservation, in 2018.

A 501c3 arts organization, the EHHM is located in the Village of Nyack, New York and is governed by the Board of Trustees. Today, EHHM is at a pivotal moment and will mark its 55th anniversary in 2026. It is guided by a new Mission, Vision, and Strategic Plan, and the museum experiencing a surge in popularity, with 2024 visitor numbers at 8,900, up by 466% since 2022, with 80% percent of coming from out-of-town, the tristate metro area, and across the nation and also the globe. These visitors—whether they are coming to see the historic site and exhibitions or engage in art education programs or jazz concerts—stimulate business and growth to the benefit of Nyack, Rockland County, and the Hudson Valley region. Moreover, EHHM is nearing a combined 45K Meta social media followers across Facebook and Instagram platforms,

Over the course of 2023-25, the EHH Board of Trustees, with senior staff, conducted a dynamic, transparent, and inclusive strategic planning process that resulted in new mission and vision statements as well as values and a strategic plan for the museum. This three-year plan, adopted by the Trustees, updates with new goals, objectives and milestones the 2019 plan. The newly adopted mission uses modern thinking to call for EHH exploring the intersection of place, memory and creativity in Edward Hopper's early life and artistic career and to cultivate a community of learning and appreciation of the arts inspired by Hopper's enduring local, national, and global legacy. Moreover, its new vision to "Inspire! Educate! Excite!" seeks to transform the EHH into more than a historic house and to be a nationally regarded artist home-studio museum that deepens and expands the global community's connections to Hopper's creative arc in Nyack and to his iconic legacy by engaging and educating our audiences in exciting, innovative ways.

Values were also codified for the first time at the EHH. The five values—Respect, A Sense of Place, Engagement, Responsibility, Innovation—further expand on long held core goals of preservation and stewardship of Hopper's birthplace and family home and museum collections and of engaging visitors with a broader and deeper understanding of the seminal role that Nyack played in his artistic development.

The Strategic Plan provides a strong strategic direction and five goals for the organization to follow over the next three years to support and guide the EHH into the future. EHH's proposal aligns with its new Strategic Goals 1, 2 and 3. The First Goal places emphasis on programmatic and operational decision making with adherence to the mission, and the Second Goal on



expanding stewardship of the archive and art collections. Further, this goal's objectives include expanding accessibility and developing a comprehensive plan for content, interpretation and display. Specifically, the project aligns strongest with the Third Goal of constituent engagement. Here, focus is on engaging broader and more diverse audiences and cultivating strategic partnerships with local, regional and national organizations

**Project Organizer's Personal Bio (Briefly describe your applicable experience and resources to produce this project, attaching a resume, past project information or other documentation as appropriate)**

Kathleen Bennewitz assumed the role of executive director in October 2021 and oversees EHHM operations, including financial, curatorial, educational, and marketing initiatives. Kathie has art history degrees from Princeton (BA) and University of DE (MA) and has held positions at leading museums across the country, including the Amon Carter Museum, Frederick R. Weisman Art Museum at the University of MN, and in education at the Minneapolis Institute of Arts; she also served in Connecticut as Director of Exhibitions and Programs at Greenwich Historical Society and Fairfield Museum & History Center, and as Town Curator with the Westport Public Art Collections.

She led the Hopper's Nyack Plain Air event which will continue in 2026; This event received this village tourism grant in 2024 and 2025. They were also collaboratively produced with the village at Memorial Park, Bill Batson, Kris Burns, and Creative Arts Workshop.

**Description of Event/Experience in detail:**

For eight years EHHM's Instagram (@edwardhopperhouse) has invited its followers to share images of Hopper moments in their daily lives via **Fan Art** (launched in 2018) and [#HopperHappens](#) (launched in 2020). This Friday series celebrates how the art of Edward Hopper (1882-1967) continues to resonate in contemporary life. To date, more than 650 images (photographs on #HopperHappens and other media on #FanArt) have been shared through the series, which remain among our most consistently engaging and top-performing posts month after month. (*For sample images—see Appendix*)

The event has multiple components designed to bring the EHHM and Hopper Happens into downtown for locals, out of towners, art enthusiasts, and Hopper fans to visit Nyack to explore, stay overnight, view the show and experience the opening and closing events, and more!

1) **Exhibition Preview Party with Hopper Happens "Art Walk,"** Thursday, June 18 or Friday June 19, pm, ticketed event at EHHM and/or at local restaurant (plus a public component, possibly Kris Burns's Hopper Happens installation in downtown stores and on buildings- TBD)

2) **Public viewing-** Friday June 19 through Sunday, June 28 (Free)

3) [Bloomberg Connects](#) **Hopper Happens Walking Tour** (Free; to be launched in May as "Coming Soon", this guide can be ongoing.) Hosted on the EHHM's BC digital guide, it will showcase each work on view, the artists, and the Hopper related images, and Kris Burn's film clips (see background). The walking tour map also geo tag links to directly to store locations (see our "Hopper's Nyack" Highlights and Inspiration Walking Tours developed in 2025 on BC); also tied into "Bloomberg Connects UAW" guide and partnership.

4) **Upstate Arts Weekend**, June 25-28. This Hopper Happens exhibition event will also align with the hugely successful Hudson Valley/Catskills arts festival [Upstate Arts Weekend](#), which creates a program of public and private events plus maps, itineraries and tours for the

thousands of visitors (many coming up from NYC) each year. Now in its sixth year, UAW rescheduled its events to June 25-28, 2026 from its original weekend of July 17-21. UAW launched in 2020 with 23 organizations and expanded to more than 155 participants in 2025. Participants are local arts organizations, galleries, museums, residencies and creative projects, mixed with temporary exhibitions and events staged especially for UAW. Other local participants in UAW include Perry Lawson Fine Arts, Garner Arts Center, River Hook, and ACOR. UAW has been featured in The New York Times, Artnet news, The Art Newspaper, Hyperallergic, Chronogram, Cool Hunting and Whitewall, among others. In 2026 UAW press highlighted the EHHM's *Morning Sun* exhibition.

**4) Hopper Happens Family Art Day with Hopper Happens Live Tableau Making**, Saturday, June 20, 1-3 (or June 27 with UAW)

Families create art inspired by Hopper artworks, and also restage, with costumes and props, famous Hopper paintings on the garden stage.

**4) Award Ceremony and Artists Eye Gallery Talk on Hopper Happens-** EHHM, Saturday, June 26 or Sunday, June 27 (5pm, TBA). Cash prizes awarded for the selected exhibiting Hopper Happens artworks and artists, including a *People Choice* award (online voting) and discussion with exhibiting artists on Hopper and their images.

**6) EHHM 55th Anniversary Hopper Happens Bash-** Saturday, June 26 or Sunday, June 27. Held in the EHHM Garden, the ticketed event will include live music (indie "Night Hawk Band"), drinks, food, and an auction/sale (online / in person) of the displayed juried artwork, plus include Kris Burns's Hopper Happens installation and light show on EHHM (TBA).

## **Background Sources:**

**Nyack Art Walk:** This 2026 event follows the successful format of the [Nyack Art Walk](#), founded and organized by former Nyack resident and store owner Paulette Rossi. The annual juried event, which ran for nearly 15 years, showcased 25 artists in 25 stores throughout in the village, turning them into [mini art galleries with the local artists](#) present to speak with visitors throughout the weekend.

**Hopper Happens:** EHHM's Hopper Happens social media series launched during the pandemic when the EHHM was closed and shuttered. It took inspiration then from two sources:

- 1) Michael Tisserand, a Minnesota-based author, who tweeted, "It feels like we're all living in an Edward Hopper painting." Moved by that statement, EHHM launched a series called #HopperHappens as Hopper's themes of loneliness and isolation resonated deeply during that time. Every single Friday, EHHM re-posts a photo submitted by a follower of a Hopper painting come-to-life, alongside the look-alike Hopper painting.
- 2) It also took inspiration then from the [Hopper Happens Festival](#) presented in [downtown Nyack, originated and curated by artist Kristina Burns](#). Her multi-media, village wide celebration of Nyack's native son (produced and presented independently of the EHHM) was presented in 2011 to coincide with 40th anniversary of the EHHM (then the Edward Hopper Art Center, where Kris had a studio and artist residency). It was repeated in 2012 with a series of short films that were linked to QR codes for a digital walking tour, which, as Kris described, enabled "visitors to wander the streets of Nyack, linger on a street corner that looks like it



belongs in a Hopper painting, scan the code and watch a film on your phone exploring the connections.”

*Due to the legacy of this project EHH seek to honor both Kris Burns and Win Perry, the surviving member of the founding board.*

**Description of expected outcome - *be especially specific regarding the following aspects:***

- \* Increase revenues in the Nyack business community, especially hotels, shops, restaurants and personal service***
- \* Increase overnight stays in the Village***
- \* Reflect the diversity of the Village, promote entrepreneurship and social inclusion***
- \* Leverage Village assets (walkable downtown, waterfront, parks, etc.)***
- \* Create repeatable and sustainable activities***
- \* Involve cooperation of businesses and non-profits in the Village.***

EEHM is a world-class asset that belongs to Nyack. This Grant represents a high-impact, low-risk investment and opportunity to support an event that furthers the EHHM as catalyst and driver of tourism, local revenue and downtown Nyack’s economic growth.

The grant will fund printed and digital marketing and media buys to promote a 11-day Hopper Happens event (Thursday, June 18 through Sunday, June 28) in downtown Nyack. A printed guide, posters, a downtown banner as well as a dedicated webpage and a Bloomberg Connects digital app will also be produced. Business, corporate and independent sponsors will also be secured.

\* Increase revenues in the Nyack business community, especially hotels, shops, restaurants and personal service. Also, Edward Hopper House Museum is just steps away from downtown shops and an array of restaurants with various cuisines and stores.

\* Increase overnight stays in the Village so visitors can enjoy both the culture and recreation that Nyack Boasts with its vibrant arts community, jazz, and nearby state parks.

\* Leverage Village asset of a walkable downtown and its historic character, underscoring the “Sense of Place” that Nyack uniquely offers and connects our landmark site and the local environment where Edward Hopper’s creative impulses were nourished

\* Create repeatable and sustainable activities- this can become an annual event.

\* Involve cooperation of businesses and non-profits in the Village-through the exhibition spaces and sponsorships and potential restaurant and store promotions (distributed through EHHM’s online ticketing portal)

**Description of Target Audience:**

- Nyack’s proximity to New York City will make this very appealing for tourists as well as artists and art enthusiasts from the metro area (NY Westchester/Rockland counties, New Jersey, Connecticut), New England and the Northeast, and the Philadelphia-Washington DC corridor
- The 55 exhibiting artists own fan base and followers, and those of the celebrity and local jurors
- The EHHM #HopperHappens followers- this has been a goal to find a means to engage our social media followers to our physical site and to Nyack

- This is a largely free –with the ticketed events being reasonable and affordable) for some events) and downtown exhibition makes it accessible for amateur to serious students of art to emerging youth and as well day trippers, families, and the underserved in Rockland County and Nyack.
- Enthusiasts of art shows, weekend getaways, walking tours, as well as art at large, admirers of Hopper and contemporary art, and even collectors
- Upstate Art Weekend Attendees

## Marketing Campaign

Since this come out of the very popular social media posts, Saluk & Co and EHHM feel that it is important to have a strong social media marketing campaign; there are also hundreds of artists who can repost on this at the same time, and the algorithm can boost the numbers.

Our proposal for the \$7,500 grant is:

- \$1,500 – printing/posters/banner
- \$1,000 – creative development (visuals for the paid campaign, including elements for the artists to post from their social media handles)
- \$4,000 – META (Facebook/Instagram) targeted campaign targeting Hopper fans, artists and fans of the art world, as well as a bucket for look-alikes of the artists
- \$1,000 – Tik Tok targeted campaign where we can just do a speed fly through of some of the pieces that the artists have created

**Does your request include a collaboration with another organization? Yes\_\_X\_\_ No\_\_**

**If so, what is the name of the organization and the nature of your collaboration?**

### **Louise Newsom, Trade & Prosper:**

Louise introduced this concept to us, having explored bringing back the Nyack Art Walk in a new form and also through our community partnership with Trade & Prosper's 2025 Arts and Craft Walk. Trade & Prosper would be contracted by EHHM to help identify and secure business in which to display the Hopper Happens works of art.

### **Creative Art Workshop: Teaching Artists for a family day**

**Nyack Chamber of Commerce:** To help identify, encourage and promote businesses in which to display the Hopper Happens works of art and identify on discounts/ promotions during event.

**Kristina Burns, Artist:** Contributions past and present are noted above; she has agreed to participate in this event by re-creating installations and productions, on a smaller scale than presented in 2011 and 2012, to augment this Hopper Happens exhibition and related 55<sup>th</sup> celebration bash.

**Saluk & Co.-** Paid social media buys and social media creatives

*KM Bennewitz*

Signature

November 20, 2025

Date

# **NYACK TOURISM GRANT APPLICATION**

## **For Internal Use Only -- Application checklist**

- ( ) Completed application received, DATE: \_\_\_\_\_
- ( ) TGRC review and recommendation, DATE: \_\_\_\_\_ SCORE: \_\_\_\_\_ AWARD: \$ \_\_\_\_\_
- ( ) Village Board awarded grant, DATE: \_\_\_\_\_ AWARD: \$ \_\_\_\_\_
- ( ) Insurance certificate reviewed/approved/attached
- ( ) Hold harmless agreement signed by applicant, attached.
- ( ) Final project report received, DATE: \_\_\_\_\_

NYACK TOURISM PROJECT PLAN, GRANT BUDGET AND MEDIA PLAN (APPENDIX A) 2026 (Round 6)

Project Title: Edward Hopper House Museum: Hopper Happens in Nyack
 Contact Name/Cell Phone: Kathie Bennewitz; 203.722.5736

Project Plan (outline major milestones, costs not covered by Nyack Tourism Grant)	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26	COST
Press Release	x	x											\$ -
Social Media / Eblast promotion creatives		x	x	x	x	x							\$ 1,000.00
Digital Ad buys arts magazines and art websites		x	x										\$ 5,000.00
Open call Registration		x	x	x									\$ 2,000.00
Posters/postcarda/Signage/brochure/Save the date			x	x	x	x							\$ 500.00
Street banner						x							\$ 1,000.00
Details: Artists cash prizes						x							\$ 2,000.00
Constant Contaact													\$ 990.00
TOTAL													\$ 12,490.00
MEDIA PAID FOR BY GRANT	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26	COST
Printed Media (Flyers, Posters, etc.) incl. Design - Cost:	\$ -	\$ -	\$ -	\$ 1,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,500
Details: Street banner-design and printing (1K) print brochure Poster/Postcards/Lawn signs--design and printing (500)													
Paid Social Media Campaign - Cost:	\$ -	\$ -	\$ 6,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 6,000
Details: Meta and Tik Tok promtion buys (4K) Creative develoip,ent of viisual s for paid SM campaign (1K)													
Radio media (:30 second audio ads) - Cost:	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Details:													
PR/Press release/outreach - cost:	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Details:													
Other Marketing Costs:	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -

Total \$ 7,500



## **2026 Nyack Tourism Grant Application (Round 6)**

**Date:** November 21, 2025

**Project Organizer Name:** Elmwood Community Playhouse, Inc.

**Address:** 10 Park Street, Nyack, NY 10960

**Contact Name:** Derek Tarson

**Title:** President of the Board of Directors

**Phone:** (845) 405-1309

**Email:** dtarson@gmail.com

**Name of On-Site Event Manager (if applicable):** Megan Chill, Marketing Director

**Phone:** (973) 919-3683

**Project Title:** Uniting Artists in Nyack: Elmwood Playhouse, Nyack Art Collective, and Scott & Joe

**Amount Requested:** \$7,500.00

Please attach a separate sheet – Addendum A - with a project plan, grant budget and media buy

**Grant purpose:** Increase investment in cable media promotion for Elmwood's location and show run for the remainder of our 2025/2026 season (3 shows in Jan 2026 - June 2026), and a fourth summer ad to promote the 2026/2027 season, which is Elmwood's 80<sup>th</sup> season, plus promotion for the first two shows of our 2026/2027 season.

**Project Organizer Background:** Elmwood Community Playhouse, Inc. provides a local, intimate setting for live theatre – a place to share the stories that connect our lives.

**CORE VALUES:** Quality; Diversity; Community

**VISION:** We believe that live theatre is a unique and essential component of society. We seek to provide opportunities for creative expression, reflect the diverse voices of our community, collaborate with other local organizations, and engage our audience members now and into the future.

Since 1947, Elmwood has presented a yearly season of comedies, dramas, musicals, classics, and experimental plays to engage our community across ages, ethnicities, races, and socioeconomic strata. Recently we added programs to provide performing opportunities to people with developmental and social disabilities. With performing arts organizations being

shuttered and facing permanent closure, Elmwood's solid financial footing, dedicated membership, and board stewardship allowed us to emerge out of difficult times by continuing to make and share quality theater with our communities. Through our benefits program, we support the fundraising efforts of other local non-profits by offering affordable flat-rate performances, with the organization retaining 100% of ticket sales. We hold monthly membership meetings in person and on Zoom which are open to the public and include short workshop performances after the meeting

Elmwood takes the Community part of our name very seriously - it drives every part of what we do and hope to be.

**Project Organizer's Personal Bio (Briefly describe your applicable experience and resources to produce this project, attaching a resume, past project information or other documentation as appropriate)**

In her professional life as a Vice President of Product Development for a major educational publisher, Megan Chill oversaw marketing, editorial, and content creation. In her volunteer work as Marketing Director for Elmwood Playhouse, she uses her expertise to work with the Marketing Committee to create and budget a marketing plan each season. Every season's plan includes community engagement and outreach. Whenever possible and appropriate, we have incorporated cross-promotional activities with other organizations and businesses in Nyack. We organized a family-friendly scavenger hunt at River Hook as part of our promotion of A Sherlock Holmes Showcase. We worked with the local chapter of the American Red Cross to host a blood drive during our production of Dracula, and we have collaborated with Big Red Books when book titles can be tied to our shows. For example, we offered a ticket discount to the musical Fun Home for patrons who purchased a copy of the graphic novel Fun Home at Big Red Books.

**Description of Event/Experience in detail:**

Elmwood Playhouse is continuing its collaboration with the Nyack Art Collective, begun in April 2023, with our production of Neil LaBute's *The Shape of Things* that explored the nature of art and what boundaries should govern the creation of art. For that production, a unique collaboration with the Nyack Art Collective, and a pop-up art gallery was installed at Elmwood for the run of the show. Art pieces by members of the Collective were installed in our lobby, and audiences were able to view and enjoy them before and after the show, as well as during intermission. We further supported the artists by encouraging them to include price and contact information for potential sales of their work to our patrons and members.

The collaboration was so well received that we have since expanded it to the entire season's programming. We work with representatives of the Collective to describe the theme of each show, and they select pieces that are consistent with the theme, in some cases creating new works for the installation. We keep the pieces in our lobby through the show's run, and then we refresh the installation with each new show.

This experience is further enhanced through a collaboration with Scott & Joe, a local gourmet goods shop. For each show's opening night, we co-host a wine and cheese reception with the Collective in our playhouse to highlight the newly installed pieces. Elmwood covers the cost of the wine and cheese, Scott and Joe generously adjusted their cheese boards to fit our needs and help us stay within budget. Elmwood displays Scott and Joe's logo with the cheese boards to ensure that patrons are aware of where they can purchase similar gourmet items.

For additional evidence of this program, attached to this application are:

- an email written by Scott and Joe in 2024
- a letter written by Joyce Byrnes, Executive Chairperson of the Nyack Art Collective
- samples of previous advertisement/promotion

**Description of expected outcome - *be especially specific regarding the following aspects:***

- \* Increase revenues in the Nyack business community, especially hotels, shops, restaurants and personal service***
- \* Increase overnight stays in the Village***
- \* Reflect the diversity of the Village, promote entrepreneurship and social inclusion***
- \* Leverage Village assets (walkable downtown, waterfront, parks, etc.)***
- \* Create repeatable and sustainable activities***
- \* Involve cooperation of businesses and non-profits in the Village.***

The American Association of Community Theatre (AACT) reports on a National Economic Impact Study on Arts and Economic Prosperity. Data were based on 182 study regions representing all 50 states and the District of Columbia. Project economists created models for each study region "to provide specific and reliable economic impact data about the nonprofit arts and culture industries, specifically full-time equivalent jobs, household income, and local and state government revenue." Drawing from these data, we examined the economic impact on regions comparable to Rockland County. Models estimated that, on average, non-profit arts organizations and their audiences in comparable regions spent a total of \$104 million, generating on average over 3,000 jobs, over \$78 million in resident household income, nearly \$5 million in local government revenue, and nearly \$6 million in state government revenue. It is clear that the economic impact of non-profit arts is substantial in their local and state communities.

Elmwood, as a year-round theater, produces substantial financial contributions to Nyack and the surrounding community. People don't just see a show - they park, eat at a local restaurant, buy flowers for a friend in the cast, and go out for drinks after the show. For matinees, patrons may arrive early and shop in local stores. The presence of a vibrant community theater is a draw for potential homeowners and businesses because where the arts thrive, communities thrive.

We are particularly proud of our ongoing collaboration with Nyack Art Collective and Scott and Joe. It began as simply providing exhibit space, but we have expanded it to ongoing and rotating exhibits that are thematically tied to the productions. Each new installation is launched with an opening night gallery reception which also allows us to promote local business Scott and Joe. The Nyack Art Collective gallery exhibit throughout the run of a production and the opening night reception that incorporates Scott and Joe are currently promoted on our website, through our monthly digital newsletter, print collateral, and unpaid social media.

We are confident that with additional funding for cable ads and paid social media, we can reach a wider, more geographically diverse audience, benefiting Elmwood Playhouse, Nyack Art Collective, Scott and Joe, and the Village of Nyack.

**Description of Target Audience:**

Each season Elmwood attracts thousands of patrons and donors who attend our shows and support our organization. We anticipate growing the common patron base of artists and art enthusiasts between Elmwood and The Collective. The multiplicative force of both organizations provides a richer and more diverse art experience and allows both non-profits to continue to grow and thrive. The inclusion of a local purveyor/seller of gourmet foods broadens Scott and Joe's potential customer base.

**Does your request include a collaboration with another organization? Yes X No**

**If so, what is the name of the organization and the nature of your collaboration?**

The Nyack Art Collective is a member-owned and managed non-profit art organization comprised of visual artists from the greater NY area. We are founded on the belief that in unifying, sharing, and supporting our artistic process we access greater creativity, offering individual and collective benefits to our members. We equally seek to be a cohesive presence that enriches and enlivens the community of Nyack.

Scott and Joe is a cheese, wine, and gourmet goods shop in Nyack. They cultivate the discovery of exceptionally special food—particularly cheese and charcuterie—where people feel inspired by our passion and knowledge and are part of a community of adventure seekers with a taste for quality, decadence, beauty, and sophisticated fun.

For the nature of our collaboration, see the Event/Experience section.



Signature

November 21, 2025

Date

## **NYACK TOURISM GRANT APPLICATION**

For Internal Use Only -- Application checklist

- ( ) Completed application received, DATE: \_\_\_\_\_
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- ( ) Insurance certificate reviewed/approved/attached
- ( ) Hold harmless agreement signed by applicant, attached.
- ( ) Final project report received, DATE: \_\_\_\_\_



From: **Scott Young** <[info@scottandjoe.co](mailto:info@scottandjoe.co)>

Date: Thu, May 23, 2024, 11:15 AM

Subject: Letter of Support

To: [guinness4141@gmail.com](mailto:guinness4141@gmail.com) <[guinness4141@gmail.com](mailto:guinness4141@gmail.com)>

I am writing in support of Elmwood Playhouse for the Tourism in Nyack Grant. Elmwood Playhouse is more than just a theater; it's the heart of our community. As far as I know, it's the only year-round theater in Nyack, providing exceptional entertainment for residents and visitors alike. When my family and I moved to Nyack in 2017, Elmwood was one of the main reasons we chose this community. We wanted to live in a place that truly supports the arts and artists, and Elmwood has exceeded our expectations in every way.

For over a year, Elmwood has partnered with Scott & Joe, allowing us to offer our cheese boards for their opening night celebrations. This partnership has been incredibly supportive for us as a new small business. Elmwood pays for these boards and has given us free advertising and shout-outs on social media, showcasing a generosity and community spirit that is rare. Unlike many nonprofits that often come asking for donations, Elmwood has been a true supporter of our business, creating a relationship that feels genuinely reciprocal. Their support has also led to additional orders from their patrons, which has been a significant boost for us.

The relationship we have with Elmwood is very special to us. Their support has helped our business grow, and their commitment to the arts has made Nyack a vibrant and enriching place to live. I truly believe that with the Tourism in Nyack Grant, Elmwood will continue to uplift and inspire our community, both through their outstanding performances and their heartfelt engagement with local businesses and residents.

Supporting Elmwood Playhouse is not just about sustaining a theater; it's about nurturing the soul of our community. They have made a profound difference in our lives, and I am confident they will continue to do so with the help of this grant.

With heartfelt gratitude,  
Scott

**Scott Young**

**Owner**

Scott & Joe  
4 South Broadway  
Nyack, NY 10960  
phone: 845-535-3736  
mobile: 435-590-3045  
[info@scottandjoe.co](mailto:info@scottandjoe.co)  
[www.scottandjoe.co](http://www.scottandjoe.co)



Nyack Art Collective  
PO Box 847  
Nyack, NY 10960

May 27, 2024

To whom it may concern,

I am writing on behalf of the Nyack Art Collective in support of the Elmwood Playhouse in their request for a grant from Visit Nyack. The Nyack Art Collective started collaborating with the Elmwood Playhouse during the 2022-2023 season by exhibiting artwork in the lobby of the theater during the run of each of their plays. We love working with the Elmwood Playhouse and are so grateful for the opportunity to exhibit our art in this iconic Nyack venue.

We appreciate that the Playhouse promotes our art exhibit as well as their plays in all their social media posts. They also provide wonderful opening night receptions which gives theater goers the opportunity to view the artwork and meet the artists. Because of their efforts, four of our members have sold artwork at the Playhouse.

I understand that should the Elmwood Playhouse receive this grant, they will spend the money on show promotion on cable and paid social media. Not only would this benefit the Playhouse, it would greatly increase exposure for the Nyack Art Collective. Our artist members would benefit from the outreach to a wider audience. This grant would help the Elmwood Playhouse introduce new visitors to Nyack, the Playhouse and the Nyack Art Collective!

I hope you will consider awarding this grant to the Elmwood Playhouse!

Sincerely,

A handwritten signature in cursive script that reads "Joyce Byrnes".

Joyce Byrnes  
Exhibition Chairperson  
Nyack Art Collective

Elmwood Playhouse's upcoming production of Neil LaBute's *The Shape of Things* explores the questions and issues around the nature of art and what—if any—boundaries should govern the creation of art. In a unique collaboration with [Nyack Art Collective](#), a “pop-up” gallery will be installed at Elmwood for the run of the show. This cross-over event brings wit, drama, and visual art all together for an immersive experience of artistic expression and exploration. *The Shape of Things* opens on May 12 and runs through June 3. Audience members may enjoy the gallery before the performance and during intermission.

On May 19, audience members are invited to participate in a post-show discussion with the cast of *The Shape of Things* and artists from Nyack Art Collective. The art and the performance are certain to provoke lively interaction!

[Tickets are on sale now.](#) Ticket price includes gallery access. Tickets are available online or by calling the Box Office at 845.353.1313



The cast pictured from left to right: Emma Sarnacki, John Carlos Lefkowitz, Elinor

elmwoodplayhouse What a weekend for Sherlock and company! There ar... more

July 19, 2023



elmwoodplayhouse

elmwoodplayhouse • Original audio



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Boost post



12







elmwoodplayhouse



**Elmwood Playhouse**  
since 1947  
Nyack, NY

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NYACK TOURISM PROJECT PLAN, GRANT BUDGET AND MEDIA PLAN (APPENDIX A) 2026 (Round 6)

Project Title: **Uniting Artists in Nyack: Elmwood Playhouse, Nyack Art Collective, and Scott & Joe**

Contact Name/Cell Phone: **Derek Tarson, (845) 405-1309**

Project Plan (outline major milestones, costs not covered by Nyack Tourism Grant)	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26	COST
5 shows: generate print collateral, identify shared theme, begin unpaid social media, press releases	\$300	\$200	\$300	\$200									\$ 1,000.00
Continue unpaid social media post to local calendars add paid social media	\$250		\$250		\$250				\$250		\$250		\$ 1,250.00
5 shows: Install exhibit, purchase wine and Scott and Joe cheeses,host reception	\$300		\$300		\$300				\$300		\$300		\$ 1,500.00
TOTAL													\$ 3,750.00
MEDIA PAID FOR BY GRANT	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26	COST
Printed Media (Flyers, Posters, etc.) incl. Design - Cost: Details:	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Paid Social Media Campaign - Cost: Details:	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Radio media (:30 second audio ads) - Cost: Details:	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
PR/Press release/outreach - cost: Details:	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Other Marketing Costs: Details: Altice Cable Ads - one ad per show run, plus an extra ad for summer to promote the new season	\$ -	\$ 1,250	\$ -	\$ 1,250	\$ -	\$ 2,500	\$ -	\$ -	\$ 1,250	\$ -	\$ 1,250	\$ -	\$ 7,500

Total

\$ 7,500



## **2026 Nyack Tourism Grant Application (Round 6)**

**Date:** 11/21/2026

**Project Organizer Name:** Eric DiVito Music (501c3)

**Address:** 110 Lenape Rd. Pearl River, NY 10965

**Contact Name:** Eric DiVito

**Title:** Executive Director / Artistic Director

**Phone:** (631) 721-8980

**Email:** eric.divito@gmail.com

**Name of On-Site Event Manager (if applicable):** N/A

**Phone:**

**Project Title:** Nyack Monthly Jazz Concert Series

**Amount Requested:** \$7,500

See attached appendix.

### **Grant purpose:**

To support a recurring monthly Jazz Concert Series in downtown Nyack—showcasing professional jazz artists from Rockland County and the surrounding area, expanding cultural tourism, driving foot traffic to local businesses, and establishing Nyack as a regional hub for live arts and nightlife.

### **Project Organizer Background:**

Eric DiVito Music is a registered 501(c)(3) community arts organization dedicated to expanding access to high-quality music performance and education throughout Rockland County. The organization produces concerts, educational workshops, and community arts engagement events across the region.

### **Project Organizer's Personal Bio (Briefly describe your applicable experience and resources to produce this project, attaching a resume, past project information or other documentation as appropriate)**

Eric DiVito is a professional jazz guitarist, educator, and arts organizer with over 20 years of experience performing throughout NYC and the Tri-State Area. He has presented concerts at Smalls Jazz Club, The Iridium, The Flatiron Room, The Cutting Room, Maureen's Jazz Cellar,

Nyack Library, The Piermont Public Library and major festivals in the U.S. and abroad. As Executive Director of Eric DiVito Music, he has produced arts events supported by ACOR, ArtsWestchester and community partners and has extensive experience in concert curation, budget management, and event logistics.

### **Description of Event/Experience in detail:**

The *Nyack Monthly Jazz Concert Series* would be a recurring, once-per-month professional jazz event hosted at partnering venues in downtown Nyack. Each performance will feature a curated lineup of NYC-area jazz artists—trios, quartets, or special guest ensembles—presenting high-quality live music that attracts audiences from Rockland, Westchester, NYC, and northern New Jersey.

This will also feature an open jam session where student and amateur musicians can join in, gaining valuable experience and exposure by performing and improvising alongside professional jazz artists.

The concerts are scheduled strategically during evening hours to encourage dining, shopping, and extended time spent within the Village. In addition to headline performances, several concerts will incorporate brief educational components (artist Q&A, musical introduction to jazz styles), contributing to community enrichment and arts accessibility.

Monthly programming creates a consistent cultural offering that audiences can return to, helping establish Nyack as an arts-forward village with a vibrant nightlife.

### **Description of expected outcome:**

The *Nyack Monthly Jazz Concert Series* is a recurring, **once-per-month professional jazz event** hosted at partnering venues in downtown Nyack. Each performance will feature a curated lineup of NYC-area jazz artists—trios, quartets, or special guest ensembles—presenting high-quality live music that attracts audiences from Rockland, Westchester, NYC, and northern New Jersey.

The concerts are scheduled strategically during evening hours to encourage **dining, shopping, and extended time spent** within the Village. In addition to headline performances, several concerts will incorporate brief educational components (artist Q&A, musical introduction to jazz styles), contributing to community enrichment and arts accessibility.

Monthly programming creates a consistent cultural offering that audiences can return to, helping establish Nyack as an arts-forward village with a vibrant nightlife.

### **Description of Expected Outcomes:**

#### **• Increase revenues in the Nyack business community, especially hotels, shops, restaurants, and personal service**

Each concert will draw visitors who are likely to eat at local restaurants before or after the performance. Jazz concert attendees typically engage in local dining and patronize pubs, cafés, and dessert shops. Consistent monthly attendance will generate recurring economic activity throughout the entire year.



- **Increase overnight stays in the Village**

Because many performers and audience members travel from NYC or NJ, evening concerts encourage **overnight lodging** at Hotel Nyack and local short-term rentals—especially during peak tourism seasons.

- **Reflect the diversity of the Village, promote entrepreneurship and social inclusion**

The series will feature diverse musicians representing a wide range of cultural, ethnic, and stylistic backgrounds within jazz. Free or discounted student tickets will ensure accessible entry for underserved populations.

- **Leverage Village assets (walkable downtown, waterfront, parks, etc.)**

Concerts take place in venues within Nyack’s highly walkable downtown entertainment district. This encourages visitors to explore restaurants, shops, and public spaces before and after each event.

- **Create repeatable and sustainable activities**

A monthly model ensures a **consistent, year-round cultural offering** that can grow into a signature recurring Nyack music event, similar to long-running jazz residencies in NYC.

- **Involve cooperation of businesses and non-profits in the Village**

Restaurants, cafés, and bars will be invited to create **Jazz Night specials** and promotions for concert attendees. Collaboration with Visit Nyack, ArtsRock, and the Chamber of Commerce will support marketing and community reach.

### **Description of Target Audience:**

**Regional Reach:** Rockland, Westchester, NYC (5 boroughs), Bergen County

**Demographics:** Ages 16–75

**Audience Profile:** Jazz listeners, arts enthusiasts, restaurant-goers, young professionals, and cultural tourists looking for high-quality live music experiences.

**Does your request include a collaboration with another organization? Yes\_X\_**

**If so, what is the name of the organization and the nature of your collaboration?**

**Visit Nyack:** Promotion and regional marketing

**Chamber of Commerce:** Business coordination and visibility for downtown partners

**Local Restaurants & Retailers:** Jazz Night promotions, audience engagement

Maureen’s Jazz Cellar

Olive’s Bar

Art Café of Nyack

Farm at Hotel Nyack

Prohibition River

Hudson House of Nyack

Little Dean’s Oyster Bar

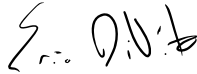
Casa del Sol

Two Spear Street

La Fontana Cucina

**ArtsRock (pending):** Cross-promotion and community arts support

**Hotel Nyack / West Gate Inn:** Overnight stay promotions for musicians and visitors



11.21.25

Signature

Date

## **NYACK TOURISM GRANT APPLICATION**

For Internal Use Only -- Application checklist

( ) Completed application received, DATE: \_\_\_\_\_

( ) TGRC review and recommendation, DATE: \_\_\_\_\_ SCORE: \_\_\_\_\_ AWARD: \$ \_\_\_\_\_

( ) Village Board awarded grant, DATE: \_\_\_\_\_ AWARD: \$ \_\_\_\_\_

( ) Insurance certificate reviewed/approved/attached

( ) Hold harmless agreement signed by applicant, attached.

( ) Final project report received, DATE: \_\_\_\_\_


[illegible]

Project Plan (outline major milestones, costs not covered by Nyack Tourism Grant)	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26	COST	FINANCE SOURCE
Artist Booking & Scheduling (contracts, coordination)	x	x	x	x	x	x	x	x	x	x	x	x		In-kind
Venue Permits & Insurance (if required)	x	x	x										\$ 150.00	Non-grant
Marketing Plan Development (campaign strategy)	x												\$ 500.00	In-kind
Printed Materials Overage (beyond grant-funded printing)	x	x	x	x	x	x	x	x	x	x	x	x	\$ 250.00	Non-grant
Event Logistics Supplies (tape, batteries, signage)	x	x	x	x	x	x	x	x	x	x	x	x	\$ 250.00	In-kind
Volunteer / Staff Support (onsite assistance)														In-kind
Final Reporting & Documentation												x	\$ 100.00	In-kind
TOTAL													\$ 1,250.00	
MEDIA PAID FOR BY GRANT	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26	COST	
Printed Media (Flyers, Posters, etc.) incl. Design - Cost:	\$ 100	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 100	
Details:														
Paid Social Media Campaign - Cost:	\$ 100	\$100	\$100	\$100	\$ 100	\$100	\$100	\$100	\$ 100	\$100	\$100	\$ 100	\$ 1,200	
Details:														
Radio media (:30 second audio ads) - Cost:	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Details:														
PR/Press release/outreach - cost:	\$ 100	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 100	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 200	
Details:														
Other Marketing Costs:	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Musician Fees (12 performances @ \$500 each)	500	500	500	500	500	500	500	500	500	500	500	500	6000	
Details: 4 musicians @\$125 per musician														
											Total		\$ 7,500	




## **2026 Nyack Tourism Grant Application (Round 6)**

**Date: November 20th 2025**

**Project Organizer Name: Hope Wade**

**Address: 23 N Broadway Nyack NY 10960**

**Contact Name: Hope Wade**

**Title:**

**Executive Producer**

**Phone: 845-729-0448**

**Email: hopewadedesigns@gmail.com**

**Name of On-Site Event Manager (if applicable): Hope Wade**

**Phone: 845-729-0448**

**Project Title: Dogs and Fashion on Broadway**

**Amount Requested: \$5500**

Please attach a separate sheet – Addendum A - with a project plan, grant budget and media buy

**Grant purpose: To bring dog lovers and fashionistas into Nyack to purchase from stores and restaurants and to have the use of the hotels and museums/galleries**

**Project Organizer Background: fashion designer for over 30 years, executive producer of the highly successful Rockland Fashion Week for 6 years and the audience and reach has gotten bigger every year.**

This will be my 4th dog show. 2 for Rockland Fashion Week and one in Nyack.

The one that was funded partially by the Village of Nyack grant was a very successful first run. Considering that it was the first event of its kind that had to be postponed because of rain for over a month and we still had a healthy turn out. So many customers have come into the store and reached out to ask when is the next show. Many people after the show were saying thank you- Nyack needs this.

**Project Organizer's Personal Bio (Briefly describe your applicable experience and resources to produce this project, attaching a resume, past project information or other documentation as appropriate)**

**Description of Event/Experience in detail:**

The thought behind the show is to get the immediate Nyack locals involved as well as have the stores and restaurants actively participate in a show that showcases dogs and fashion from all the stores. Each store is represented by one or 2 models who will wear their clothing or if it's a bookstore they carry the books, a restaurant the models or their waiters model in their logo Tshirts. There are vendors also to sell their wares so it becomes an all inclusive event . The runway is the street (that's blocked off) and chairs like the runway for some of the audience to sit and enjoy the show. The dog owners dress their dogs and wear a matching color or outfit. There are prizes and surprises, DJ music and a step and repeat at one end of the runway.

**Description of expected outcome - *be especially specific regarding the following aspects:***

- \* Increase revenues in the Nyack business community, especially hotels, shops, restaurants and personal service***
- \* Increase overnight stays in the Village***
- \* Reflect the diversity of the Village, promote entrepreneurship and social inclusion***
- \* Leverage Village assets (walkable downtown, waterfront, parks, etc.)***
- \* Create repeatable and sustainable activities***
- \* Involve cooperation of businesses and non-profits in the Village.***

Expected outcome is to increase customers coming from NJ specifically Bergen County, parts of Connecticut, the 5 Boroughs and Westchester County to shop and enjoy a great weekend in Nyack, eat at the restaurants, explore our bike paths and parks, visit our museums/gallery stay overnight or 2 at our beautiful hotels where they can enjoy a salsa night and get a view of the bridge and waterfront. The goal behind this is to make it an annual event that builds excitement for guests as well as dog lovers which is a market we need to tap in as most residents of Nyack have dogs.

If this is well advertised we could eventually build up to 300-700 patrons and more coming to the show. We had dogs and dog lovers participating from NJ, Connecticut, Nyack, Paris of Rockland County and NYC.

**Description of Target Audience:**5-85 years old, dog lovers, fashionistas, restaurant lovers, museum and gallery visitors. Type of audience who wants to make a day or 2 days of fun with a distinct event as the pull. Go to the theatre after and enjoy walking downtown to see the waterfront.

**Does your request include a collaboration with another organization?** Yes\_\_\_X\_\_\_ No\_\_\_

**If so, what is the name of the organization and the nature of your collaboration?**

Visit Nyack - help with digital marketing, printing, outside advertising

Hope Wade

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● Signature

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Date **11/20/2025**

# **NYACK TOURISM GRANT APPLICATION**

For Internal Use Only -- Application checklist

( ) **Completed application received, DATE:** \_\_\_\_\_

( ) **TGRC review and recommendation, DATE:** \_\_\_\_\_ **SCORE:** \_\_\_\_\_ **AWARD: \$**\_\_\_\_\_

( ) Village Board awarded grant, DATE: \_\_\_\_\_AWARD: \$\_\_\_\_\_

( ) Insurance certificate reviewed/approved/attached

( ) Hold harmless agreement signed by applicant, attached.

( ) Final project report received, DATE: \_\_\_\_\_



PROJECT PLAN, GRANT BUDGET AND MEDIA PLAN (APPENDIX A) 2026 (Round 6)

Project Title:Nyack Youth Music Festival in Memorial Park

Contact Name/Cell Phone: Mary Decker, 1-(845) 535-3033

Project Plan (outline major milestones, costs not covered by Nyack Tourism Grant)	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26	COST
Secure venue	x												\$ -
Secure sponsorships	x	x											
Secure Acts	x	x											\$ 8,000.00
Run marketing campaign			x	x	x								\$ 5,500.00
TOTAL													\$ 13,500.00
MEDIA PAID FOR BY GRANT	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26	COST
Printed Media (Flyers, Posters, etc.) incl. Design - Cost: Details: Festival Poster, Design and Print	\$ -	\$ -	\$ -	\$ 750	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 750
Paid Social Media Campaign - Cost: Details:FB, IG, TikTok, NYC Metro Area, age group 14-65	\$ -	\$ -	\$ 750	\$ 750	\$ 750	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,250
Radio media (:30 second audio ads) - Cost: Details:WHUD, The Peak, etc, NYC Metro Area, Age group 14-65	\$ -	\$ -	\$ -	\$ 600	\$ 600	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,200
PR/Press release/outreach - cost: Details: Press release and press pitch, NYC Metro Area	\$ -	\$ -	\$ 500	\$ 500	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,000
Other Marketing Costs: Details: Email blasts, NYC Metro Area	\$ -	\$ -	\$ 150	\$ 150	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 300

Total	\$	5,500
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## **2026 Nyack Tourism Grant Application (Round 6)**

**Date:** November 21, 2026

**Project Organizer Name:** Kamdyn Moore

**Address:** 40 Jewett Place, Nyack NY 10960

**Contact Name:** Kamdyn Moore

**Title:** Owner/Operator/Entrepreneur

**Phone:** 646-303-5300

**Email:** kamdyn.moore@gmail.com

**Name of On-Site Event Manager (if applicable):**

**Phone:** 646-303-5300

**Project Title:** River Spins- Roller Skating Pop-up Event (name subject to change)

**Amount Requested:** \$7,500

Please attach a separate sheet – Addendum A - with a project plan, grant budget and media buy

### **Grant purpose:**

Promoting a pop-up rollerskating rink experience for Nyack locals and the surrounding Lower Hudson Valley and NYC metro area communities. This is a new community-focused event idea that is currently in development.

### **Project Organizer Background:**

Kamdyn Moore has been a Nyack resident for 10 years.

**Project Organizer's Personal Bio (Briefly describe your applicable experience and resources to produce this project, attaching a resume, past project information or other documentation as appropriate)**

I am a design operations executive with over 15 years of experience leading complex projects within large design and tech companies, where I've honed skills in strategic planning, cross-functional team coordination, budget management, and translating ambitious visions into executable realities.

As a Nyack resident for more than a decade and the mother of an almost-teenage son who spends considerable time with friends downtown, I've witnessed firsthand both the vibrancy of

our community and the gaps in programming for young people. I watch my son and his peers navigate a world dominated by screens, and I see how hungry they are for real, in-person connection and spaces where they can simply be kids—spaces that feel increasingly rare.

My educational background in design and a graduate degree in urban planning (with a focus on open space community planning) taught me how physical spaces shape social interaction and community wellbeing. That knowledge, combined with my operational expertise and deep community roots, positions me uniquely to create gathering places that foster genuine connection.

I'm a strong advocate for community organizing and non-digital experiences for youth. As a biracial woman and LGBTQ+ community member, I understand the importance of creating spaces that celebrate diversity and ensure everyone feels they belong. This pop-up represents more than an event—it's the beginning of a career pivot toward entrepreneurship focused on nostalgic, in-person community experiences that give young people places to find joy, build confidence, and connect authentically.

My 15+ years managing large-scale teams and projects, coordinating stakeholders, and delivering on complex initiatives have prepared me for this venture.

River Spins is my proof of concept—not just for a business, but for a model of youth-focused, intergenerational gathering spaces that our community desperately needs.

### **Description of Event/Experience in detail:**

River Spins is designed to transform Nyack's river front into a vibrant, full-scale roller skating experience in Spring 2026. We are actively working to secure an appropriate venue and permitting, with current location options including Memorial Park, the Nyack Marina Parking area, an indoor location on Gedney Street, as well as other viable indoor or outdoor options that can accommodate the experience.

### **The pop-up event features:**

- Professional portable skating floor (approximately 3,000-4,000 sq ft)
- Complete skate rental fleet (all sizes, ages 3+)
- Safety equipment and trained floor monitors
- Curated sound system with live DJ programming
- Lounge seating areas and spectator zones
- Partnerships with local food vendors and community groups.

**Programming Schedule:** The format (single day or multi-day weekend) will be determined based on venue logistics, permitting requirements, and coordination with Village officials. Potential programming models include:

- **Family Sessions (daytime):** Intergenerational skating for all ages, creating opportunities for families to connect through active play, including a DJ showcase
- **Adult Night (evening):** 18+ session with an elevated atmosphere and DJ showcase
- **Multi-day weekend format:** Combines family sessions across Saturday/Sunday with Saturday evening adult programming
- **Single-day intensive:** Full-day activation with multiple session types

Final scheduling will maximize community participation while aligning with Village priorities and venue capabilities.

**Cultural Positioning:** River Spins celebrates the full spectrum of our community through intentional music curation (70s funk/soul, hip-hop, contemporary, etc), diverse vendor partnerships, and a welcoming atmosphere. We're channeling the energy of urban roller skate culture—the outdoor sessions in Central Park, the confidence and style, the community

gathering—while honoring roller disco's legacy. The name itself celebrates Nyack's connection to the Hudson River waterfront.

### **Safety & Accessibility:**

- Designated skating and viewing spaces
- Trained staff for safety monitoring
- Comprehensive liability insurance
- Skate aid frames provided

### **Description of expected outcome - *be especially specific regarding the following aspects:***

***\* Increase revenues in the Nyack business community, especially hotels, shops, restaurants and personal service***

***\* Increase overnight stays in the Village***

***\* Reflect the diversity of the Village, promote entrepreneurship and social inclusion***

***\* Leverage Village assets (walkable downtown, waterfront, parks, etc.)***

***\* Create repeatable and sustainable activities***

***\* Involve cooperation of businesses and non-profits in the Village.***

### **Increase revenues in the Nyack business community:**

River Spins is strategically designed as a multi-hour destination experience that has the potential to drive spending throughout downtown Nyack, and bridge the connection from the riverfront to the downtown Nyack area:

- **Before/After Dining:** Families attending sessions will seek meals at local restaurants
- **Retail traffic:** Participants exploring downtown before/after sessions, particularly those traveling from outside the immediate area
- **Vendor partnerships:** Local food/beverage vendors participating on-site, generating direct sales and visibility for their businesses
- **Spillover economic impact:** Extended dwell time in Village means increased foot traffic and purchases across multiple business categories

### **Reflect Nyack's diverse community, promote entrepreneurship and social inclusion:**

- **Musical programming:** Curated playlists and DJ sets spanning cultures and eras (70s Soul Train funk, 90s hip-hop, Latin rhythms, contemporary) reflects our community's diversity
- **Pricing accessibility:** \$10-12 admission keeps the experience accessible to families across income levels
- **Entrepreneurial proof of concept:** This pop-up tests demand for a permanent small business
- **Intergenerational Design:** Explicitly welcoming ages 8-80+, creating rare opportunities for grandparents, parents, and kids to share experiences
- **Community Ownership:** Event success builds confidence for local entrepreneurs considering experiential/entertainment ventures

### **Leverage Village assets:**

- **Downtown proximity:** Venue selection prioritizes walkability to shops, restaurants, and waterfront—attendees naturally explore before/after sessions
- **Waterfront connection:** Marketing could emphasize "skate + stroll the Hudson" as combined experience, leveraging Nyack's signature riverfront appeal
- **Flexible space activation:** Demonstrates how various Village spaces (parks, warehouses, underutilized venues) can host active, revenue-generating community programming
- **Arts community:** Partnerships with local DJs/artists showcase Nyack's creative culture

- **Existing tourism infrastructure:** Builds on established visitor patterns (weekend day-trippers) with family-focused offering
- **Seasonal programming model:** Shows potential for year-round activation of Village spaces beyond traditional summer events

**Create repeatable and sustainable activities:**

- **Annual Event Potential:** If successful, pop-up could become recurring spring/summer tradition
- **Model for Activation:** Demonstrates how Nyack spaces can host active, revenue-generating community programming beyond traditional festivals and markets
- **Partnership Template:** Relationships built during pop-up (vendors, sponsors, nonprofits) create foundation for ongoing collaboration

**Description of Target Audience:**

Primary Audience (Local/Regional):

- **Families with children ages 5-17** in the Nyacks, Orangetown, and Clarkstown (~35,000-40,000 households with kids)
- **Teens and young adults (13-24)** seeking social activities beyond screens
- **Active adults (25-50)** seeking novel social experiences, interested in nostalgic recreation and unique date experiences
- **Grandparents** looking for intergenerational activities with grandchildren

Secondary Audience (Day-Trippers/Tourists):

- **NYC metro area families** who already visit Nyack for arts, dining, and walkability—now with family-specific draw
- **Northern NJ residents** seeking weekend activities in the Lower Hudson Valley
- **Rockland County residents** from across the county (the nearest roller rink is 50 minutes away in Accord, NY)

Geographic Reach:

- **5-mile radius:** Core Nyacks communities (walking/biking distance)
- **15-mile radius:** Greater Rockland County (short drive)
- **30-45 minute drive:** NYC boroughs and Northern NJ (weekend trip-worthy)

**Does your request include a collaboration with another organization? Yes\_x\_\_ No\_x\_\_**

**If so, what is the name of the organization and the nature of your collaboration?**

Not currently, but we are looking to partner with local organizations including:

- **Local retailers** for cross-promotional opportunities, pre/post-event shopping incentive
- **Arts and cultural organizations:** Collaboration on music programming, DJ showcases, and cultural celebration elements (Rockland Roller Derby showcase, skate dancers, etc),
- **Community development organizations:** Alignment with economic development and social inclusion missions
- **Nyack Village Government collaboration:** permitting and logistics support including working with Village officials to identify optimal venue and format
- **Marketing alignment:** Coordinating with Village tourism and economic development initiatives



November 21, 2025

Signature

Date

## **NYACK TOURISM GRANT APPLICATION**

For Internal Use Only -- Application checklist

- ( ) **Completed application received, DATE:** \_\_\_\_\_
- ( ) **TGRC review and recommendation, DATE:** \_\_\_\_\_ **SCORE:** \_\_\_\_\_ **AWARD: \$** \_\_\_\_\_
- ( ) Village Board awarded grant, DATE: \_\_\_\_\_ AWARD: \$ \_\_\_\_\_
- ( ) Insurance certificate reviewed/approved/attached
- ( ) Hold harmless agreement signed by applicant, attached.
- ( ) Final project report received, DATE: \_\_\_\_\_

NYACK TOURISM PROJECT PLAN, GRANT BUDGET AND MEDIA PLAN (APPENDIX A) 2026 (Round 6)

Project Title: River Spins - rollerskating pop-up event

Contact Name/Cell Phone: Kamdyn Moore / 646-303-5300

Project Plan (outline major milestones, costs not covered by Nyack Tourism Grant)	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26	COST	FINANCE SOURCE
Venue securing & permitting	X	X											\$ 500.00	Personal/Other
Pop-up event design	X	X	X	X									\$ 1,500.00	Personal/Other
Marketing campaign design		X	X											Donation
Equipment rental booking; operations & logistics		X											\$ 7,500.00	Personal/Other
Secure local parnterships (DJs, vendors, etc)		X	X											Sponsorships
Run marketing campaign			X	X	X								\$ 7,500.00	Nyack Tourism Grant
Contingency (10%)													\$ 1,700.00	Personal/Other
TOTAL													\$ 18,700.00	
MEDIA PAID FOR BY GRANT	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26	COST	
Printed Media (Flyers, Posters, etc.) incl. Design - Cost:	\$ 250	\$ 500	\$ 1,000	\$ 1,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,750	
Details:														
Professional design, posters, flyers, & event banner. Strategic placement in Nyack storefronts, community centers, schools, libraries across Rockland County.														
Paid Social Media Campaign - Cost:	\$ -	\$ -	\$ 750	\$ 750	\$ 1,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,500	
Details:														
Facebook/Instagram ads geo-targeted to Nyacks, Rockland County, NYC metro; TikTok ads targeting teens/young adults; 8-week campaign, intensive final 4 weeks.														
Radio media (:30 second audio ads) - Cost:	\$ -	\$ -	\$ -	\$ -	\$ 250	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 250	
Details:														
The Peak, WHUD, Lower Hudson Valley radio outlets; Minimal budget allocated to radio media given that digital channels for better targeting and measurability with younger demographic.														
PR/Press release/outreach - cost:	\$ -	\$ -	\$ 600	\$ 600	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,200	
Details:														
PR consultant, media distribution service, photography/video for press kit, distribution to Nyack News & Views, Patch network, Journal News/lohud, Hudson Valley publications, NYC metro family media.														
Other Marketing Costs:	\$ -	\$ 200	\$ 200	\$ 400	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 800	
Details:														
Email marketing platform, event website/landing page, grassroots outreach, contingency. Supports digital infrastructure and community engagement. Custom vinyl decals/graphics for rink barriers and entrance, creating branded shareable Instagram-worthy moments—creates a professional look for the event and ensures that every photo and video attendees share becomes organic marketing content														

Total \$ 7,500



## **2026 Nyack Tourism Grant Application (Round 6)**

**Date:** 11/21/2025

**Project Organizer Name:** Laura Graham

**Address:** 5 S. Broadway, Nyack

**Contact Name:** same

**Title:**

**Phone:** 845 642 8503

**Email:** grahamlac1963@gmail.com

**Name of On-Site Event Manager (if applicable):** same

**Phone:** as above

**Project Title:** Nyack Secondhand Shop Hop Clothing Tour

**Amount Requested:** \$6000

Please attach a separate sheet – Addendum A - with a project plan, grant budget and media buy

**Grant purpose:** Marketing and promotion for this village-wide, self-guided secondhand clothing tour

**Project Organizer Background:** native Nyacker, Nyack merchant since 2016, professional event planner prior to that



**Project Organizer's Personal Bio (Briefly describe your applicable experience and resources to produce this project, attaching a resume, past project information or other documentation as appropriate)**

I am a native Nyacker with three generations of my family currently living in the village. I've been invested in the health of the village long before becoming a merchant, serving on several local boards. The ShopHop is a passion project that I conceived of after noticing a post-Covid lockdown bloom of secondhand businesses in the village. I've been able to galvanize not only the secondhand store owners but also over 20 different food/beverage establishments to participate in this fun, free event that appeals to a wide demographic. As of the end of 2025, over 1400 people have enjoyed participating in the Shop Hop, thus cementing this event as singlehandedly supporting Nyack's growing reputation as a destination for secondhand.

**Description of Event/Experience in detail:**

Shoppers pick up a map/punch cards at any of the participating stores. For each shop they visit (no purchase required), their card will get punched. If they make a \$20+ purchase, they also get a sticker. They must have all punches to be entered in the prize drawing, and every sticker gets them an additional entry. The card is also printed with the names of our food/beverage partners and their offers for Shop Hoppers. Each store stocks up on inventory and has a special promo for the day. Completed cards are turned in at the last stop, where shoppers fill out a short exit survey and enter a drawing to win a prize of store gift certificates. Please see attached images of front and back of card from September's Hop

**Description of expected outcome - *be especially specific regarding the following aspects:***

- \* Increase revenues in the Nyack business community, especially hotels, shops, restaurants and personal service***
- \* Increase overnight stays in the Village***
- \* Reflect the diversity of the Village, promote entrepreneurship and social inclusion***
- \* Leverage Village assets (walkable downtown, waterfront, parks, etc.)***
- \* Create repeatable and sustainable activities***
- \* Involve cooperation of businesses and non-profits in the Village.***

We've been told by countless fellow merchants who are NOT Hop participants that the Hop days are among their best business days. As we grow through the loss of several of our original participating stores, we have evolved to highlight a revolving number of other businesses in the Hops. For the November 2025 Hop, we partnered with the Center for Safety and Change and highlighted their clothing sale fundraiser at The Angel (see card images attached). We've also partnered with over 20 restaurant/food/bev outlets, business neighbors who are kind enough to offer a special deal to our shoppers on Hop days. For the November 2025 Hop there were 8 f/b partners. As the Hop is a walking tour, participants are encouraged to stroll the entirety of the village, and we even highlight the architecture and the Hudson River on our map/cards!

**Description of Target Audience:**

Lovers of secondhand apparel! This is a market that is expected to be valued at \$74Billion in 2029, a huge increase over the already incredibly impressive \$49Billion in 2024. This is a growing demographic that is not going anywhere and the Hop has uniquely positioned Nyack to benefit enormously from it.

Does your request include a collaboration with another organization? Yes\_\_x\_ No\_\_

If so, what is the name of the organization and the nature of your collaboration?

Outside of our core group of secondhand clothing sellers, we have rotated several businesses into the Hop (six local businesses in two Hops, Sept and Nov 2025). We plan to continue featuring different merchants, as we have been contacted by many businesses who would like to be a part of the Hop. We also collaborate with food/bev partners for every Hop, as highlighted above. We use local printers, we set up at the Farmers Market the week before each Hop for community [engagement..we](#) are all in on local collaboration!

Laura Graham

\_\_\_\_11/20/2025\_\_\_\_

Signature

Date

## **NYACK TOURISM GRANT APPLICATION**

For Internal Use Only -- Application checklist

( ) Completed application received, DATE: \_\_\_\_

( ) TGRC review and recommendation, DATE: \_\_\_\_ SCORE: \_\_\_\_ AWARD: \$\_\_\_\_

( ) Village Board awarded grant, DATE: \_\_\_\_ AWARD: \$\_\_\_\_

( ) Insurance certificate reviewed/approved/attached

( ) Hold harmless agreement signed by applicant, attached.

( ) Final project report received, DATE: \_\_\_\_

**NYACK TOURISM PROJECT PLAN, GRANT BUDGET AND MEDIA PLAN (APPENDIX A) 2026 (Round 6)**

**Project Title:** Nyack Secondhand Shop Hop

**Contact Name/Cell #** Laura Graham 845 642 8503

[illegible]

MEDIA PAID FOR BY GRANT	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26	COST
<b>Printed Media (Flyers, Posters, etc.) incl. Design - Cost:</b> Details: graphics design, banner patches, posters, postcards, map cards	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
				\$425		\$ 425			\$ 425		\$ 425		\$ 1,700
<b>Paid Social Media Campaign - Cost:</b> Details: boosted targeted social media posts	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
				\$250		\$ 250			\$ 250		\$ 250		\$ 1,000
<b>Radio media (:30 second audio ads) - Cost:</b> Details:	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<b>PR/Press release/outreach - cost:</b> Details: SM videos for all locations with model and editing	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,400
				\$350		\$ 350			\$ 350		\$ 350		
<b>Other Marketing Costs:</b> Details: Village/DPW for banner hanging; repurchase of lawn signs	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,900
				\$925		\$ 325			\$ 325		\$ 325		

Total	\$	6,000
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## **2026 Nyack Tourism Grant Application (Round 6)**

**Date:** November 21, 2025

**Project Organizer Name:** Long Path Outfitters

**Address:** 75 S Broadway Nyack, NY

**Contact Name:** Laura Neil

**Title:** Owner

**Phone:** 917-733-4288

**Email:** laura@longpathoutfitters.com

**Name of On-Site Event Manager (if applicable):** n/a

**Phone:** 917-733-4288

**Project Title:** Hook Mountain Challenge

**Amount Requested:** \$7,500

Please attach a separate sheet – Addendum A - with a project plan, grant budget and media buy

**Grant purpose:**

This funding will be used to highlight Nyack and its natural environment as a year-round adventure destination. With this grant, we will launch the **Hook Mountain Challenge**. The Hook Mountain Challenge will encourage and incentivize visitors to climb Hook Mountain in every season while also encouraging visits to Nyack's' downtown for all there is to offer throughout the year. Utilizing an online community for logging hikes, social media ad-buys, social media tagging of @visitnyack and other local assets, and the gift of a "Hook Mountain Challenge" patch upon completion of the Challenge, this will garner PR, social media traffic and most importantly, revisits to Nyack.

**Project Organizer Background:**

The Hook Mountain Challenge will be spearheaded by Long Path Outfitters. A two-time recipient of the Nyack Tourism Grants, this funding will build on the immense success of the Hike Nyack Initiative. Thanks to the previous grants from the Village, the Hike Nyack Page is the second most popular page on our entire site next to our homepage proving its immense value as a tool for customer engagement and regional tourism. The primary goal of the campaign was to increase exposure for Nyack as an outdoor destination, and the data shows a resounding success. The custom URL code printed on the maps and other collateral has been a critical link between our physical and digital worlds:

- **Astounding Engagement:** The /hike-nyack shortlink and/or QR code has been clicked 4,586 times in the past year. This is a powerful metric. It means that nearly 5,000 times, someone holding a piece of our printed collateral was inspired enough to pull out their phone and visit our website to learn more. This is an exceptional conversion rate for an offline marketing effort.
- **Reaching Our Target Audience:** The campaign was designed to attract visitors from New York City and the greater Hudson Valley. The data from our link clicks confirms we are hitting this target. New York City was one of the top sources of clicks, proving that our message is effectively reaching the remote locals we aimed for.

In addition to the success of our printed maps, our small social media ad-buys—just from our second grant—have generated over 90,000 views of our three Hike Nyack-focused posts on Instagram and Facebook this fall.

Long Path Outfitters is the only independently owned hiking shop in Rockland County. Located at 75 S Broadway and opened in September 2021, the goal of the shop has always been to help people find their own long path. While named after a 300+ mile Long Path Trail that winds its way through Nyack, many shoppers have never stepped foot on a hiking trail before coming into the shop. The aim is to encourage people to find a trailhead, a flat gravel path or just a desire to engage in the outdoors. This is done through our engagement with customers and knowledge of gear in the shop and providing opportunities through talks and guided hikes about local experiences and trail safety. The shop sells everything from hats and hiking boots, trail snacks and maps, headlamps and raingear, socks and backpacks, trekking poles and winter coats, just to name a few. We estimate 40% of our shoppers are from Rockland County while the other 60% is an even split between NYC, Westchester and Northern NJ. Our largest growth is currently from the Westchester market.

**Project Organizer’s Personal Bio (Briefly describe your applicable experience and resources to produce this project, attaching a resume, past project information or other documentation as appropriate)**

Laura Neil is the owner and founder of Long Path Outfitters. Before opening this business, she was Marketing and Philanthropy Manager at Stone Barns Center for Food & Agriculture where she oversaw corporate sponsorships, press inquiries and submitted grants to both private and public entities to further the work of the farm and education center. She built long-term partnerships with Organic Valley, Whole Foods, Blue Apron, and others. She negotiated with film and production companies for on-site filming and helped produce marketing films for Stone Barns Center 10<sup>th</sup> Anniversary and a high school education curriculum. Earlier in her career she was Communications Manager at Westchester Residential Opportunities, Inc. in Westchester. Laura has been a resident of Upper Nyack since 2007 and has been involved in several local organizations as a volunteer and/or Board member including Nyack Drama Angels, Nyack Parks Conservancy, The Center for Safety & Change, New York-New Jersey Trail Conference, and Upper Nyack Elementary PTA. She has used her platform as a business owner to sponsor local fundraisers for various causes. She is an avid hiker, spending countless hours on our local trail with her husband and three sons.

**Description of Event/Experience in detail:**

The Hook Mountain Challenge will encourage hikers to summit Hook Mountain in every season. People who love the outdoors often love a challenge. Similar to The [ADK 46er’s](#) and the [Catskill 3500 Club](#), the Hook Mountain Challenge will continue to put Nyack on the “map” of outdoor destinations.

The Challenge will rely on social media in 2 ways. First, participants will be asked to take a photo of themselves every time they summit Hook Mountain, post their photo and then tag @visitnyack, @longpathoutfitters and #hookmountainchallenge. They will also will log their hikes on our website via a form for Long Path Outfitters to track. Once they have completed the summit in each season, they have completed the Challenge and will receive a "Hook Mountain Challenge" patch.

Second, we will create a series of professional reels that highlight not only what it is like to hike Hook Mountain all year long but show just how many different itineraries you can create for your day in Nyack before and after Nyack after you summit. For example:

*Winter Reel:* The day begins with hearty a breakfast at Breakfast and Burger Club, grab snacks at Salonniere and then post-hike wine at Louie's Next Door.

*Spring Reel:* Take the bus from Tarrytown early to grab a pastry at Didier Dumas followed by strolling the April Street Fair and a post-hike dinner at Maura's sitting outside.

*Summer Reel:* Start the day early and get up to the Hook before it's too hot. Then grab a sandwich at Scott & Joe's and walk to the park and grab a good seat for the evening Summer Concert Series in Memorial Park.

*Fall Reel:* Make it a weekend: Book a room at Hotel Nyack and have your breakfast at Strawberry Place before heading up the mountain for the perfect day of leaf peeping. Finish your day at Olde Village Inn and ice cream at the Creamery.

The \$7,500 grant would fund three aspects:

1. Expansion of Hike Nyack page and create an engagement and sign-up page for logging hikes. It's basically a no-cost membership program and an online community focused on The Hook Mountain Challenge and participants will be able to log their summits to receive a completion "Hook Mountain Challenge Patch" (more on this below.) \$2000
2. Funding of 2 reels per season focusing on itineraries of hiking Hook Mountain which will include activities (combining with Halloween Parade, concerts, music fest) and eateries. \$1,600
3. Social media ad-buys for new reels in each season. The campaign would be updated each season and the reels will be able to be re-used each year. \$3,900

Long Path Outfitter will self-fund two other aspects:

1. Reprints of the Hike Nyack Map throughout the year as needed.
2. Design and creation of the "Hook Mountain Challenge Patch" which will be given to every hiker who completes the challenge.

**Description of expected outcome - *be especially specific regarding the following aspects:***

- \* ***Increase revenues in the Nyack business community, especially hotels, shops, restaurants and personal service***
- \* ***Increase overnight stays in the Village***
- \* ***Reflect the diversity of the Village, promote entrepreneurship and social inclusion***
- \* ***Leverage Village assets (walkable downtown, waterfront, parks, etc.)***

**\* Create repeatable and sustainable activities**

**\* Involve cooperation of businesses and non-profits in the Village.**

By encouraging visitors to summit Hook Mountain in every season, the Challenge not only inspires repeat visitation but also strengthens Nyack's position as the Hudson Valley's year-round gateway to outdoor adventure, community connection, and small business vitality.

The Hook Mountain Challenge is a year-round and evergreen initiative. It will highlight how accessible Nyack's outdoors are throughout every season and be able to show the vibrancy of the town in every season. The trails to Hook Mountain vary in length and skill level which means many ages and activity-levels will be able to participate.

**Description of Target Audience:**

The Hook Mountain Challenge will reach a wide range of people through social media, including new hikers, families, or underrepresented outdoor participants. The Challenge will build on our Hike Nyack Page on our website even more—adding to its depth as a key resource for local outdoor trails and local restaurants and cafes that are already highlighted there. In addition, Long Path Outfitters has made connections with regional outdoor groups and utilizing these relationships for outreach will bring even more visibility to Nyack as an outdoor destination.

**Does your request include a collaboration with another organization? Yes No X**  
**If so, what is the name of the organization and the nature of your collaboration?**



\_\_\_\_\_

Signature

11/21/25

Date

**NYACK TOURISM GRANT APPLICATION**

**For Internal Use Only -- Application checklist**

( ) Completed application received, DATE: \_\_\_\_\_

( ) TGRC review and recommendation, DATE: \_\_\_\_\_ SCORE: \_\_\_\_\_ AWARD:  
\$ \_\_\_\_\_

( ) Village Board awarded grant, DATE: \_\_\_\_\_ AWARD: \$ \_\_\_\_\_

( ) Insurance certificate reviewed/approved/attached

( ) Hold harmless agreement signed by applicant, attached.

( ) Final project report received, DATE: \_\_\_\_\_

## NYACK TOURISM PROJECT PLAN, GRANT BUDGET AND MEDIA PLAN (APPENDIX A) 2026 (Round 6)

Project Title: Hook Mountain Challenge

Contact Name/Cell Phone: Laura Neil 917-733-4288

Project Plan (outline major milestones, costs not covered by Nyack Tourism Grant)	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26	COST
Production of Reels		X			X		X			X			\$ 1,600.00
Paid Social Media		X			X		X			X			\$ 3,900.00
PR		X	X	X	X	X		X	X	X			in-kind
Website Update		X											\$ 2,000.00
Design and Creation of Hook Mountain Challenge Patch	X												\$ 1,000.00
Hike Nyack Reprints (as needed)													\$ 500.00
TOTAL													\$ 9,000.00
MEDIA PAID FOR BY GRANT	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26	COST
<b>Creation of Reels - Cost:</b>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Details: 2 reels per season highlighting hiking and a visit to Nyack		\$400			\$ 400		\$ 400			\$ 400			\$ 1,600
<b>Paid Social Media Campaign - Cost:</b>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Details: Paid boosted content		1,000			\$1,000		\$900			#####		\$1,000	\$ 3,900
<b>PR/Press release/outreach - cost:</b>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Details: PR by LPO													
<b>Other Marketing Costs:</b>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Details: Update of website to provide interface for logging hikes and updated itinerary blogs posts to increase SEO	\$2,000												\$ 2,000
<b>Other Marketing Costs:</b>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
													\$ -

Total \$ 7,500





2026 Nyack Tourism Grant Application (Round 6)

Date: 4/25/26 • 9/26/26

Project Organizer Name: maura's kitchen

Address: 81 South Broadway Nyack, NY 10960

Contact Name: Tyrone Azanedo

Title: Owner

Phone: 845-642-5513

Email: mauraskitchen@gmail.com

Name of On-Site Event Manager (if applicable): Tyrone Azanedo

Phone: 845-642-5513

Project Title: Salsa on SoBro

Amount Requested: 4,000

Please attach a separate sheet - Addendum A - with a project plan, grant budget and media buy

Grant purpose: Promote Salsa Dancing and Latin Music to our community, accompanied by our Peruvian food. Bring greater diversity to Nyack ~~and~~ attracting ~~more~~ guests to our outdoor salsa experience from Tri-state area.

Project Organizer Background: We have owned/operated Maura's kitchen in different locations in Nyack for 14+ years. I have organized many successful salsa, dance and band events at our current location. I also did a successful Salsa on SoBro on 9/20/25 which was a street closure as well.

Project Organizer's Personal Bio (Briefly describe your applicable experience and resources to produce this project, attaching a resume, past project information or other documentation as appropriate)

I have been owner-operator of maura's kitchen for 14+ years. Since 2012.

Description of Event/Experience in detail:

Each salsa on SoBro event will ~~feature~~ feature world class percussionists and musicians accompanied by Salsa DJ. The event will also have a complementary salsa class w/ local instructor and a short performance from a local dance school. SoBro merchants will also be able to stay open w/ extended hours with influx of people.

**aspects:**

- \* Increase revenues in the Nyack business community, especially hotels, shops, restaurants and personal service
- \* Increase overnight stays in the Village
- \* Reflect the diversity of the Village, promote entrepreneurship and social inclusion
- \* Leverage Village assets (walkable downtown, waterfront, parks, etc.)
- \* Create repeatable and sustainable activities
- \* Involve cooperation of businesses and non-profits in the Village.

~~Planning and~~  
The planned Salsa on Sobro events will be a major event which will attract over 500+ visitors ~~from~~ combined from the entire Tri-state area. Given the reach of salsa enthusiasts, schools & instructors, visitors will be enticed to stay over locally and spend time in the town the next day visiting other retailers, restaurants, ~~and~~ since this is a night event. We will be featuring local musicians + DJs, salsa instructors + <sup>dance</sup> schools to show ~~the~~ the Nyack diversity in the Arts. We hope to grow this event so it becomes a Nyack staple for the coming years. when planning & executing we will work w/ ~~the~~ <sup>local</sup> ~~business~~ <sup>business</sup> & offer special promotions. We will also work w/ NYC Metro Area, Rockland, Westchester, Connecticut & Bergen. a non-profit for promotion.

Target age: 30-40

Does your request include a collaboration with another organization? Yes Y No X  
If so, what is the name of the organization and the nature of your collaboration?

Visit Nyack: Promotion  
Nyack Chamber of Commerce: Promotion  
Hotel Nyack: Promotion & Accommodations  
Greater Nyack Chamber of Commerce: Promotion  
Retailers: Promotion & vendor spaces on the street

Signature

Tyler Aguilera

Date

11/21/25

## NYACK TOURISM GRANT APPLICATION

### For Internal Use Only -- Application checklist

- ( ) Completed application received, DATE: \_\_\_\_\_
- ( ) TGRC review and recommendation, DATE: \_\_\_\_\_ SCORE: \_\_\_\_\_ AWARD: \$ \_\_\_\_\_
- ( ) Village Board awarded grant, DATE: \_\_\_\_\_ AWARD: \$ \_\_\_\_\_
- ( ) Insurance certificate reviewed/approved/attached
- ( ) Hold harmless agreement signed by applicant, attached
- ( ) Final project report received, DATE: \_\_\_\_\_

NYACK TOURISM PROJECT PLAN, GRANT BUDGET AND MEDIA PLAN (APPENDIX A) 2026 (Round 6)

Project Title: Salsa on Sobro: Salsa in the Streets

Contact Name/Cell Phone: Tyrone Azanedo, 845-642-5513

Project Plan (outline major milestones, costs not covered by Nyack Tourism Grant)	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26	COST
Secure date with Town	x												\$ -
Secure sponsorships	x	x			x	x							
Secure Muscians DJS	x	x			x	x							\$ 3,500.00
Secure Instructors and Dance School Acts	x	x			x	x							\$ 1,500.00
Run Marketing Campaign		x	x	x			x	x	x				\$ 4,000.00
TOTAL													\$ 9,000.00
MEDIA PAID FOR BY GRANT	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26	COST
Printed Media (Flyers, Posters, etc.) incl. Design - Cost: Details: Festival Banner, Festival Posters, Design Media Kit	\$ -	\$ 2,000	\$ -	\$ -	\$ -	\$ -	\$ 500	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,500
Paid Social Media Campaign - Cost: Details: FB, IG, Eventbrite, NYC Metro Area age group 30-65	\$ -	\$ 250	\$ 150	\$ 200	\$ -	\$ -	\$ 250	\$ 150	\$ 200	\$ -	\$ -	\$ -	\$ 1,200
Radio media (:30 second audio ads) - Cost: Details:	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
PR/Press release/outreach - cost: Details: Press release, NYC Metro Area	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Other Marketing Costs: Details: Email blasta, Local and NYC Metro ARea	\$ -	\$ 150	\$ -	\$ -	\$ -	\$ -	\$ 150	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 300

Total \$ 4,000



## **2026 Nyack Tourism Grant Application (Round 6)**

**Date: Oct. 20, 2025**

**Project Organizer Name: Brianne Higgins**

**Address: 2 North Broadway**

**Contact Name: Brianne Higgins**

**Title: Owner / Operator Maureen's Jazz Cellar / Maureen's Community MainStage**

**Phone: 646-853-1314**

**Email: [brianne@maureensjazzcellar.com](mailto:brianne@maureensjazzcellar.com)**

**Name of On-Site Event Manager (if applicable): Brianne Higgins**

**Phone: 646-853-1314**

**Project Title: Dancing in the Streets / Nyack Jazz Festival**

**Amount Requested: \$4000**

Please attach a separate sheet – Addendum A - with a project plan, grant budget and media buy

**Grant purpose:**

**Dancing in the Streets – May 2026**

**Nyack Jazz Festival- Sept. 2026**

**Grant purpose: To financially aide us in advertising free, family- friendly Music Festivals in the Heart of downtown Nyack. Our past events have attracted over 2000 visitors per event. We hope to be able to continue these events annually. In order for us to do so we would need some financial assistance. This Grant would ensure our continued success in presenting free festivals, thus sharing the costs of advertising and presenting the highest caliber of entertainment possible.**

**Project Organizer Background: Brianne Higgins & David Budway opened Maureen's Jazz Cellar in 2016. We produce roughly 300 indoor shows per year providing the area with all genres of music. We host. weekly classes with Rockland Youth Jazz Ensemble and host internationally acclaimed artists, and also present artists in conjunction with the Rockland County Jazz & Blues Society. This year we are proud to have launched Maureen's Community Mainstage- a foundation in which opens opportunity for tax deductible sponsorships in effort to offset the expenses of our free, outdoor festivals.**

**Project Organizer's Personal Bio (Briefly describe your applicable experience and resources to produce this project, attaching a resume, past project information or other documentation as appropriate)**

**Project Organizer Background:**  
See attached

**Description of Event/Experience in detail:**

The Nyack Jazz Festival is a FREE, family friendly outdoor festival with food vendors, artisan vendors, Kid's activities and 5 hours of live music located in the heart of Nyack. Previous years we featured world renowned musicians including Gunhild Carling, Ravi Coltrane & Hubert Laws

**Description of expected outcome - be especially specific regarding the following aspects:**

- \* Increase revenues in the Nyack business community, especially hotels, shops, restaurants and personal service*
- \* Increase overnight stays in the Village*
- \* Reflect the diversity of the Village, promote entrepreneurship and social inclusion*
- \* Leverage Village assets (walkable downtown, waterfront, parks, etc.)*
- \* Create repeatable and sustainable activities*
- \* Involve cooperation of businesses and non-profits in the Village.*

**Description of Target Audience:** The festivals introduce participants to a variety of music opportunities that include both world renowned acts along with acclaimed local musicians. It allows music lovers, who would otherwise not have access to diverse genres to experience first-hand these performances with a community-oriented spirit. Young listeners are introduced to the world of music.

**Does your request include a collaboration with another organization?** No

**If so, what is the name of the organization and the nature of your collaboration?**

\_\_Bianne Higgins\_\_

\_\_\_\_\_Oct. 20, 2026\_\_\_\_\_

Signature

Date

## **NYACK TOURISM GRANT APPLICATION**

For Internal Use Only -- Application checklist

( ) Completed application received, DATE: \_\_\_\_\_

( ) TGRC review and recommendation, DATE: \_\_\_\_\_ SCORE: \_\_\_\_\_ AWARD: \$ \_\_\_\_\_

( ) Village Board awarded grant, DATE: \_\_\_\_\_ AWARD: \$ \_\_\_\_\_

( ) Insurance certificate reviewed/approved/attached

( ) Hold harmless agreement signed by applicant, attached.

( ) Final project report received, DATE: \_\_\_\_\_


[illegible][illegible]

	Total	\$	4,000
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## **2026 Nyack Tourism Grant Application (Round 6)**

**Date:** November 21, 2025

**Project Organizer Name:** Modern Druid

**Address:** 60 S Broadway, Nyack, NY 10960

**Contact Name:** Morgana Brennan

**Title:** Owner

**Phone:** 845-826-3330

**Email:** morgana@moderndruid.com

**Name of On-Site Event Manager (if applicable):** Morgana Brennan

**Phone:** 845-826-3330

### **Project Title: DruidFest 2026**

**Amount Requested:** \$7000

Please attach a separate sheet – Addendum A - with a project plan, grant budget and media buy

### **Grant purpose:**

To support marketing for a new festival in Nyack at Nyack Beach State Park that incorporates speakers, vendors, artists, performers, education and nature-based themes, to be held on the same weekend as the May street fair (May 16<sup>th</sup>) and marketed to the public as an opportunity to “come for the festival, stay for the street fair” weekend.

### **Project Organizer Background:**

Morgana Brennan, MBA, owner of Modern Druid in Nyack, NY. Current organizer of Spirit of SoBro (annual October event), multiple in-store events, cross-promotional events with others, and so on. Please see Bio below for details.

## **Project Organizer's Personal Bio**

**(Briefly describe your applicable experience and resources to produce this project, attaching a resume, past project information or other documentation as appropriate)**

Project Organizer Bio – Morgana Brennan, MBA

Proprietor, Modern Druid • Organizer, Spirit of South Broadway • Serial Entrepreneur • Project Manager

Morgana Brennan, MBA, is a seasoned project manager, community organizer, and serial entrepreneur with more than twenty years of experience leading complex initiatives, public-facing events, and multi-stakeholder collaborations across both business and arts-based sectors. She is the owner of Modern Druid, a metaphysical retail and healing-arts center in Nyack, NY, and the founding organizer of the Spirit of South Broadway Festival, an annual community celebration that brings together artists, craftspeople, musicians, and local businesses to highlight Nyack's cultural vibrancy. Her work demonstrates a consistent ability to design, market, and scale community events that draw diverse audiences and strengthen local economic activity.

Morgana combines creative leadership with deep operational expertise gained through her parallel career as Co-Founder and President of Independent Practice MSO (IPMSO) and Independent Practice Revenue Cycle Management (IPRCM), national organizations that support hundreds of independent medical practices. Her background includes extensive experience in strategic planning, logistics, budgeting, contract negotiations, stakeholder engagement, and building sustainable business and community programs from the ground up. She holds an MBA in Management Systems and Information & Communication Systems and an Executive Certification from MIT in Business Process Design for Strategic Management.

As proprietor of Modern Druid, Morgana produces a year-round calendar of workshops, markets, performances, healing arts events, and educational programs, giving her hands-on experience managing venue operations, creative programming, vendor relations, and marketing strategy. Her role as organizer of the Spirit of South Broadway has further demonstrated her capacity to design, fund, promote, and execute successful community-oriented festivals that showcase local makers and artists while driving foot traffic and economic benefit to the surrounding business district.

These combined experiences directly support the successful production of DruidFest, a new spring cultural festival proposed for May 2026 in Nyack, NY. Morgana brings to this project a unique blend of artistic vision, business rigor, community partnerships, and proven event-production capacity—supported by a robust organizational infrastructure, a large network of regional vendors and performers, and extensive experience in project management and public-facing programming.

## Description of Event/Experience in detail:

**DruidFest** is a new cultural, educational, and arts-focused festival proposed for **Saturday, May 16, 2026**, to be held (pending approval) on the **Nyack Beach State Park plateau and Boathouse**. Rooted in the themes of nature, creativity, and cultural heritage, DruidFest will showcase the vibrant intersection of **Druidry, Pagan traditions, nature-based spirituality, ecological education, and local artistry**. The event will combine experiential learning, live performances, hands-on crafting, marketplace interactions, and immersive outdoor programming in one of Nyack's most iconic natural settings.

The festival will feature:

- **Crafter and artisan vendors** specializing in handmade goods, natural crafts, herbal products, traditional tools, art, jewelry, and other creator-focused items.
- **Educational speakers and workshops** on topics such as Druidry, local ecology, foraging, folklore, environmental stewardship, paganism, storytelling, and ritual arts.
- **Live music and performance** from local and regional folk, world, and acoustic musicians, as well as movement artists and nature-focused performers.
- **Family-friendly nature education** including guided walks, activities with local environmental organizations, crafting stations, mythic storytelling sessions, and youth art experiences.
- **Food and beverage partners** representing the diversity of Nyack's culinary scene, with a focus on small businesses and local producers.

DruidFest is intentionally designed as a “**come for the festival, stay for the Village**” event. Marketing efforts will position the festival as part of a full weekend experience in Nyack, tied directly to the downtown street fair and to Nyack's walkable hotels, restaurants, shops, and waterfront amenities. The festival will highlight Nyack as a hub for arts, culture, nature, and community exploration, encouraging visitors to make a full weekend visit rather than a short same-day trip.

The event will be produced in collaboration with **local businesses, nonprofit organizations, arts groups, environmental educators, and community partners**, creating a multi-stakeholder, Village-engaged experience. Workshops and performances will highlight the cultural diversity of Nyack, and vendor recruitment will prioritize local makers, women-owned businesses, LGBTQ+ creators, BIPOC artisans, and emerging small entrepreneurs throughout the region.

DruidFest will also leverage one of Nyack's greatest assets—its **unique waterfront and park access**— by situating the festival in one of the most scenic locations in Rockland County. The walkable connection between Nyack Beach State Park, downtown Nyack, and the South Broadway business corridor will be central to the festival's design and marketing.

## Description of expected outcome

DruidFest is structured to achieve measurable economic and community benefits for the Village of Nyack, with clear alignment to the goals funded by local hotel-occupancy tax revenues.

### 1. Increase Revenues in the Nyack Business Community

The festival is projected to draw **1,500–3,000 visitors** in its first year, with the majority expected to spend at least part of the day (and ideally the full weekend) in Nyack. By coordinating marketing with the Village’s street fair and local businesses, DruidFest aims to generate increased revenue for:

- **Hotels and guest houses** (increased bookings for the event weekend)
- **Restaurants and cafés** (pre- and post-festival dining)
- **Retail shops and boutiques** (festival foot traffic spillover)
- **Personal service businesses** such as wellness studios, salons, spas, and healing centers
- **Local arts and maker businesses**, through vendor participation and cross-promotion

Vendor and partner outreach will include direct collaboration with Nyack-based small businesses to ensure they benefit from the increased visitor activity.

## **2. Increase Overnight Stays in the Village**

Because DruidFest is a full-day outdoor event paired with the Village street fair and late-evening downtown programming, visitors will be encouraged to **book weekend stays** to fully experience Nyack.

Marketing will specifically target:

- NYC metro residents seeking a nature-centered weekend trip
- Visitors attending for both education and entertainment
- Regional audiences attending Pagan, Druidic, metaphysical, or nature-spirituality events
- Arts and craft show audiences accustomed to traveling for festivals

Hotel packages, discount codes, and curated “weekend in Nyack” itineraries will be developed with local lodging partners to maximize occupancy.

## **3. Reflect the Diversity of the Village & Promote Entrepreneurship and Social Inclusion**

DruidFest centers diversity, accessibility, and community representation through:

- Recruitment of **diverse vendors, performers, and speakers**, with an emphasis on BIPOC, LGBTQ+, immigrant, female, and emerging creators.
- Programming that includes multicultural spiritual traditions, global folklore, varied musical genres, and inclusive approaches to nature-based spirituality.
- Free or low-cost public programming and family-friendly activities accessible to all.
- Partnerships with local nonprofits, youth arts groups, environmental organizations, and cultural associations to expand community reach and participation.

This approach not only reflects Nyack’s diversity but also actively **creates entrepreneurial opportunities** for small makers, educators, and artists.

## **4. Leverage Village Assets (walkable downtown, waterfront, parks, trails)**

The location—**Nyack Beach State Park’s plateau and Boathouse**—highlights Nyack’s natural beauty and outdoor recreation resources. Marketing will emphasize:

- Walkable access from the Village
- Hudson River views and outdoor recreation
- Park trails, kayaking, riverfront access, and bike pathways
- Proximity to downtown shopping, restaurants, and hotels

The event is designed to flow naturally into downtown Nyack through a “festival-to-street-fair” visitor pathway that encourages prolonged engagement with Village businesses.

## 5. Create Repeatable and Sustainable Annual Programming

DruidFest is intentionally designed to become an **annual signature event**, offering:

- A predictable spring festival that businesses can prepare for and leverage
- A revenue-generating platform for local makers and artisans
- Long-term partnerships with nonprofits, environmental groups, and cultural organizations
- A scalable model that can grow year over year with increasing economic impact

Because nature-based and arts-based festivals have strong community followings, DruidFest has the potential to become a **sustaining tourism magnet**, drawing repeat attendees and building a tradition tied to Nyack’s identity.

## 6. Involve Cooperation of Businesses and Nonprofits

DruidFest will actively involve:

- **South Broadway and downtown businesses** (joint promotions, cross-marketing)
- **Local restaurants** (food partnerships, specials)
- **Hotels and lodging providers** (weekend packages)
- **Environmental nonprofits** (Hudson River organizations, trail groups, ecological educators)
- **Arts groups and creative nonprofits**
- **Modern Druid** as coordinating hub for vendor curation and cultural programming

Collaboration will be built into the planning process through outreach meetings, joint marketing, and shared activation opportunities.

## Description of Target Audience:

DruidFest is designed to attract a broad and diverse audience from across the region, with specific focus on visitors who already engage with Nyack’s arts, culture, and outdoor events. The festival’s programming is intentionally crafted to appeal to both the general public and niche interest groups who are highly motivated to travel for themed festivals and experiential programming.

### 1. General Public & Street Fair Attendees

The festival will be heavily cross-promoted with Nyack’s popular spring street fair, drawing the same vibrant mix of families, day-trippers, Hudson Valley explorers, and weekend visitors. These individuals already have a strong interest in browsing art, shopping, dining, and discovering new cultural offerings within Nyack’s walkable downtown.

## **2. Nature-Inspired Visitors & Outdoor Enthusiasts**

Because DruidFest is located on the Nyack Beach State Park plateau, it is particularly well suited for:

- Hikers
  - Trail walkers
  - Hudson River visitors
  - Eco-education families
  - Residents seeking meaningful outdoor activities
- These visitors are motivated by access to waterfront views, parkland, nature-based workshops, and holistic experiences.

## **3. Spiritual, Mythic, and Nature-Based Communities**

The festival is expected to draw individuals interested in:

- Druidry
  - Pagan and earth-centered traditions
  - Mythology and folklore
  - Herbalism and botanical arts
  - Mindfulness, meditation, and ritual arts
- These audiences are accustomed to traveling for festivals, retreats, and immersive educational events, and they typically spend on both lodging and weekend experiences.

## **4. Arts, Crafts & Maker Communities**

DruidFest will appeal to:

- Artisan market visitors
  - Creativity-focused families
  - Handmade and small-batch goods shoppers
  - Fans of live music, performance, and cultural arts
- These individuals are likely to spend time and money in both the festival marketplace and Nyack's downtown businesses.

## **5. Families Seeking Cultural and Educational Programming**

The festival includes family-friendly nature education, crafting, storytelling, and interactive learning activities. This makes DruidFest attractive to:

- Local and regional families
- Homeschool communities
- School groups
- Parents seeking unique weekend experiences

## **Geographic Reach**

Marketing will target:

- Hudson Valley (Rockland, Westchester, Orange, Putnam)
- Northern NJ
- NYC metro visitors seeking a nature-centered weekend trip

- Tri-state region weekend travelers

These audiences have demonstrated strong responsiveness to Nyack's street fairs, waterfront events, and destination-based cultural programming.

### **Why This Audience Aligns With Nyack's Economic Goals**

The target audiences for DruidFest are:

- Already predisposed to engage in tourism spending
- Likely to dine, shop, and stay overnight
- Culturally aligned with arts-focused and maker-driven downtown businesses
- Enthusiastic about unique, outdoor, theme-based festivals
- Motivated to return annually, creating repeat tourism value

This audience mix directly supports hotel-stay growth, increased local spending, and deeper engagement with Nyack's broader cultural ecosystem.

**Does your request include a collaboration with another organization? Yes\_\_\_ No\_x\_\_**

**If so, what is the name of the organization and the nature of your collaboration?**



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Signature

November 21, 2025

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Date

# **NYACK TOURISM GRANT APPLICATION**

## **For Internal Use Only -- Application checklist**

- ( ) Completed application received, DATE: \_\_\_\_\_
- ( ) TGRC review and recommendation, DATE: \_\_\_\_\_ SCORE: \_\_\_\_\_ AWARD: \$ \_\_\_\_\_
- ( ) Village Board awarded grant, DATE: \_\_\_\_\_ AWARD: \$ \_\_\_\_\_
- ( ) Insurance certificate reviewed/approved/attached
- ( ) Hold harmless agreement signed by applicant, attached.
- ( ) Final project report received, DATE: \_\_\_\_\_



## NYACK TOURISM PROJECT PLAN, GRANT BUDGET AND MEDIA PLAN (APPENDIX A) 2026 (Round 6)

Project Title: DRUIDFEST

Contact Name/Cell Phone: Morgana Brennan 845-826-3330

Project Plan (outline major milestones, costs not covered by Nyack Tourism Grant)	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26	COST
Secure location, permits	x												\$ 2,500.00
Secure vendors and performers	x	x											\$ 250.00
Secure speakers, educators, crafters	x												\$ 5,000.00
Design event space	x	x	x										\$ 3,500.00
Secure volunteers, book shuttle buses, set up 'security'		x	x	x									\$ 3,200.00
Secure AV, electric, other support				x	x								\$ 5,000.00
Secure food trucks, concessions		x	x										\$ 1,500.00
TOTAL													\$ 20,950.00
MEDIA PAID FOR BY GRANT	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26	COST
<b>Printed Media (Flyers, Posters, etc.) incl. Design - Cost:</b> Details: flyers and postcards to be widely distributed at events, across local towns, handed out at Modern Druid, other stores	\$ -	\$ -	\$ -	\$ -	\$ -								\$ -
<b>Paid Social Media Campaign - Cost:</b> Details: weekly posts from January showcasing vendors, speakers performers, education, sponsors	\$ 250	\$250	\$ 250	\$ 500	\$ 500								\$ 1,750
<b>Radio media (:30 second audio ads) - Cost:</b> Details: Radio ad in local area to run in April	\$ -	\$ -	\$ -	\$ 750	\$ -								\$ 750
<b>PR/Press release/outreach - cost:</b> Details: We want to enlist a PR firm to reach out to local news & media to help promote efforts and cover the event	\$ 500	\$500	\$ 500	\$ 500	\$ 500								\$ 2,500
<b>Other Marketing Costs:</b> Details: Paid ads in pagan, spiritual and druid publications in the tri-state area, promotions at spring pagan markets	\$ 750	\$750	\$ 750	\$ 750	\$ 750								\$ 3,750

Total \$ 8,750



## **2026 Nyack Tourism Grant Application (Round 6)**

**Date:** November 21, 2025

**Project Organizer Name:** Modern Druid

**Address:** 60 S Broadway, Nyack, NY 10960

**Contact Name:** Morgana Brennan

**Title:** Owner

**Phone:** 845-826-3330

**Email:** [morgana@moderndruid.com](mailto:morgana@moderndruid.com)

**Name of On-Site Event Manager (if applicable):** Morgana Brennan

**Phone:** 845-826-3330

### **Project Title: Spirit of SoBro 2026**

**Amount Requested:** \$5000

Please attach a separate sheet – Addendum A - with a project plan, grant budget and media buy

### **Grant purpose:**

To market and expand the Spirit of South Broadway festival, going into its 5<sup>th</sup> year, increasing regional tourism, supporting Nyack's business district, and enhancing visitor engagement through expanded programming.

### **Project Organizer Background:**

Morgana Brennan, MBA, owner of Modern Druid in Nyack, NY. Current organizer of Spirit of SoBro (annual October event), multiple in-store events, cross-promotional events with others, and so on. Please see Bio below for details.

## **Project Organizer's Personal Bio**

**(Briefly describe your applicable experience and resources to produce this project, attaching a resume, past project information or other documentation as appropriate)**

Project Organizer Bio – Morgana Brennan, MBA

Proprietor, Modern Druid • Organizer, Spirit of South Broadway • Serial Entrepreneur • Project Manager

Morgana Brennan, MBA, is a seasoned project manager, community organizer, and serial entrepreneur with more than twenty years of experience leading complex initiatives, public-facing events, and multi-stakeholder collaborations across both business and arts-based sectors. She is the owner of Modern Druid, a metaphysical retail and healing-arts center in Nyack, NY, and the founding organizer of the Spirit of South Broadway Festival, an annual community celebration that brings together artists, craftspeople, musicians, and local businesses to highlight Nyack's cultural vibrancy. Her work demonstrates a consistent ability to design, market, and scale community events that draw diverse audiences and strengthen local economic activity.

Morgana combines creative leadership with deep operational expertise gained through her parallel career as Co-Founder and President of Independent Practice MSO (IPMSO) and Independent Practice Revenue Cycle Management (IPRCM), national organizations that support hundreds of independent medical practices. Her background includes extensive experience in strategic planning, logistics, budgeting, contract negotiations, stakeholder engagement, and building sustainable business and community programs from the ground up. She holds an MBA in Management Systems and Information & Communication Systems and an Executive Certification from MIT in Business Process Design for Strategic Management.

As proprietor of Modern Druid, Morgana produces a year-round calendar of workshops, markets, performances, healing arts events, and educational programs, giving her hands-on experience managing venue operations, creative programming, vendor relations, and marketing strategy. Her role as organizer of the Spirit of South Broadway has further demonstrated her capacity to design, fund, promote, and execute successful community-oriented festivals that showcase local makers and artists while driving foot traffic and economic benefit to the surrounding business district.

These combined experiences directly support the successful production of Spirit of SoBro. Morgana brings to this project a unique blend of artistic vision, business rigor, community partnerships, and proven event-production capacity—supported by a robust organizational infrastructure, a large network of regional vendors and performers, and extensive experience in project management and public-facing programming.

### **Description of Event/Experience in detail:**

Spirit of South Broadway 2026 is a free outdoor cultural festival celebrating the October season with artists, makers and performers helping to support small businesses, and community organizations. For 2026, the event will expand (hopefully!) to include the Hudson Avenue to Depew Avenue block, creating a dedicated performance and family area. This expanded zone

will feature live music, performers, a drum circle, and a children's bouncy castle to create a safer, more enjoyable flow for families while keeping vendor aisles clear. The festival will highlight Nyack's diverse creative community, promote local entrepreneurship, and offer an immersive street-fair atmosphere that draws visitors from across the region.

The fair will feature:

- **Crafter and artisan vendors** specializing in handmade goods, natural crafts, herbal products, traditional tools, art, jewelry, and other creator-focused items.
- **Live music and performance** from local bands (the high school), local DJs, and local musicians (drum circle), as well as performers (fire dancing, stilts).

The event will be produced in collaboration with **local SoBro businesses and community partners**, creating a multi-stakeholder, Village-engaged experience.

### **Description of expected outcome**

#### **\* Increase revenues in the Nyack business community:**

By expanding the festival footprint and increasing curated programming, Spirit of South Broadway is expected to drive stronger foot traffic across restaurants, cafés and shops, along S. Broadway and downtown. Visitors typically dine, shop, and spend locally before and after the festival, generating meaningful same-day revenue uplift.

#### **\* Increase overnight stays in the Village:**

Marketing will target weekend visitors from the Hudson Valley, NYC, and Northern NJ. The expanded festival paired with Nyack's existing attractions encourages overnight stays, especially among attendees seeking multi-activity weekend experiences. In 2025, we know of 5 different individuals that chose to stay locally at Hotel Nyack so they could enjoy Spirit and the 'after party' at Prohibition.

#### **\* Reflect the diversity of the Village, promote entrepreneurship and social inclusion:**

The festival prioritizes participation from BIPOC-owned businesses, LGBTQ+ makers, emerging artists, and culturally diverse performers. Public, family-friendly programming ensures access and inclusion for all community members.

#### **\* Leverage Village assets (walkable downtown, waterfront, parks, etc.):**

The event highlights Nyack's walkable S. Broadway corridor, its unique mix of independent shops, and its proximity to waterfront and park attractions—encouraging visitors to explore the entire Village footprint – and really helps to showcase South Broadway in particular.

#### **\* Create repeatable and sustainable activities:**

Spirit of South Broadway has become a signature annual event. The expanded 2026 model creates a sustainable framework for ongoing growth, with scalable vendor participation, recurring performers, and long-term community partnerships.

#### **\* Involve cooperation of businesses and non-profits:**

Local businesses collaborate through cross-promotion (the SoBro stores have been so supportive and have reported increase to their sales due to this event), sidewalk participation, specials, and joint marketing. Nonprofits are invited as vendors or activity hosts, strengthening ties between community organizations and the public while increasing visibility for their services.

### **Description of Target Audience:**

The festival targets the general public, street fair attendees, families, day-trippers from NYC and NJ, arts enthusiasts, maker-community shoppers, and individuals drawn to cultural, family-

friendly outdoor events. The expanded performance and family zone will particularly appeal to parents with children while maintaining the festival's broad appeal to regional visitors.

**Does your request include a collaboration with another organization? Yes\_\_\_ No\_x\_\_**

**If so, what is the name of the organization and the nature of your collaboration?**



November 21, 2025

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Signature

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Date

## **NYACK TOURISM GRANT APPLICATION**

For Internal Use Only -- Application checklist

- ( ) Completed application received, DATE: \_\_\_\_\_
- ( ) TGRC review and recommendation, DATE: \_\_\_\_\_ SCORE: \_\_\_\_\_ AWARD: \$ \_\_\_\_\_
- ( ) Village Board awarded grant, DATE: \_\_\_\_\_ AWARD: \$ \_\_\_\_\_
- ( ) Insurance certificate reviewed/approved/attached
- ( ) Hold harmless agreement signed by applicant, attached.
- ( ) Final project report received, DATE: \_\_\_\_\_

## NYACK TOURISM PROJECT PLAN, GRANT BUDGET AND MEDIA PLAN (APPENDIX A) 2026 (Round 6)

Project Title: Spirit Of SoBro 2026

Contact Name/Cell Phone: Morgana Brennan 845-826-3330

Project Plan (outline major milestones, costs not covered by Nyack Tourism Grant)	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26	COST
Secure location, permits, COI				x	x								\$ 500.00
Secure vendors and performers					x	x	x						\$ 250.00
Book bouncy castle (pending town approval)				x									\$ 5,000.00
Secure AV, electric, other support								x	x				\$ 500.00
Pay for flyers to be handed out at summer events					x	x	x	x	x	x			\$ 1,500.00
Secure DJ, band, drum circle leaders, performers					x	x	x						\$ 3,200.00
TOTAL													\$ 10,950.00
MEDIA PAID FOR BY GRANT	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26	COST
<b>Printed Media (Flyers, Posters, etc.) incl. Design - Cost:</b> Details: flyers and postcards to be widely distributed at events, across local towns, handed out at other fairs and events all summer	\$ -	\$ -	\$ 300	\$ 300	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500			\$ 3,600
<b>Paid Social Media Campaign - Cost:</b> Details: weekly posts from June showcasing vendors, events	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200			\$ 1,000
<b>Radio media (:30 second audio ads) - Cost:</b> Details:	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -			\$ -
<b>PR/Press release/outreach - cost:</b> Details: We want to enlist a PR firm to reach out to local news & media to help promote efforts and cover the event	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 500	\$ 500	\$ 500			\$ 1,500
<b>Other Marketing Costs:</b> Details: Paid ads in pagan, spiritual and druid publications in the tri-state area, promotions at spring pagan markets	-	-	-	-	-	-	\$ 250	\$ 250	\$ 250	\$ -			\$ 750

Total \$ 6,850

## **Morgana Brennan, MBA**

brennan@ipmso.org | 845-826-3330

### **Professional Summary**

Serial entrepreneur, project manager, and community organizer with extensive experience producing public-facing events, managing complex programs, and leading multi-stakeholder initiatives. Owner of Modern Druid and organizer of the annual Spirit of South Broadway Festival. Proven expertise in strategic planning, event logistics, vendor coordination, budgeting, community partnerships, and marketing for arts, cultural, and local-business events.

#### **Modern Druid, Nyack, NY**

**Owner (2021–Present)**

- Operate a metaphysical retail store, art gallery, healing center, and event studio.
- Produce year-round workshops, markets, performances, and community gatherings.
- Manage event logistics, marketing, vendor relations, and community partnerships.

#### **Spirit of South Broadway Festival, Nyack, NY**

**Founder & Organizer (2022–Present)**

- Created and produced Nyack's annual Spirit of South Broadway community festival.
- Lead all planning, permitting, vendor recruitment, programming, marketing, and execution.
- Coordinate with local businesses, artists, performers, and municipal partners.

#### **Independent Practice MSO**

**President & Co-Founder (2016–Present)**

- Lead strategic, operational, and project-management functions for a national MSO.
- Manage large-scale, multi-state initiatives involving logistics, communications, and budgeting.
- Oversee complex stakeholder coordination, contract negotiations, and organizational planning.

#### **Independent Practice Revenue Cycle Management (IPRCM)**

**Co-Founder (2023–Present)**

- Support operational and administrative programs for independent pediatric practices nationwide.
- Oversee systems design, process development, and cross-functional project execution.

### **Education**

- MBA, Management Systems & Information and Communication Systems – Fordham University
- Executive Certificate, Business Process Design – MIT Sloan School of Management
- BSc, Economics & Business – Marymount College at Fordham University

### **Skills**

Event Production • Community Organizing • Project Management • Strategic Planning • Budgeting • Vendor Management • Marketing & Communications • Program Development • Stakeholder Engagement • Public Programming



## **2026 Nyack Tourism Grant Application (Round 6)**

**Date:** November 16, 2025

**Project Organizer Name:** MultiFlix Media

**Address:** 735 Anderson Hill Rd. Mailbox 809, Purchase NY 10577

**Contact Name:** Hope Lowery

**Title:** Deputy Event Director

**Phone:** (808) 209-4614

**Email:** multiflixmedia@gmail.com

**Name of On-Site Event Manager (if applicable):** Bobby Royston

**Phone:** (845) 405-5537

**Project Title:** Make Something Film Convention

**Amount Requested:** \$4,200

Please attach a separate sheet – Addendum A - with a project plan, grant budget and media buy

**Grant purpose:**

Promoting both before and during a youth film convention in late June, focused on attracting middle and high school students in the Tri-State area; with an expected attendance of 150.

**Project Organizer Background:**

MultiFlix Media is an independent film studio founded and run by Bobby Royston and Hope Lowery. Our mission is to help provide young filmmakers with the ability to make their own films. This has included our partnership with Nyack High School's Film and Video program taught by Caitlyn Vandermass to regularly work with the students, teaching them the creative and practical aspects of filmmaking.

**Project Organizer's Personal Bio (Briefly describe your applicable experience and resources to produce this project, attaching a resume, past project information or other documentation as appropriate)**

Bobby Royston and Hope Lowery have experience with youth arts education as well as experience in event organization. Bobby Royston a senior in the Film BFA Program at Purchase College. he is the President of the school's Student Film Union where he organizes with faculty and the student body to hold networking events. In addition, he has organized four University



Film BFA thesis presentations both on campus and at commercial theaters. Hope Lowery, a senior in the Theater and Performance program at Purchase, is also the President of the Theater and Performance Student Union. She was crucial at organizing cross-county stage productions at her high school and is now leading the workshops MultiFlix Media is currently doing at Nyack High School.

### **Description of Event/Experience in detail:**

The Make Something Film Convention is a daylong educational event for middle school and early high school students from all across the Tri-State area. The express purpose is to provide a space for an early filmmaking experience and creative exploration. The convention would be an opportunity for students to screen their first films, get hands-on experience with equipment, have conversations with and learn from experienced filmmakers from all stages of their careers with one-on-one booths, group workshops, and a director's round table.

### **Description of expected outcome - *be especially specific regarding the following aspects:***

- \* Increase revenues in the Nyack business community, especially hotels, shops, restaurants and personal service***
- \* Increase overnight stays in the Village***
- \* Reflect the diversity of the Village, promote entrepreneurship and social inclusion***
- \* Leverage Village assets (walkable downtown, waterfront, parks, etc.)***
- \* Create repeatable and sustainable activities***
- \* Involve cooperation of businesses and non-profits in the Village.***

The Make Something Film Convention could be done in a community like. Bobby Royston (Event Director) was born and raised in Nyack and is an alumni from the Nyack High School film program. Caitlyn Vandermass (The Sponsorship and Partnership Manager) is also a Nyack local and as the Nyack Film and Video teacher has been working with MultiFlix for the last two years. In producing this event, Bobby, Hope and Caitlyn see a tremendous opportunity to connect with hundreds of middle school and early high school students across the Tri-State area with the help of local nonprofit, Rivertown Films, to make Nyack a place where students can discover the magic of filmmaking.

At the center of this is The Nyack Center. Bobby, having grown up going to events held there, knows the value of the space and its location in Downtown Nyack. In addition, the event will be held in June 2026. It's location in the center of downtown Nyack will encourage attendees to explore all the local shops and restaurants that Nyack has to offer. It is our hope that The Make Something Film Convention will become an annual Nyack event that kids from all over the Tri-State area look forward to every June.

### **Description of Target Audience:**

Children from the Tri-State area ages 12-17.

**Does your request include a collaboration with another organization? Yes   X   No**

**If so, what is the name of the organization and the nature of your collaboration?**

MultiFlix Media is the primary organizer and Rivertown Films has been a resource for networking, and securing of a venue.



11/16/2025

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Signature

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Date

## **NYACK TOURISM GRANT APPLICATION**

### For Internal Use Only -- Application checklist

- ( ) Completed application received, DATE: \_\_\_\_\_
- ( ) TGRC review and recommendation, DATE: \_\_\_\_\_ SCORE: \_\_\_\_\_ AWARD: \$ \_\_\_\_\_
- ( ) Village Board awarded grant, DATE: \_\_\_\_\_ AWARD: \$ \_\_\_\_\_
- ( ) Insurance certificate reviewed/approved/attached
- ( ) Hold harmless agreement signed by applicant, attached.
- ( ) Final project report received, DATE: \_\_\_\_\_

NYACK TOURISM PROJECT PLAN, GRANT BUDGET AND MEDIA PLAN (APPENDIX A) 2026 (Round 6)

Project Title: Make Something Film Convention

Contact Name/Cell Phone: Hope Lowery - (808) 209-4614

Project Plan (outline major milestones, costs not covered by Nyack Tourism Grant)	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26	COST
Secure Venue	X												\$ 1,000.00
Staff	X	X											TBD
Catering			X										\$ 600.00
Venue Decorations					X								\$ 500.00
Event Insurance	X												\$ 200.00
TOTAL													\$ 2,300.00
MEDIA PAID FOR BY GRANT	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26	COST
Printed Media (Flyers, Posters, etc.) incl. Design - Cost:	\$1,500	\$200	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,700
Details: Large Banners/Posters for event marketing		\$200											
T-Shirts	\$1,500												
Paid Social Media Campaign - Cost:	\$ -	\$ -	\$ -	\$ -	\$1,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,000
Details: Instagram and Facebook Sponsored Posts					\$1,000								
PR/Press release/outreach - cost:	\$ -	\$500	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,000
Details: Photography and Videography		\$500											
Other Marketing Costs:	\$ -	\$ -	\$ -	\$500	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 500
Details: Nyack Fair Booth and Decor				\$500									

Total \$ 4,200



## **2025 Nyack Tourism Grant Application (Round 6)**

**Date:** 11/17/25

**Project Organizer Name:** Jeffrey Friedberg/Music For Life Creative Arts Therapy PLLC

**Address:** 282 Route 59 Nyack NY 10960

**Contact Name:** Jeffrey Friedberg

**Title:** Owner

**Phone:** (845) 642-0859

**Email:** info@musicforlifecenter.com

**Name of On-Site Event Manager (if applicable):** N/A

**Phone:** N/A

**Project Title:** MUSIC FOR LIFE'S NIGHT OUT #4 & 5

**Amount Requested:** \$4000 for 2 concerts

Please attach a separate sheet – Addendum A - with a project plan, grant budget and media buy

**Grant purpose:** Fund marketing and promotion for **Music For Life's NIGHT OUT #4 and #5**. This will include graphic design, social media marketing and building business opportunities for local businesses to be part of **Music For Life's NIGHT OUT #4 & 5**.

On November 15th, 2024, May 23rd 2025 and November 14th 2025, with the help of a Nyack Tourism grant, Music For Life Creative Arts Therapy NIGHT OUT 1, 2 and 3 event at The Angel Nyack 18 S. Broadway Nyack. They were all resounding successes! Over 150 people attended each show. The audiences were from all around Rockland County and as well as from far away as Connecticut and NYC.

14 young adult performers with special needs sang, danced and made the audience sing, laugh and cry. At the end of the show there was a resounding cheer when asked if

they wanted to do it again. As I walked around town after the show, I saw performers and audience members eating at local restaurants including Burger Loft and Turiellos.

The NIGHT OUT #2 event was professionally video taped and the video was shared on social media as well as at the Nyack Center on January 10th, 2025 as part of Music For Life's 2025 Film Festival. The film lives on Music For Life's website, further spreading the word about our wonderful town.

**Music For Life requests a Nyack Tourism grant to support the marketing, production, and business collaboration building for NIGHT OUT #4 and #5.** These events will be 2 hour performances at The Angel Nyack. The shows will feature teen and young adult performers with all skills, abilities and challenges. The shows will highlight the many talents of the neurodiverse community in a professional manner. The goal is to present the event in **May and November 2026 at The Angel Nyack.**

The 2024 grant of \$1500 helped with graphic design and social media marketing. The goal for the 2025 grant is to help with those needs as well as extend to building relationships with local business for day of event specials. Imagine if we could have a discount coupon at local businesses to keep our audience members in Nyack before and after the show to eat and shop! This will help build a lasting relationship with this community in terms of coming back to Nyack for events such as this.

**Project Organizer Background:** Music For Life Creative Arts Therapy PLLC is a Nyack based business for 11 years. Music For Life serves +150 people weekly out of Nyack office and outreach sites throughout Rockland, Westchester and NYC. Music For Life provides music and art therapy and musical theater and film classes to children, teens and adults with all skills, abilities and challenges.

**Project Organizer's Personal Bio (Briefly describe your applicable experience and resources to produce this project, attaching a resume, past project information or other documentation as appropriate).**

Music For Life owner, Jeffrey Friedberg, is an Upper Nyack resident for 29 years. In addition to running Music For Life Creative Arts Therapy in Nyack for +11 years he has also run The Bossy Frog Band out of Upper Nyack and performed in Nyack for +25 years. During this time Jeffrey has supported the Nyack Chamber of Commerce by performing at the Nyack Farmer's Market and the Tree Lighting Ceremonies many times. Jeffrey Friedberg is a board-certified music therapist and a NY State licensed creative arts therapist.

Music For Life has a staff of 21 professionals and support staff that will help to produce this project. He regularly performs with his participants and staff at The Nyack Center, Memorial Park and other venues in and around Nyack. His events bring in people from throughout Rockland County as well as Westchester, Orange County, Bergen County and NYC. He collaborates in programming with many organizations in Rockland including Jawonio, ARC Rockland, Abbott House, Rockland Conservatory of Music, Rockland Disability Council, Transition Consortium and Living Resources.

### **Description of Event/Experience in detail:**

NIGHT OUTS are 2 hour variety shows featuring young adults with all skills, abilities and challenges. Acts will include singing, bands, comedy and musical theater

performances. The show will be produced professionally with high quality lighting and sound. The show will be marketed to the neurodiverse community throughout Rockland as well as in Westchester, Orange County, Bergen County and NYC. The goal for the show is to build upon the success of NIGHT OUT #1, 2 & 3 and bring in 250-300 people to Nyack.

Every effort will be made to encourage the audience members to dine and shop in Nyack while they are here for the show. Special arrangements will be made with local restaurants and stores to offer “day of show” deals if they shop before or after the performance.

The show will be videotaped and made available for viewing with prominent mentions that the event happened in Nyack. Local restaurants and stores will be offered opportunities to advertise on the streaming page to encourage people to return to Nyack.

**Goal is to have NIGHT OUT #4 in May and #4 in November 2026.**

**Description of expected outcome - *be especially specific regarding the following aspects:***

- \* *Increase revenues in the Nyack business community, especially hotels, shops, restaurants and personal service***
- \* *Increase overnight stays in the Village***
- \* *Reflect the diversity of the Village, promote entrepreneurship and social inclusion***
- \* *Leverage Village assets (walkable downtown, waterfront, parks, etc.)***
- \* *Create repeatable and sustainable activities***
- \* *Involve cooperation of businesses and non-profits in the Village.***

BOOST DAY-OF SALES: Expected outcomes are for local stores and restaurants to receive a boost in "day of" sales from the event. We anticipate having 300 people attend the show. In addition, the event expects to create return customers through building loyalty to those that support the neurodiverse community.

We will involve cooperation of location restaurants and stores in creating “day of” special deals for participants of our event.

RETURN CUSTOMERS TO NYACK: We hope to build on the brand of “NIGHT OUT” in getting customers from NIGHT OUT #1 to return as well as adding new customers. The heartfelt experience of NIGHT OUT #1 as well as the beauty of The Angel Nyack will help in this regard. We hope to help build loyal customers to Nyack stores and restaurants.

BUILD AWARENESS OF LOCAL BUSINESSES: This event will also help local businesses learn the value of catering to the neurodiverse community. They are an important part of our community and have income to spend at restaurants and stores that understand their needs and desires.

**Description of Target Audience:** 300 neurodiverse children, teens and adults and their families and friends from Rockland County and surrounding counties. These families have include a wide range of demographics. In my experience, they tend to be a very loyal community to people and organizations that meet their needs. In running this event in Nyack, I hope to engender the sense that Nyack is friendly and welcoming to the neurodiverse community.

**Does your request include a collaboration with another organization? Yes\_X\_\_**

**No\_\_**

**If so, what is the name of the organization and the nature of your collaboration?**

We seek to partner with The Angel Nyack. The Angel Nyack will be the venue for our performance. The Angel is a new non-profit located in the First Reformed Church on South Broadway.

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Signature

Date

### **NYACK TOURISM GRANT APPLICATION**

For Internal Use Only -- Application checklist

( ) **Completed application received, DATE: \_\_\_\_**

( ) **TGRC review and recommendation, DATE: \_\_\_\_ SCORE: \_\_\_\_ AWARD: \$\_\_\_\_**

( ) **Village Board awarded grant, DATE: \_\_\_\_ AWARD: \$\_\_\_\_**

( ) **Insurance certificate reviewed/approved/attached**

( ) **Hold harmless agreement signed by applicant, attached.**

( ) **Final project report received, DATE: \_\_\_\_**

NYACK TOURISM PROJECT PLAN, GRANT BUDGET AND MEDIA PLAN (APPENDIX A) 2026 (Round 6)								
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Project Title: NIGHT OUT #4 &amp; 5

Contact Name/Cell Phone: Jeffrey Friedberg 845 642-0859

[illegible][illegible]

Total		\$	4,000
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## **2025/26 Nyack Tourism Grant Application (Round 6)**

**Date:** 11/12/2025

**Project Organizer Name:** Nyack Art Collective

**Address:** Box 847, Nyack NY10989

**Contact Name:** Mitch Liner

**Title:** Member of the Board of Trustees, Grant Writer

**Phone:** 845-664-0329

**Email:** nyackartcollective@gmail.com

**Name of On-Site Event Manager (if applicable):** NA

**Phone:**

**Project Title:** First Friday Events

**Amount Requested:** \$1000

Please attach a separate sheet – Addendum A - with a project plan, grant budget and media buy

**Grant purpose:** To more widely promote our First Friday events at the Nyack Art Collective Gallery at The Burger Loft in Nyack: We are one of the few if only grant recipients that does a monthly event every month of the year and would like to continue our successful social media campaign. Additionally, this year we redid our website with a focus on First Friday. There is now a page with each work of art, the artist's bio, and data on the piece. Because the website needs to be updated each month when new art is hung (6 times each year,) we are requesting a small amount of money to help pay for this update. We are a collective of artists who volunteer their time. Uploading this information manually is very time-consuming. Social Impact Studio has the software to do this task electronically.

Finally, our artists have created art for placemats that have been used for kids at The Burger Loft in New City. They are a big hit in the restaurant as well as in our gallery during the Art Walk Weekend. We are asking for funds for a second printing of placemats for The Burger Loft in Nyack (with the Visit Nyack and Nyack logos, of course.) The restaurant provides the crayons.

**Project Organizer Background:** The Nyack Art Collective is a not-for-profit, member-managed art association founded on the belief that as a group, it is in our unified interests to share and support the artistic process.

Nyack has always been home to people in the arts because of its charm, location and history. In January 2013, eleven artists met in the Nyack Library to form the Nyack Art Collective. Today, we have grown to over 96 visual artists from Rockland and the surrounding area. Our members are multi-racial and multi-generational. We currently sponsor weekly figure-drawing classes with live models at X House Nyack that are open to the public. In addition to displaying members' artwork at our new Gallery at The Burger Loft, we exhibit on a regular basis at Elmwood Community Playhouse, the Nyack Hotel, and various local libraries. We seek to be a cohesive presence that enriches and enlivens the Nyack community and that draws people to Nyack as a center of art and culture.

**Project Organizer's Personal Bio (Briefly describe your applicable experience and resources to produce this project, attaching a resume, past project information or other documentation as appropriate)**

The Nyack Art Collective has years of experience curating art exhibits and organizing First Friday events and/or opening receptions. Until about 7 years ago we had monthly First Fridays with live music at Casa del Sol on Main Street until they were forced to downsize. We have had successful receptions for our exhibits at X House, Nyack Hotel and Elmwood Community Playhouse.

**Description of Event/Experience in detail:**

A First Friday event is a free monthly art exhibit and local Hudson Valley event with a city vibe. Attendees have an opportunity to meet the artists, listen to Artist Talks, sample local brews made by The Burger Loft's brewery, District 96, and sample delicious finger foods provided by The Burger Loft restaurant in downtown Nyack the first Friday of each month. Since The Burger Loft has been open in Nyack, the Nyack Art Collective has been holding these First Friday events. We previously advertised by email from our mailing list, Facebook, Instagram and word of mouth. Additionally, members re-posted Facebook and Instagram posts. Response was good. We got about 50 guests per event consisting of Nyack Art Collective members and their families, customers of The Burger Loft, and walk-ins. Many of the attendees bought drinks or food at The Burger Loft or made an evening of it and ate at another of Nyack's fine eateries. Since we have been advertising on social media and have changed our website we have seen a significant increase in traffic. The audience no longer consists of just members and their families. We are greeting new people who have seen our ads, who are there to become members or who simply art lovers. Our numbers are increasing. People are staying longer. They are buying beer and food at The Burger Loft. Also important, our members are making sales.

**Description of expected outcome - *be especially specific regarding the following aspects:***

- \* *Increase revenues in the Nyack business community, especially hotels, shops, restaurants and personal service***
- \* *Increase overnight stays in the Village***
- \* *Reflect the diversity of the Village, promote entrepreneurship and social inclusion***
- \* *Leverage Village assets (walkable downtown, waterfront, parks, etc.)***
- \* *Create repeatable and sustainable activities***

***\* Involve cooperation of businesses and non-profits in the Village.***

Using the April, 2025, metric of 54 attendees, a few months before our new website went live, the Nyack Art Collective would like to increase attendance by at least 100% by promoting First Friday with Facebook/Instagram ads and on few calendar sites. So far, we have had 2 recent months with attendance in the nineties and one in the eighties. By continuing our ad campaign and with our new website, we hope to finally break 100 attendees at First Friday and 100 members.

By making First Friday at The Burger Loft a regularly occurring destination, we hope to increase art sales (As Nyack Art Collective members, we are also all small business owners.), increase the revenue for our host, The Burger Loft, and of all local eateries and shops. It is our belief, that anyone traveling a distance to visit Nyack for our First Friday event will be more likely to make a day or a weekend of it and utilize a local hotel and restaurants and will check out our local shops.

**Description of Target Audience:**

Our target audience is anyone in the Hudson Valley or Metropolitan New York area who enjoys art and eating and quaint Rivertowns.

**Does your request include a collaboration with another organization? Yes X No**

**If so, what is the name of the organization and the nature of your collaboration?**

The Burger Loft (John Potenza), Nyack. The Nyack Art Collective has a longstanding relationship with The Burger Loft and District 96 Brewery, New City, where we have displayed our art and did a mural for them. The artists of the Nyack Art Collective have been requested to create a mural for the Nyack Burger Loft. Work has been completed and is scheduled to be hung on November 28<sup>th</sup>. Additionally, as mentioned above, our artists have created placemats to be enjoyed by children while dining there.

Mitchell Liner

Signature \_\_\_\_\_

\_\_\_\_\_

Date

# NYACK TOURISM GRANT APPLICATION

For Internal Use Only -- Application checklist

- ( ) Completed application received, DATE: \_\_\_\_\_
- ( ) TGRC review and recommendation, DATE: \_\_\_\_\_ SCORE: \_\_\_\_\_ AWARD: \$\_\_\_\_\_
- ( ) Village Board awarded grant, DATE: \_\_\_\_\_AWARD: \$\_\_\_\_\_
- ( ) Insurance certificate reviewed/approved/attached
- ( ) Hold harmless agreement signed by applicant, attached.
- ( ) Final project report received, DATE: \_\_\_\_\_

NYACK TOURISM PROJECT PLAN, GRANT BUDGET AND MEDIA PLAN (APPENDIX A) 2026 (Round 6)

Nyack Art Collective

Project Title: FIRST FRIDAYS

Contact Name/Cell Phone: Mitchell Liner 845-664-0329

Project Plan (outline major milestones, costs not covered by Nyack Tourism Grant)	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26	COST
New Website by Social Impact Studio													\$ 3,000.00
TOTAL													\$ 3,000.00
MEDIA PAID FOR BY GRANT	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26	COST
Printed Media (Flyers, Posters, etc.) incl. Design - Cost: Details:	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Paid Social Media Campaign - Cost: Facebook/Instagram	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ - \$ 100	\$ - \$ 100	\$ - \$ 100	\$ - \$ 100	\$ - \$ 100	\$ - \$ 100	\$ - \$ 600
Radio media (:30 second audio ads) - Cost: Details:	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
PR/Press release/outreach - cost: Details:	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Other Marketing Costs: Placemats for The Burger Loft \$100/300 Special coding to add First Friday photos and artist info to our website (Social Impact Studio, \$300/year)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ - \$ 100 \$ 300

Total	\$ 1,000
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## **2026 Nyack Tourism Grant Application (Round 6)**

**Date:** March 22nd – March 28th, 2026

**Project Organizer Name:** Nyack International Film Festival

**Address:** 100 Nyack Plaza #129, Nyack, NY

**Contact Name:** Richard Quinn

**Title:** Director

**Phone:** 1-(845) 826-2639

**Email:** nyackinternationalfilmfestival@gmail.com

**Name of On-Site Event Manager (if applicable):** Richard Quinn

**Phone:** 1-(845) 826-2639

**Project Title:** Nyack International Film Festival 2025

**Amount Requested:** \$ 7,500

Please attach a separate sheet – Addendum A - with a project plan, grant budget & media buy

**Grant purpose:**

Produce/Promote the 14<sup>th</sup> Nyack International Film Festival, March 31<sup>st</sup> through April 6th 2025 at Hotel Nyack attracting over 1200 visitors from the Tri-State Area and beyond over the 7 day/night event. The funding will provide support for buying Print Media, Paid Social Media, Commercial Production, Paid Radio & Cable TV ad buys, Street Banner & Sidewalk Signs

**Project Organizer Background:**

This years NIFF2026 will be the 14<sup>th</sup> festival event in Nyack. With Rockland World Radio I have produced hundreds of productions in Rockland since 2001, especially during the Nyack Village Theatre 2007 - 2020. I have also served on the boards of Rockland Symphony Orchestra, Rockland Camerata, Rockland Jazz & Blues Society, Rockland County Choral and has assisted in a multitude of local multimedia production.

**Project Organizer's Personal Bio:**

Richard Quinn is a multimedia artist, director and producer who created Modern Metro Studios, Nyack Village Theatre and Rockland World Radio (launched May 2003). In 2011 he also initiated the 1<sup>st</sup> Nyack Film Festival, with a focus on human rights around the world. From 2007 to 2018 Richard was the Producer and Manager Director of Nyack Village Theatre, a black box theatre, producing/directing comedy, plays, musicals, poetry readings like The Edgar Allan Poe Readings & Interpretations, live music events, art events and seminars / workshops as well as other original events. Richard successfully produced the first theatrical production of Vincent Pastore's (The Sopranos) Wild Children in 2012. Richard has produced and has also acted in many of the theatrical presentations at the theatre, including live music!

**Description of Event/Experience in detail:**

The Nyack International Film Festival is a major event which has attracted visitors from the entire Tri-State area. This 7 night film extravaganza, naturally promotes overnight stays all week long as we accommodate filmmakers, cast, crew, family and friends to present their films in a professional setting provided by Hotel Nyack. Guests will find it rewarding to stay overnight to take in the evening performances and to enjoy Nyack in general. Our festival guests have a lot of opportunity to spend time in the village to visit our retailers, restaurants, etc and even enjoy some of our excellent hiking in local parks and trails.

**Description of expected outcome - *be especially specific regarding the following aspects:***

- \* Increase revenues in the Nyack business community, especially hotels, shops, restaurants and personal service*
- \* This 7 Night Event will increase overnight stays in the Village*
- \* Reflect the diversity of the Village, promote entrepreneurship and social inclusion*
- \* Leverage Village assets (walkable downtown, waterfront, parks, etc.)*
- \* Create repeatable and sustainable activities*
- \* Involve cooperation of businesses and non-profits in the Village.*

**Description of Target Audience:**

Tri-State area, NYC 5 Boroughs, Rockland, Westchester, New Jersey and Connecticut.  
Target Age: 16 -90

**Does your request include a collaboration with another organization? Yes X No**

**If so, what is the name of the organization and the nature of your collaboration?**

Visit Nyack: Promotion  
Chamber of Commerce: Promotion  
Hotel Nyack Promotion & Event Location  
Rockland Pride Center : Covers Event Insurance  
Restaurants/Retailers/Personal Services: Promotions



11.13.25

Signature

Date

# **NYACK TOURISM GRANT APPLICATION**

## **For Internal Use Only -- Application checklist**

- ( ) Completed application received, DATE: \_\_\_\_\_
- ( ) TGRC review and recommendation, DATE: \_\_\_\_\_ SCORE: \_\_\_\_\_ AWARD: \$\_\_\_\_\_
- ( ) Village Board awarded grant, DATE: \_\_\_\_\_AWARD: \$\_\_\_\_\_
- ( ) Insurance certificate reviewed/approved/attached
- ( ) Hold harmless agreement signed by applicant, attached.
- ( ) Final project report received, DATE: \_\_\_\_\_



## NYACK TOURISM PROJECT PLAN, GRANT BUDGET AND MEDIA PLAN (APPENDIX A) 2026 (ROUND 6)

Project Title: NYACK INTERNATIONAL FILM FESTIVAL 2026Richard Quinn: 845.826.2639[illegible]

Total	\$	7,500
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## **2026 Nyack Tourism Grant Application (Round 6) — Taste of Nyack**

**Date:** 11/21/25

**Project Organizer Name:** Matt Kelley, Nyack News & Views

**Address:** PO Box 154, Nyack, NY 10960

**Contact Name:** Matt Kelley

**Title:** Publisher, Nyack News & Views

**Phone:** 347-439-8054

**Email:** matt@nyacknewsandviews.com

**Name of On-Site Event Manager (if applicable):** Matt Kelley

**Phone:** 347-439-8054

**Project Title:** Taste of Nyack Cookbook

**Amount Requested:** \$6,550

Budget attached in Appendix A

**Grant purpose:**

Nyack News & Views is planning to develop a Taste of Nyack cookbook in 2026 in partnership with the Nyack Chamber of Commerce — creating a polished marquee item to promote Nyack's world-class dining scene for home chefs far and wide. The book will feature recipes and high-quality photos of at least 30 local restaurants and chefs, along with snippets of Nyack's culinary history and future.

We are applying for the Nyack Tourism Grant to support the promotion of the book once it launches — the grant funding will support the hiring of a media relations consultant to pitch media coverage in Rockland, Westchester, and the NYC Metro area, as well as digital ads, display ads, and six videos to promote book sales and engagement.

Our team is perfectly positioned to lead on this project, in partnership with the Nyack Chamber of Commerce and its 2026 Restaurant Week in March. During the development of restaurant week, the Chamber team will partner with News & Views to invite restaurants and other food-service businesses to participate in the project.

Nyack News & Views is the village's leading source of culture, dining, history, and news, engaging an audience of 20,000 people per month across our website and social channels (Facebook and Instagram). We are well connected to most of the village's 50+

restaurants, and our staff photographer, [Andrea Swenson](#), is a world-renowned food photographer.

### **Project Organizer Background:**

Matt Kelley has served as Publisher of Nyack News & Views since 2022, when he took the reins from NNV founder Dave Zornow. A longtime nonprofit communications professional, and a ten-year resident of Nyack, Matt is a passionate advocate for arts, culture, and dining in Nyack and for a more robust local media environment to promote the many gems Nyack has to offer.

In addition to his role as the Publisher of NNV, Matt is the founder and principal of [Humanize Communications](#), a boutique communications strategy agency supporting nonprofits with fundraising, advocacy, and awareness campaigns. He has served as an agency creative director and has worked in-house leading communications for nonprofits. He has served on the Nyack Center Board of Directors since 2019. He holds a Bachelor's in Journalism from Northwestern University.

### **Description of Event/Experience in detail:**

The Taste of Nyack cookbook will showcase recipes, stories, and professional food photography from 30+ local restaurants, celebrating Nyack's diverse culinary scene. The glossy, hard-cover book will feature one recipe per restaurant, a foreword from a local leader, and will sell for about \$35 at retailers in Nyack, participating restaurants, and online.

The Nyack News & Views editorial team will lead on the production of the book, and will recoup our costs through sales of the book.

Launch promotion for the book in the early fall of 2026 (in time for holiday gifting) will include media coverage, social and display ads, and short videos. The book will serve as a flagship cultural product highlighting Nyack's creativity, flavor, and community

### **Description of expected outcome - be especially specific regarding the following aspects:**

- \* Increase revenues in the Nyack business community, especially hotels, shops, restaurants and personal service
- \* Increase overnight stays in the Village
- \* Reflect the diversity of the Village, promote entrepreneurship and social inclusion
- \* Leverage Village assets (walkable downtown, waterfront, parks, etc.)
- \* Create repeatable and sustainable activities
- \* Involve cooperation of businesses and non-profits in the Village.

The cookbook will attract visitors to Nyack from across the NYC Metro area, driving increased dining visits and encouraging overnight visits from regional food lovers. It will reflect Nyack's diversity, highlight local entrepreneurs, and promote social inclusion. This community-driven project leverages the village's walkable downtown and waterfront, strengthening partnerships between restaurants, businesses, and nonprofits.

As a partnership with local businesses, the book will help to drive sales, foot traffic, and engagement amongst Nyack businesses.

**Description of Target Audience:**

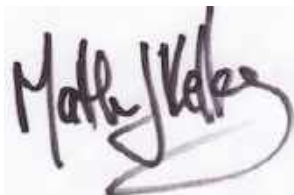
Our target audience is a cross-section of frequent diners and home chefs across Rockland, Westchester, Bergen, and the greater NYC area.

This group is mostly 30+ years old, with over \$100k in household income. Because frequent diners have disposable income, the cookbook will engage high-priority visitors to the village.

**Does your request include a collaboration with another organization? YES**

**If so, what is the name of the organization and the nature of your collaboration?**

We'll collaborate with the Nyack Chamber of Commerce, which will engage more than three dozen restaurant members in the project and help to promote the book through restaurant week, the Nyack Farmer's Market, and other activations.



11/21/25

**NYACK TOURISM GRANT APPLICATION**

For Internal Use Only -- Application checklist

- ( ) Completed application received, DATE: \_\_\_\_\_
- ( ) TGRC review and recommendation, DATE: \_\_\_\_\_ SCORE: \_\_\_\_\_ AWARD: \$\_\_\_\_\_
- ( ) Village Board awarded grant, DATE: \_\_\_\_\_ AWARD: \$\_\_\_\_\_
- ( ) Insurance certificate reviewed/approved/attached
- ( ) Hold harmless agreement signed by applicant, attached.
- ( ) Final project report received, DATE: \_\_\_\_\_

[illegible][illegible]

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## **2026 Nyack Tourism Grant Application (Round 6) — Nyack News & Views — Expanding the Reach of Nyack News, Culture, and Events**

**Date:** 11/21/25

**Project Organizer Name:** Matt Kelley, Nyack News & Views

**Address:** PO Box 154, Nyack, NY 10960

**Contact Name:** Matt Kelley

**Title:** Publisher, Nyack News & Views

**Phone:** 347-439-8054

**Email:** matt@nyacknewsandviews.com

**Name of On-Site Event Manager (if applicable):** Matt Kelley

**Phone:** 347-439-8054

**Project Title:** Expanding the Reach of Nyack News, Culture, and Events

**Amount Requested:** \$3,000

Budget attached in Appendix A

**Grant purpose:**

Nyack News & Views publishes stories online about Nyack's history, culture, and news every weekday, with an engaged audience of 20,000 people a month across platforms — our website ([nyacknewsandviews.com](http://nyacknewsandviews.com)), our email list (2,200 subscribers), and our social media (4k followers on [Facebook](https://www.facebook.com/nyacknewsandviews), 2,100 on [Instagram](https://www.instagram.com/nyacknewsandviews)).

Our articles and videos are essential reading and viewing for people across Rockland County, and our content is very popular beyond the county, as well. More than 40% of our traffic comes from outside of Rockland — mostly in Westchester and Bergen counties.

Our coverage of local arts, culture, history, business, and news resonates well beyond the county, with ideas for activities and impacts on business and other activities.

This grant would help us reach a broader audience outside of Nyack, through advertising targeting Rockland, Westchester, and Bergen counties — promoting stories about dining, hiking, theater, music, and local history, with broad interest beyond the bounds of the Village of Nyack.

Because we have pro bono support to design, build, and optimize our ads, every dollar of this grant will go to actual ad spend, not overhead.

**Project Organizer Background:**

Matt Kelley has served as Publisher of Nyack News & Views since 2022, when he took the reins from NNV founder Dave Zornow. A longtime nonprofit communications professional, and a ten-year resident of Nyack, Matt is a passionate advocate for arts, culture, and dining in Nyack and for a more robust local media environment to promote the many gems Nyack has to offer.

In addition to his role as the Publisher of NNV, Matt is the founder and principal of [Humansize Communications](#), a boutique communications strategy agency supporting nonprofits with fundraising, advocacy, and awareness campaigns. He has served as an agency creative director and has worked in-house leading communications for nonprofits. He has served on the Nyack Center Board of Directors since 2019. He holds a Bachelor's in Journalism from Northwestern University.

**Description of Event/Experience in detail:**

This grant will fund ads on Meta platforms (Facebook and Instagram) promoting our [Weekly Rec](#) column, our email newsletter, and other content, specifically created and selected to appeal to a broad audience beyond Nyack. This will include:

- Hiking and biking recommendations
- History and profiles with regional and global connections
- Dining, arts, and culture promotion
- Promotion of street fairs, festivals, and other events

**Description of expected outcome - be especially specific regarding the following aspects:**

- \* Increase revenues in the Nyack business community, especially hotels, shops, restaurants and personal service
- \* Increase overnight stays in the Village
- \* Reflect the diversity of the Village, promote entrepreneurship and social inclusion
- \* Leverage Village assets (walkable downtown, waterfront, parks, etc.)
- \* Create repeatable and sustainable activities
- \* Involve cooperation of businesses and non-profits in the Village.

Our ads will drive more in-person visits to Nyack by promoting the village's many offerings — from street fairs and festivals to restaurants to music and plays to hikes and outdoors activities.

Because NNV Publisher Matt Kelley is a digital media consultant (and volunteers his time for NNV), we have in-house capacity to run and optimize highly effective ads across Meta platforms throughout the years, getting the most impact per dollar.

**Description of Target Audience:**

We will seek to reach audiences outside of Nyack (by geo-targeting our ads) — with disposable income and an interest in dining, cultural events, and the outdoors.

**Does your request include a collaboration with another organization?** NO

A handwritten signature in dark ink, reading "Matt Kelley". The signature is stylized, with the first name "Matt" and last name "Kelley" written in a cursive-like script. There is a large, sweeping underline that extends from the end of the last name back under the first name.

11/21/25

**NYACK TOURISM GRANT APPLICATION**

For Internal Use Only -- Application checklist

- ( ) Completed application received, DATE: \_\_\_\_\_
- ( ) TGRC review and recommendation, DATE: \_\_\_\_\_ SCORE: \_\_\_\_\_ AWARD: \$\_\_\_\_\_
- ( ) Village Board awarded grant, DATE: \_\_\_\_\_AWARD: \$\_\_\_\_\_
- ( ) Insurance certificate reviewed/approved/attached
- ( ) Hold harmless agreement signed by applicant, attached.
- ( ) Final project report received, DATE: \_\_\_\_\_



NYACK TOURISM PROJECT PLAN, GRANT BUDGET AND MEDIA PLAN (APPENDIX A) 2026 (Round 6)																						
Project Title: Nyack News & Views — Expanding the Reach of Nyack News, Culture, and Events									Contact Name/Cell Phone: Matt Kelley, 347-439-8054													
Project Plan (outline major milestones, costs not covered by Nyack Tourism Grant)	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26	COST	FINANCE SOURCE								
Design, preparation, and optimization of ads on Meta platforms promoting NNV content — driving engagement with Nyack arts, culture, and history (pro bono by Matt Kelley & Humansize Communications)		0	0	0	0	0	0	0	0				\$ -	Pro Bono Ad Services (Humansize & Matt Kelley)								
TOTAL													\$ -									
MEDIA PAID FOR BY GRANT	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26	COST									
Printed Media (Flyers, Posters, etc.) incl. Design - Cost:	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -									
Paid Social Media Campaign - Cost:	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -									
Details: Meta Ads (FB & IG) — Lead Gen and Traffic	\$ 250	\$250	\$ 250	\$250	\$ 250	\$ 250	\$ 250	\$250	\$ 250	\$ 250	\$250	\$ 250	\$ 3,000									
Radio media (:30 second audio ads) - Cost:	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -									
Details:																						
PR/Press release/outreach - cost:	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -										
Other Marketing Costs:	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -									
Details:																						



## **2026 Nyack Tourism Grant Application (Round 6)**

**Date:** 11/20/25

**Project Organizer Name:** Nyack Porchfest

**Address:** 28. S. Washington St. Tarrytown, NY 10591

**Contact Name:** David Livingston

**Title:** Vice President / Director of Operations

**Phone:** 845.321.4231

**Email:** David@NyackPorchfest.com

**Name of On-Site Event Manager:** David Livingston / Mark Mangan

**Phone:** (845) 521-0364

**Project Title:** Nyack Porchfest 2026

**Amount Requested:** \$7,500

Addendum A Attached

### **Grant purpose:**

The purpose of the grant will be to supplement our print and social media budgets for our “Get Involved” and “Come to Nyack” campaigns to draw more people to the event as a destination and bring on more non-local talent with built-in draw. A brief outline of this plan is:

#### Jan-May: “Get Involved”

1. Social Media Ads targeted at Surrounding Counties and NYC, and partnerships with Content Creators who will get the word out about Nyack, its community and talent, and the event itself.
2. A print campaign with posters in and around event venues in surrounding counties and the city inviting volunteers and performers to sign up for the event.

#### May-Jul: “Come to Nyack”

1. An informational campaign consisting of Social Media Ads and other Social Media Content highlighting the Village of Nyack and its Features and Businesses, Local Talent set to Perform, Artists to be featured at the event, and information about Community

Organizations and Sponsors, and also a Print Campaign of Posters and Flyers to inform people of the event

2. A print campaign consisting of:

1. Posters hung in and around music and art establishments in surrounding towns in Rockland, in surrounding counties in NY, NJ, and CT, and throughout NYC.
2. Information cards to be made available at businesses in the same surrounding areas for people to take with them to learn more.
3. Invitations with information about the event and QR codes to access online information to be handed out at social functions and nightlife events by our street team in the months preceding our event.
4. A mini-zine style print newsletter to be distributed to key players outside of Nyack, including the above mentioned, and to be mailed to other organizations, early donors, and other key players.
5. A press kit to be sent out to online and traditional media entities to inform about the event.

**Project Organizer Background:**

The event is organized by Nyack Porchfest Incorporated, a non-profit organization whose purpose is to produce this event to both raise money for Nyack-Based charities, one needs-based and one art-based organization, to be selected by the organizers based on need, and to draw a large audience to the Village to stimulate the local music and art community and supporting businesses.

**Project Organizer's Personal Bio (Briefly describe your applicable experience and resources to produce this project, attaching a resume, past project information or other documentation as appropriate)**

Nyack Porchfest is organized by:

President/Executive Director: William Bird, who has extensive experience as a manager, merchandiser, and sales professional in the Hospitality and Automotive Industries, and a background as a Legal Assistant. William presides over the board of directors and oversees day-to-day operation of the company. William is a music historian who has studied the Porchfest phenomenon and has tremendous vision for what this event can do to invigorate the Nyack art & music community.

President/Director of Operations: David Livingston, a career producer and event coordinator who has produced hundreds of concerts, directed several multimedia companies and production teams professionally, and coordinated a non-profit organization for 7 years hosting similar events in Nyack, and currently professionally manages talent and produces events and audio and visual media content. David also spent 5 years as an officer of the Clarkstown Auxiliary Police and has extensive experience with crowd control, event safety, and traffic management.

Secretary/Director of Outreach: Liliane Brown, who brings great organizational skill and procedural know-how to the team and has over a decade of experience in the public space as as a Political Finance Director, who served as a Field Administrator and Manager and Project Director for the Working Families Party and as a Union Organizer for Communications Workers of America. Liliane is also a very-well networked musician. Liliane oversees partnerships with other organizations, sponsorships and donations, and other support coming from artists and local businesses. Liliane is also very involved in community art and music organizations, and teaches High School Arithmetic.

Director of Logistics: Mark Mangan, a fixture of the local community and master event coordinator with a comprehensive and expansive knowledge of all aspects of events of every

kind, and copious experience overseeing countless community functions, who will direct all logistical aspects of the event itself, and organizational activity leading up to the event. Art Director: Eleanor Kaufman, a fine artist and musician herself, who is a professional branding expert by trade, oversees all visual components of event marketing and media content to ensure maximum impact and brand recognition across all media and platforms.

Director of Marketing: Glenn Goldberg, a corporate marketing and branding career professional who serves major national brands guides both our online advertising and social media campaigns and guides the development of content therefore.

### **Description of Event/Experience in detail:**

Nyack Porchfest is a destination music event, drawing guests from primarily the immediate tri-state area, but due to its nature as a Porchfest will have some degree of national draw. Nyack Porchfest is one of hundreds of independent (but connected by community) outdoor, village-wide concerts. Individuals volunteer their porch, patio, yard, or other place where talent can perform, and guests walk throughout the event area to experience as much as they can. Nyack Porchfest will have several featured stages spaced in such a manner to maximize foot-traffic throughout the village so people can experience as many local businesses as possible, and hubs will be created at the far points and key stage areas with amenities provided by Nyack-based vendors. Live-painting stations will be at key points where artists can be witnessed creating works to be auctioned for charity. A single finale performance will close the walking component of the event and direct guests to explore the downtown and experience after-party events at local businesses.

Event Staff will walk the event to distribute event maps to show the locations of performances and local businesses, and a brochure with details about Nyack, community organizations and local businesses, and nightlife establishments of interest. Event Staff will also be supervising for safety, community need, and cleanup purposes. A trolley is planned to drive between key points at the event for people with accessibility needs, to minimize unnecessary traffic, and to reduce the potential for drinking and driving, which will feature a custom pre-recorded "radio station" with ads only for businesses within the village, and radio edits of music by Nyack-based performers. Riders will also be able to pick up informational brochures on the trolley.

Some of the event will be broadcast on social media to draw people in, and then a highlight video will be posted with information about Nyack and the event.

### **Description of expected outcome - *be especially specific regarding the following aspects:***

Draw 10,000+ new visitors to Nyack for the event to support local talent, discover our sponsors, and learn about and experience the Village of Nyack

Increase continued visits after the event to Nyack as a destination for music, art, nightlife, and other community functions.

Fill local businesses with customers for the day and night of the event to stimulate local commerce.

Leverage and showcase village assets, such as Town Square, Memorial Park, our beautiful neighborhoods, our walkable downtown, and all of our businesses and vendors.

Collect money for local needs-based and arts-based charity to boost the local community.

Showcase local talent and increase their audience and draw for future events in the Village and beyond.

Put local art and music spaces on the map for people who have yet to experience or come to know of them.

Further enshrine Nyack's notoriety as the premier artistic hot-spot of the Hudson Valley

Generate great, lasting social media content for the Village and our talent.

Create a safe, fun, and meaningful experience for residents and guests of the Village

**Description of Target Audience:**

Primary Target Audience: Individuals aged 18-65 with an interest in the arts, music, and/or community or charity events within commuting proximity to Nyack, for whom Nyack could become a continued destination of interest for such things.

Secondary Target Audience: Individuals aged 18-65 outside of commuting proximity with such an interest in the same who would travel to Nyack as a destination for the event and share with others about their visit in a favorable way which would promote others to visit Nyack, and other events therein, to stimulate and grow our art and business communities.

**Does your request include a collaboration with another organization? Yes\_\_\_ No X**

**If so, what is the name of the organization and the nature of your collaboration?**

  
Signature

November 20, 2025  
Date

# **NYACK TOURISM GRANT APPLICATION**

For Internal Use Only -- Application checklist

( ) **Completed application received, DATE:** \_\_\_\_\_

( ) **TGRC review and recommendation, DATE:** \_\_\_\_\_ **SCORE:** \_\_\_\_\_ **AWARD: \$**\_\_\_\_\_

( ) Village Board awarded grant, DATE: \_\_\_\_\_AWARD: \$\_\_\_\_\_

( ) Insurance certificate reviewed/approved/attached

( ) Hold harmless agreement signed by applicant, attached.

( ) Final project report received, DATE: \_\_\_\_\_

NYACK TOURISM PROJECT PLAN, GRANT BUDGET AND MEDIA PLAN (APPENDIX A) 2026 (Round 6)														
Project Title: NYACK PORCHFEST 2026														Contact Name/Cell Phone: DAVID LIVINGSTON (845) 321-4231
Project Plan (outline major milestones, costs not covered by Nyack Tourism Grant)	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26	COST	FINANCE SOURCE
Secure Talent, Hosts, Partners & Sponsors	x	x	x	x	x	x	x						\$ 500.00	Members
Onboard Volunteers, Artists, Street Team & Event Staff	x	x	x	x	x	x	x						\$ 500.00	Donors
Initial “Get Involved” Campaign (Posters & Social Media)	x	x	x										\$ 1,000.00	Donors
Promotional Phase One (Highlight Featured Talent & Vendors)			x	x	x								\$ 1,000.00	Sponsors
Promotional Phase Two (Full Marketing Push to Info Funnel)			x	x	x	x	x	x					\$ 5,000.00	Sponsors
Promotional Phase Three (Additional Promo for Featured Guests)					x	x	x	x					\$ 2,500.00	Sponsors
Nyack Porchfest (Prep for and Host Event)								x					\$ 10,000.00	Sponsors
TOTAL													\$ 20,500.00	
MEDIA PAID FOR BY GRANT	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26	COST	
<b>Printed Media (Flyers, Posters, etc.) incl. Design - Cost:</b>	\$ 500		\$500	\$500	\$3,000	\$500	\$ 500	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,500	
Details: 11x17 Posters, Information Cards, Invitations, Mini Zine 1														
Event Map/Nyack Informational Brochure/Mini Zine 2														
<b>Paid Social Media Campaign - Cost:</b>	\$ 200	\$ 100	\$100	\$200	\$ 200	\$300	\$ 500	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,600	
Details: TikTok, Instagram, YouTube Ads,														
Branded Content Opportunities with Key Influencers														
<b>Radio media (:30 second audio ads) - Cost:</b>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 200	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 200	
Details: Mostly College and Indie Radio Spots, Small Buy														
<b>PR/Press release/outreach - Cost:</b>	\$ 100	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 100	
Details: Online EPK and Paper One-Sheet with Promo Material														
and Brochure to Key Players														
<b>Other Marketing Costs:</b>	\$ 100	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 100	
Details: Envelopes, Letterhead, Stamps														
											Total		\$ 7,500	



## **2026 Nyack Tourism Grant Application (Round 6)**

**Date:** November 12, 2025

**Project Organizer Name:** Phoenix Theatre Ensemble

**Address:** 48 South Broadway, #472 Nyack, NY 10960

**Contact Name:** Craig Smith

**Title:** Phoenix Festival Executive Director

**Phone:** 917-717-1617. 212-465-3446

**Email:** Craig@PhoenixTheatreEnsemble.org. craigvsmith@gmail.com

**Name of On-Site Event Manager (if applicable):**

**Phone:**

**Project Title:** Phoenix Festival: Live Arts in Nyack 2026

**Amount Requested:** 7,000

Please attach a separate sheet – Addendum A - with a project plan, grant budget and media buy

**Grant purpose:** To Promote Nyack and Phoenix Festival as a fall-season destination for tourists from the following areas: NYC Metro, tri-state area outside of NYC Metro, national, and international

**Project Organizer Background:** Festival co-producers Elise Stone, Phoenix Festival Artistic Director, and Craig Smith, Phoenix Festival Executive Director have been producing and performing in New York City and Rockland County NY for the last 22 years. They have been responsible for artistic creation, curating, and implementation for the first four Annual Festivals in Nyack. The festivals are multi-week performing arts festivals with 11-14 different curated performances each year by world-class artists in various venues within the village such as Prohibition River, The Library, The Angel, Hudson House, Little Red Books, and The Nyack Center.



**Project Organizer's Personal Bio (Briefly describe your applicable experience and resources to produce this project, attaching a resume, past project information or other documentation as appropriate).**

Craig Smith (Festival Executive Director) was an ensemble member of New York's prestigious Jean Cocteau Repertory where he made his artistic home for more than three decades, appearing in over 200 productions from Stoppard to Shakespeare and Sophocles to Williams. In 2004, Craig and four colleagues founded Phoenix Theatre Ensemble, an off-Broadway award-winning artist-directed ensemble, presenting three to five productions of new and classical works annually.

The Ensemble also produces an award-winning arts-in-education program for NYC public schools, and a new-works program, as well as a variety of NYC community activities. The New York Times has described Craig as "one of our most consistently fine actors" and Playgorer.com said he is "a downtown legend." He is the recipient of the President of the Borough of Manhattan's Award for Distinguished Achievement in the Arts and Community Service.

In 2018 Craig and Elise Stone, Ensemble Artistic Director, moved to Nyack, NY, where they began expanding the ensemble programming to include Nyack and Rockland County. They have since produced the Phoenix Festival: Live Arts in Nyack since 2022 with 30+ performances of theatre, dance, music, and comedy serving 6,000-9,000 attendees with approximately 60% of those being tourists. Under the inspired leadership of Stone and Smith, the Phoenix Festival has been praised for its "world-class performances" and a "tour de force" by NYC critics and Rockland's Journal News says, "Think Edinburgh on the Hudson" (Edinburgh is the world's most famous arts festival).

**Description of Event/Experience in detail:**

The Fifth Annual **Phoenix Festival: Live Arts in Nyack** will take place from **September 20 – October 20, 2026**, featuring a lineup of theatre, dance, comedy, and music performances in venues throughout Nyack Village, including **The Nyack Center, The Angel, The Nyack Library, Prohibition River, Big Red Books, and Hudson House.**

**Description of expected outcome - be especially specific regarding the following aspects:**

- \* Increase revenues in the Nyack business community, especially hotels, shops, restaurants and personal service*
- \* Increase overnight stays in the Village*
- \* Reflect the diversity of the Village, promote entrepreneurship and social inclusion*
- \* Leverage Village assets (walkable downtown, waterfront, parks, etc.)*
- \* Create repeatable and sustainable activities*
- \* Involve cooperation of businesses and non-profits in the Village.*

We are currently quantifying what we believe to be the **local economic impact** of the Festival. While we do not yet have formal tracking mechanisms in place—for example, we don't have receipts from Hudson House on Festival revenue—we are using **survey data and conservative modeling** based on previous years' audience responses to make reasonable projections.

Audience surveys indicate:

- 90% of attendees plan to dine or eat locally
- 80% shop locally during the Festival
- 24% stay overnight in Nyack or nearby accommodations
- A smaller percentage also visit other area attractions

Using these survey results and attendance data, we can project a **modest but meaningful economic impact**. Assuming **1,500 total Festival attendees**, with approximately **60% (900 visitors)** traveling from outside Rockland County, our estimated local spending is as follows:

- **\$202,500 — Dining:** 90% of attendees dine locally (1,350 people × \$150 for two or more meals)
- **\$72,000 — Shopping:** 80% of attendees shop locally (600 couples × \$120 average purchase, ranging from local goods to jewelry)
- **\$25,000 — Lodging:** 24% stay overnight (approximately 100 rooms × \$250 average rate)
- **\$3,000 — Parking:** Average of \$5 for 600 cars
- **\$13,500 — Admissions to other Nyack attractions** (Hopper House, Elmwood Playhouse, ArtsRock, local parks, etc.)
- **\$3,000 — Venue rentals**

**Total projected revenue to the local economy: ≈ \$319,000**

These projections align with qualitative feedback from Festival attendees, who frequently cite dining, shopping, and exploring Nyack as part of their overall experience:

“Had drinks at the show.”

“We shopped at the consignment store and the bookstore.”

“Had dinner at the Hotel where I was staying – Nyack Hotel”

“Had drinks at the show.”

“We shopped at the consignment store and the bookstore.”

“Dined before the show and had drinks after the show.”

“Had lunch at the burger place on Main and walked around town.”

“Stayed overnight at Hotel Nyack – walked around and shopped.”

“Dinner at Bangkok Station.”

“Dinner at Bistro – was great.”

“We wanted to, but we had to get the grandkids home.”

**This past Festival, we focused on expanding our sponsor and marketing partnerships by lowering participation fees to encourage broader engagement. The strategy proved successful, with nearly 50 new sponsors joining at levels ranging from \$350 to \$5,000 – most at \$350. Many were Rockland-based small businesses, reflecting strong regional support.**

**At the same time, several Nyack retail and hospitality businesses declined sponsorships, citing economic strain—comments such as “we have no money,” “it’s been a rough year,” and “we’re rethinking our sponsorships” underscore the ongoing challenges facing local businesses. This reinforces how critical the Festival’s tourism and audience spending are to sustaining and building the downtown economy.**

A key portion of our marketing is visiting the Village of Nyack – “escape the city – come to beautiful Nyack only 24 miles away!” – Everyone benefits from this type of PR – sponsors and struggling non-sponsors.

The Festival is designed with a single performance on each day, this encourages festival attendees to stay overnight and take in the next day’s performances.

**Description of Target Audience:**

Priority 1: Performing Arts audiences from the NY Metro area – reach by social media paid advertising and we host several companies and artists from this area and each has a following that will make the visit to Nyack. Additionally, if budget allows, we will deploy email marketing to this demographic by geography and behavior.

Priority 2: Tri-state audiences North Jersey, Connecticut and NY State – targeted by paid social media.

Priority 3: People who want to visit the Hudson Valley area during the fall foliage time – targeted by paid social media.

**Does your request include a collaboration with another organization? Yes\_\_\_ No xx**

**If so, what is the name of the organization and the nature of your collaboration?**

  
\_\_\_\_\_  
Signature

11-15-2025  
\_\_\_\_\_  
Date

NYACK TOURISM PROJECT PLAN, GRANT BUDGET AND MEDIA PLAN (APPENDIX A) 2026 (Round 6)

Project Title: Phoenix Festival: Live Arts in Nyack 2026

Contact Name/Cell Phone: Craig Smith 917-717-1617

Project Plan (outline major milestones, costs not covered by Nyack Tourism Grant)	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26	COST
creatives for soxial media campaigns - videos / graphics						3000	3000						\$ 6,000.00
lawn signs, posters, flyers, playbills							1000	2500	3000	3500			\$ 10,000.00
PR - services- press release - story pitchets						1500	500	500					\$ 2,500.00
deploy scocial media - googel ad words							3000	5000	5000	2000			\$ 15,000.00
radio spots									1000	3000			\$ 4,000.00
venue rental / equip rental / props / lights					3000		1000	3000	3000	4000			\$ 14,000.00
Aftrtist fees Tech Fees / administration fees / travel			500	500	500	500	500	5000	6000	8500			\$ 22,000.00
TOTAL													\$ 73,500.00
MEDIA PAID FOR BY GRANT	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26	COST
Printed Media (Flyers, Posters, etc.) incl. Design - Cost:	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		0`	\$ -	\$ -	\$ -	\$ -	\$ -
Paid advertieing social media	\$ -	\$ -	\$ -	\$ -	\$ -			\$ 4,000	\$ 2,000	\$ 1,000	\$ -	\$ -	\$ 7,000
Radio media (:30 second audio ads) - Cost: Rado sponsorships - ads	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
PR/Press release/outreach - cost: Story pitches by PR company to regional ews outlets - interviews,	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Other Marketing Costs: Details:	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -

Total \$ 7,000



## **2026 Nyack Tourism Grant Application (Round 6)**

**Date:** 11/21/25

**Project Organizer Name:** Naomi Camilleri / Playful Yogi Space

**Address:** 42 Main Street, Nyack, NY 10960

**Contact Name:** Naomi Camilleri

**Title:** Owner, Playful Yogi Space

**Phone:** Business: 845-535-1384 Cell: 845-216-4939

**Email:** info@playfultyogi.space

**Name of On-Site Event Manager (if applicable):**

**Phone:**

**Project Title:** Rockland YogaFest 2026 in Memorial Park

**Amount Requested:** \$5500

Please attach a separate sheet – Addendum A - with a project plan, grant budget and media buy

**Grant purpose:** Grant funds will be used to promote the second annual Rockland YogaFest in Nyack's Memorial Park in September, 2026. I launched the first Rockland YogaFest on September 20, 2025, and it was a great success for a first-time public event. We had hundreds of people come to Memorial Park from all over Rockland and the greater Hudson Valley and practice yoga together throughout the day with well-known local yoga instructors. We had 30 health and wellness vendors selling their wares and services, and received very positive feedback about the event from all the vendors. We expect to have even more vendors next year as the word spreads. We had a couple of food trucks, but would like to have a few more next year. The feedback from attendees was overwhelmingly positive, in fact we got numerous requests to do it more than once a year (some asked for it every weekend!). We were blessed with beautiful weather and intend to continue to hold the YogaFest every September if we can. ☺

**Project Organizer Background:** I am a Rockland County native, a yoga teacher for 13 years and a yoga studio owner for 9 years (6 in Nyack). I have organized multiple large-scale public events in the past. I have extensive contacts in and around Rockland County that I can draw on for support for the event.

**Project Organizer's Personal Bio (Briefly describe your applicable experience and resources to produce this project, attaching a resume, past project information or other documentation as appropriate)**

I was born in Palisades in 1971, and lived there until I was 11, when my family moved to Massachusetts. I returned to Rockland in 1997 and have lived here ever since, in Nyack, New City and now in Piermont. Rockland is my home and I love it very much. I became a certified yoga teacher in 2013 and have devoted myself completely to the craft of teaching yoga since then, doing numerous trainings including advanced study in India in 2016. I believe wholeheartedly in the power of yoga to heal on every level, and I love to spread the practice to others. I opened my first yoga studio in 2017 in Orangeburg and then opened a second location in Nyack at 42 Main Street in 2019. I had to close both locations during the pandemic and eventually could only reopen in Nyack. I have since focused on building back the business and have been fortunate to be able to expand in 2024, adding a hot studio and our own bathrooms and showers as well as a large lobby and retail area. Playful Yogi Space has steadily grown and is now a thriving community hub with numerous classes daily in both studio rooms, including Kids Yoga, Chair Yoga and Aerial Yoga. We have also added teacher training programs and continue to grow as a yoga school. Before devoting myself to yoga, I worked in non-profit for a few years, working with the Rockland Farm Alliance as Executive Director, supporting local farming in Rockland. We launched the Cropsey Community Farm in New City, where I oversaw educational programs for schools throughout Rockland, and headed up many large events and fundraisers. Before that I worked in the corporate world in web marketing, graphic design and software/tech translation.

As mentioned above I have an extensive network of knowledgeable people who I can draw upon for support for events, including highly experienced and well-known yoga teachers from Rockland and the greater Hudson Valley. I am a musician in a local rock band and having grown up in the musical community in Rockland (my father was a professional jazz musician), I also have extensive contacts with musical artists to support events. I engaged Mark Mangan to run the logistics in the park last year, and will absolutely do so again as Mark knows everyone and how to get it done!

Last year's YogaFest was by all measures a huge success, and I have no doubt it will be even bigger next year, with more vendors, food trucks and people coming from all over to lay out their mats and do yoga under the open sky, led by highly trained and deeply experienced local instructors.

**Description of Event/Experience in detail:**

The 2025 Rockland YogaFest was on September 20th from 9am to 5pm. We thankfully had a beautiful day, blue skies and warm temperatures. We had a main yoga area in the middle of the park where our headline instructors each led a 45-minute class throughout the day, with a 15-minute transition in between. Many who came in the morning stayed the entire day! We also had 4 other "shalas" (yoga practice areas), one for Kids and Family Yoga, and three others for smaller groups offering meditation, breath work, or a specialized focus. We even had Laughter Yoga! We had a local landscape architect build a beautiful mindfulness labyrinth. We had 30+ vendors offering health and wellness wares or services, including Reiki, card readings and massage. We had other yoga studios and yoga organizations representing, and we enjoyed a performance in the middle of the day by Fogul Azul, a Brazilian all-female drumming group. We had a few food trucks but would love to have more options next year, especially a vegan food truck and an Indian food option, both of which I have already connected with and are on board.

We had sound healers offering soothing sound baths throughout the day, and we closed with a guided meditation led by myself. The response was overwhelmingly positive; many requested we do it more than once a year (some asked for every weekend!). I envision even more people coming next year, more families, bringing picnics and spending the day.

**Description of expected outcome - *be especially specific regarding the following aspects:***

The YogaFest brought in people from outside the immediate community, and they frequented local restaurants and shops, adding revenue to the local businesses. Someone told me that they saw people walking all over Nyack with yoga mats under their arms, so they clearly spread out and supported our local business community!

Our team of instructors is diverse and reflects the Nyack population and beyond. We are inclusive to all and invite folks of all ages, backgrounds and abilities to join and move their bodies. There were many instances of older folks or those with limited mobility participating in what was possibly their first yoga practice ever.

Nyack's Memorial Park is the perfect setting for the YogaFest, with its wide-open field and extraordinary view of the river. In yoga we do sun salutations to warm up the body, ideally facing east as the sun rises. Seeing hundreds of people do this together, facing the river as the sun rose in the sky, was quite literally breathtaking.

As the Rockland YogaFest becomes more widely known I believe people will look forward to the annual event and will plan to come spend the day in Nyack, and perhaps even travel to Nyack from further away and stay overnight. I have no doubt that the Fest will add revenue to the local commerce.

Though we only had a few sponsors this first year, I expect to have many more for next year, and have already begun to draw on the local businesses and non-profits that want to align with our inclusive message of togetherness: **Love in CommUnity!**

***\* Increase revenues in the Nyack business community, especially hotels, shops, restaurants and personal service***

***\* Increase overnight stays in the Village***

***\* Reflect the diversity of the Village, promote entrepreneurship and social inclusion***

***\* Leverage Village assets (walkable downtown, waterfront, parks, etc.)***

***\* Create repeatable and sustainable activities***

***\* Involve cooperation of businesses and non-profits in the Village.***

**Description of Target Audience:** Anyone who practices yoga, has practiced yoga or has an interest in or curiosity about yoga, movement, health and wellness, of all ages. We offer Kids Yoga and mindfulness classes at the YogaFest, and we were so happy to see many older folks joining us and experiencing the benefits of moving their bodies and breathing in fresh air on a beautiful day on our glorious waterfront. **It is an event truly for all ages and abilities, very family friendly, and we hope to attract even more people from all over the Hudson Valley, Bergen County and even into the greater NYC metro area.**

**Does your request include a collaboration with another organization? Yes\_X\_\_ No\_\_**

**If so, what is the name of the organization and the nature of your collaboration?**

Playful Yogi Space invited all the other yoga studios in Rockland County to collaborate and participate in the YogaFest to show unity amongst the yoga community. The other participating yoga studios are District Hot Yoga (locations in Nyack and New City), Jamie Surya Yoga Studio (locations in Piermont and Stony Point) and Peace in Piermont (located in Piermont). This

collaboration worked out very well, as all the collaborating studios helped to spread the word to their network and following, vastly increasing the exposure of the event to the target audience. We anticipate a similar collaboration for the 2026 YogaFest.



\_\_\_\_\_  
Signature

\_\_\_\_11/21/25\_\_\_\_

Date

## **NYACK TOURISM GRANT APPLICATION**

For Internal Use Only -- Application checklist

- ( ) Completed application received, DATE: \_\_\_\_\_
- ( ) TGRC review and recommendation, DATE: \_\_\_\_\_ SCORE: \_\_\_\_\_ AWARD: \$ \_\_\_\_\_
- ( ) Village Board awarded grant, DATE: \_\_\_\_\_ AWARD: \$ \_\_\_\_\_
- ( ) Insurance certificate reviewed/approved/attached
- ( ) Hold harmless agreement signed by applicant, attached.
- ( ) Final project report received, DATE: \_\_\_\_\_



**NYACK TOURISM PROJECT PLAN, GRANT BUDGET AND MEDIA PLAN (APPENDIX A) 2026 (Round 6)**

**Project Title: Rockland YogaFest 2026 in Memorial Park**

**Contact Name/Cell Phone: Naomi Camilleri/845-216-4939**

[illegible]

Total	\$	5,500
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## **2026 Nyack Tourism Grant Application (Round 6)**

**Date:**

**Project Organizer Name:** Rivertown Film Society

**Address:** 58 Depew Avenue, Nyack, NY 10960

**Contact Name:** Matthew Seig

**Title:** Executive Director

**Phone:** 914-260-9568

**Email:** mwseig@verizon.net

**Name of On-Site Event Manager (if applicable):** Matthew Seig

**Phone:** 914-260-0569

**Project Title:** Film Screening: "Losing Ground"

**Amount Requested:** \$1,000

Please attach a separate sheet – Addendum A - with a project plan, grant budget and media buy

**Grant purpose:**

Presenting the film, Losing Ground, (1982) by Kathleen Collins, at the Nyack Center on Wednesday, February 25.

Losing Ground was one of the very first films made by a Black woman filmmaker in the United States. It was made in New York City, Piermont, Haverstraw, and Nyack. The filmmaker, Kathleen Collins, lived in Piermont and Nyack and her two children, Nina and Emilio, attended Nyack Schools. They with both be present to discuss their mother and her work.

150 people are anticipated to attend.

**Project Organizer Background:**

Rivertown Film Society was founded in 2001 to celebrate and explore the art of the motion picture in a county that did not have an art house movie theater. Since 2001 it has presented over 550 programs, over 200 of them included the participation of a filmmaker. Since 2008 Rivertown Film has received funding from the Rockland County Legislature for providing cultural services, and since 2010 it has received funding from the New York State Council on the Arts. In 2024 it received an award for Arts Leadership from the Arts Council of Rockland. In 2024 and 2025 it has received funding from the Village of Nyack through the Nyack Tourism grant.

**Project Organizer's Personal Bio (Briefly describe your applicable experience and resources to produce this project, attaching a resume, past project information or other documentation as appropriate)**

Matthew Seig has been Executive Director of Rivertown Film Society since 2005. He helped form its first board of directors, incorporated it as a 501c3, and brought in its first sponsors, State Arts Council grants, and funding from Rockland County. He has been a life-long programmer of art-house, festival, and community film exhibitions. After fifteen years as a Media Specialist at New York Foundation for the Arts, he retired in 2025. At NYFA he used his decades of experience as a film producer, director, exhibitor, and media licensor in his role advising filmmakers on fundraising, festival and distribution strategies, and career development. For New York Foundation for the Arts and with support from the National Endowment for the Arts, he produced a series of short video interviews conducted by New York Film Festival Director Eugene Hernandez with prominent filmmakers speaking on the subject of building audiences. Until 2019 he managed a library of copyrights that included those belonging to producer/director Robert Altman. He helped establish the Robert Altman Archive at the University of Michigan, and edited a book about Altman's life and films published by Abrams Books. He is the director and/or producer of over a dozen films, both documentary and narrative, for theatrical release, television, and home video. A resume is attached.

**Description of Event/Experience in detail:**

Rivertown Film will celebrate Black Nyack filmmaker, Kathleen Collins (1942-1988), best known for *Losing Ground*, released in 1982 and being shown in this program. *Losing Ground* was shown once on PBS and screened at Irvington's Town Hall Cinema and in the Museum of Modern Art's Cineprobe series, then never seen again until Kathleen Collins's daughter Nina began organizing her mother's writing and restoring her films. In 2015, *Losing Ground* was the opening night film at the prestigious and groundbreaking film series "Tell it like it is: Black Independents in New York, 1968-1986" along an earlier film by Collins, *The Cruz Brothers and Miss Malloy*. *Losing Ground* was immediately acknowledged as an important discovery, both for its artistry and for being one of the very first feature films to be directed by a Black woman. Its screenings at Lincoln Center were sold out and it immediately received its first theatrical run, decades after it was made. In *The New Yorker*, Richard Brody called it "a nearly lost masterpiece." It subsequently played in theaters all over the United States and throughout the world. Kathleen Collins was a resident of Piermont and Nyack, and her films were shot in the river villages. Her children Nina and Emilio went to Nyack Public schools.

In 2022, during Covid, Rivertown Film Society screened both films by Kathleen Collins in its "virtual theatre." These were the very first time these films were ever shown in Rockland County – even though they were made here by a filmmaker who lived here. Immediately after this, *Losing Ground* was shown once in the Orangeburg Library. These are the only times the film

has been shown in the directors' home county, and the only time Kathleen Collins has received local recognition at all.

The screening of *Losing Ground*, on February 25, 2026, will be attended by Kathleen Collins children, Nina and Emilio, who grew up in Nyack, as well as others who were involved in her filmmaking.

Rivertown Film Society turns 25 years old in 2026, an anniversary that will be acknowledged in a series of special events over the year. *Losing Ground* will be the first of these special events.

Local County Legislator, Beth Davidson, has offered to issue a proclamation from the County Legislature commemorating Kathleen Collins and her achievements.

Rivertown Film will ask local and county history organizations to be Community Partners in this event. It will be widely promoted in our region as a long overdue acknowledgment of the accomplishments of this neglected Nyack resident.

\*This screening of *Losing Ground* will increase awareness of Nyack as an historically interracial community and home to many significant filmmakers.

\*Like the characters in the film itself, it will promote Nyack as the home of Black artists and intellectuals.

\*It will strengthen the position of Rivertown Film Society as a presenter of films that represent the entire community and its history.

\*It will attract film lovers from the region, including New York City, and expose them to Nyack.

\*It will involve other organizations in the county that are interested in local history and the achievements of local Black residents.

#### **Description of Target Audience:**

The audience for this program includes residents of Nyack and Piermont (the homes of Kathleen Collins), other residents of Rockland County, and people interested in independent films and Black films and filmmakers who will come to this program from around our region, including New York City.

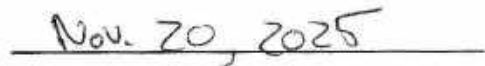
**Does your request include a collaboration with another organization? Yes\_x\_\_ No\_\_**

**If so, what is the name of the organization and the nature of your collaboration?**

Rivertown Film has not reached out to anyone yet, but we will contact The Historical Society of the Nyacks, The Historical Society of Rockland County, The Nyack NAACP, and The Gordon Center for Black Culture and Arts. Rivertown Film has worked on programs with all of these organizations in the past.



Signature



Date

# **NYACK TOURISM GRANT APPLICATION**

## For Internal Use Only -- Application checklist

- ( ) Completed application received, DATE: \_\_\_\_\_
- ( ) TGRC review and recommendation, DATE: \_\_\_\_\_ SCORE: \_\_\_\_\_ AWARD: \$ \_\_\_\_\_
- ( ) Village Board awarded grant, DATE: \_\_\_\_\_ AWARD: \$ \_\_\_\_\_
- ( ) Insurance certificate reviewed/approved/attached
- ( ) Hold harmless agreement signed by applicant, attached.
- ( ) Final project report received, DATE: \_\_\_\_\_

## NYACK TOURISM PROJECT PLAN, GRANT BUDGET AND MEDIA PLAN (APPENDIX A) 2026 (Round 6)

Project Title: Film Screening: Losing Ground

Contact Name/Cell Phone: Matthew Seig 914-260-9568

Project Plan (outline major milestones, costs not covered by Nyack Tourism Grant)	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26	COST
Venue rental		275											\$ 275.00
AV equipment and tech		150											\$ 150.00
Film Rental		300											\$ 300.00
Misc (insurance, internet, etc.)	50	50											\$ 100.00
speaker honorarium		300											\$ 300.00
Videographer		150											\$ 150.00
Printing	200												\$ 200.00
design of printed materials	300												\$ 300.00
TOTAL													\$ 1,775.00
MEDIA PAID FOR BY GRANT	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26	COST
<b>Printed Media (Flyers, Posters, etc.) incl. Design - Cost:</b>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Details: online and social media graphics	\$ 200												\$ 200
<b>Paid Social Media Campaign - Cost:</b>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Details: advertizing	\$ 100	\$ 150											\$ 250
<b>Radio media (:30 second audio ads) - Cost:</b>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Details:													
<b>PR/Press release/outreach - cost:</b>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Details: writing and distribution	\$ 300												\$ 300
<b>Other Marketing Costs:</b>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Details: printing	\$ 250												\$ 250

Total \$ 1,000

## **Matthew Seig**

58 Fourth Avenue • Nyack, NY 10960 • 914-260-9568 • mwseig@verizon.net

### **Arts Administration**

**2004 – Present.** Executive Director, Rivertown Film Society, Nyack, NY. Limited hours. Oversight of a 25-year-old arts organization. Began corporate sponsorship program, secured the organizations first sponsorships, foundation grants and government funding, built board of directors, incorporated as a nonprofit 501c3.

**2009 – 2024.** Media Specialist, New York Foundation for the Arts. limited hours. Consultant to NYFA on programs for filmmakers, and to filmmakers and media artists in NYFA programs. Organize educational and professional development events for media artists.

**2024 – 2025.** Consultant, NYFA Coaching and Consulting. Provided individualized consultations and career advice for media artists.

### **Motion Picture Exhibition and Programming**

**2004 – Present.** Programmer, Rivertown Film Society. Manage programming committee to present regional premiers of specialized films and films by local filmmakers. Guests have included Mary Harron, John Sayles, Al Maysles, Melvin Van Peebles, Alex Gibney, Barbara Kopple, Jonathan Demme, James McBride, Ellen Burstyn, Sam Pollard, Sara Driver, Nancy Buirski, Robert Breer, and more than 200 others.

**Other.** Feature Film Programmer, Director of Programming, Pioneer Theater, a commercial art house in NYC (2000–2003). Opened dozens of indie films for their first theatrical runs in NYC, as well as other first and second run feature films. Guests included Steve Buscemi, Robert Altman, Peter Bogdanovich, Tamara Jenkins, Beth B., Richard Hell, and many others. Reel NY (WNET) Advisory Board (2003–2008). Black Bear Film Festival (Milford, PA, 2006–2010)

### **Media Assets and Intellectual Property Management**

**2006 – 2019.** Vice President, Sandcastle 5 Productions, Inc. Exclusive representation of Robert Altman's copyrights for commercial use. Negotiated the establishment of the Robert Altman Archive at the University of Michigan, and transfer of television and motion pictures and their elements to UCLA Film and Television Archive.

### **Publishing**

**2014.** Editor of *Altman*, written by Kathryn Reed Altman and Giulia D'Agnolo Vallan, with an introduction by Martin Scorsese. Essays by Lily Tomlin, Jules Feiffer, Julian Fellowes, E. L. Doctorow, Kurt Vonnegut Jr., Pauline Kale, Roger Ebert, and others. Published by Harry N. Abrams. 336 Pages.



THE  
NEW YORKER

## LOST AND FOUND

*Kathleen Collins's 1982 feature gets its first release at Film Society of Lincoln Center.*

By Richard Brody

*Duane Jones and Seret Scott appear in the rarely screened, newly restored independent film "Losing Ground." Courtesy Milestone Films*

"Tell it like it is: Black Independents in New York, 1968-1986" (Film Society of Lincoln Center, Feb. 6-19) is more than just a cinematic feast; it's a revelation. The film that opens the series, Kathleen Collins's "Losing Ground," from 1982, will play for a week, making up for the fact that it has never had a theatrical release. The movie is a nearly lost masterwork. It's the only feature that Collins—who died in 1988, at the age of forty-six—made. Had it screened widely in its time, it would have marked film history.

Collins, who had a master's degree in French literature, was a film professor at City College of New York, and the movie is centered on the fault lines of her academic and artistic passions. It's about a middle-class black couple, Sarah (Seret Scott), a young professor of philosophy who's writing a treatise on aesthetics, and her husband, Victor (Bill Gunn), an older artist who has just sold a painting to a major museum. At his behest, they spend the summer in a village in upstate New York, where he's fascinated by the landscape, the light, and the Puerto Rican women who live there—especially Celia (Maritza Rivera), who becomes the subject of his art and the object of his attention. Meanwhile, Sarah, whose own work is stifled in the rustic setting, returns to the city to act in a film student's senior project, a dance-centered movie in which she's paired with a suave and sympathetic middle-aged actor (Duane Jones).

Though Collins was a civil-rights activist in the early sixties, she never even glances at practical politics in "Losing Ground." Rather, she traces the private scars of history in artists' lives and work, and that subject opens the film, via Sarah's classroom lecture on the wartime origins of French existentialism. The passionate romance of mismatched equals, Sarah's intellectual confidence, and even her identity shudder under unresolved conflicts of race and gender. In Collins's vision, the life of a black person—in particular, of a black woman—is a perilous existential adventure.

Collins's calm, analytical compositions, with their bright colors and lambent light, form lyrical tableaux that highlight the actors' vulnerable intimacy. Scott's taut, balletic poise lends Sarah's crisis a quiet agony, and Gunn (who died in 1989) is aptly persuasive in the role of a determined artist: he, too, was a great director, whose films "Ganja and Hess" (Feb. 7-8) and "Personal Problems" (Feb. 7 and Feb. 10) will be screened in the series.



Voice-over recitations of an essay of Sarah's about the roots of art in ecstatic experience illuminate both the character's philosophical energy and Collins's artistic quest. She films with a transformative simplicity, reminiscent of the style of Roberto Rossellini, unfolding daily activities with forthright beauty and didactic clarity. The film-within-a-film sequences in which Sarah dances are among the best musical numbers in the modern cinema. Collins has made, in effect, a musical with no fantasy but plenty of imagination. "Losing Ground" plays like the record of a life revealed in real time. ♦



*Richard Brody began writing for The New Yorker in 1999, and has contributed articles about the directors François Truffaut, Jean-Luc Godard, and Samuel Fuller. He writes about movies in [his blog](#) for newyorker.com. He is the author of ["Everything Is Cinema: The Working Life of Jean-Luc Godard."](#) [Read more »](#)*

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## **2026 Nyack Tourism Grant Application (Round 6)**

### **Rockland County Jazz & Blues Society**

**Date:** November 17, 2025

**Project Organizer Name:** Rockland County Jazz & Blues Society (RCJBS)

**Address:** 215 Elm Street, Nyack, NY

**Contact Name:** Richard Sussman

**Title:** President

**Phone:** (914) 659-9886

**Email:** [richard.rcjbs@gmail.com](mailto:richard.rcjbs@gmail.com), [richard@richardsussmanjazz.com](mailto:richard@richardsussmanjazz.com)

**Name of On-Site Event Manager (if applicable):** Richard Sussman

**Phone:** (914) 659-9886

**Project Title:** Nyack Jazz Week and additional jazz & blues concerts at various Nyack venues throughout the year.

**Amount Requested:** \$ 6,825

Please attach a separate sheet – Addendum A - with a project plan, grant budget and media buy.

**Grant purpose:** The purpose of this grant would be primarily to help us market and promote the various concerts which will be part of Nyack Jazz Week, as well as additional jazz concerts in Nyack throughout the year. We've been producing Nyack Jazz Week and concerts at Nyack Library and other venues for over 15 years. Typically, we promote our events through e-blasts, posters distributed throughout Nyack and the region, print ads, and radio spots. We feel it's essential to spend more money on marketing to extend our audience to include people from Westchester, New York City, New Jersey, and Connecticut. We were able to place an ad for Nyack Jazz Week 2025 on WBGO (New York City's jazz radio station). We believe this resulted in a significant increase in the size of the audience. This grant would help us maintain the highest possible artistic level while keeping ticket prices low.

**Project Organizer Background:** The Rockland County Jazz & Blues Society is a non-profit organization first established in 1985 with the goal of producing jazz and blues concerts and educational events in Nyack and throughout Rockland County. It was taken over by Richard Sussman and new board members in 2008 with a mission of enhancing the quality and quantity of concerts produced. The centerpiece of RCJBS programs has always been Nyack Jazz Week, which is a weeklong festival at the end of the summer, featuring jazz and blues concerts every night of the week with different artists at different venues in Nyack. Over the past 15 years RCJBS has produced many concerts and concert series at various venues including the Nyack Library, the Henry Hudson House, Union Arts Center (in Sparkill), Maureen's Jazz Cellar, and Black Parakeetz.

The RCJBS board has consistently included professional jazz musicians with the experience and connections necessary to produce these concerts. Our goal has been to present the highest quality of New York City jazz artists, including those such as Joe Lovano, Donny McCaslin, Arturo O’Farrill, Fred Hersch, Joe Locke, Mike Stern, Cedar Walton, Kenny Barron, John Patitucci, Houston Person, and many others.

**Project Organizer’s Personal Bio (Briefly describe your applicable experience and resources to produce this project, attaching a resume, past project information or other documentation as appropriate).** See attached. \_\_\_\_\_

**Description of Event/Experience in detail:** As described above, Nyack Jazz Week is a weeklong festival featuring different artists at different venues every night of the week in Nyack. Our local audiences get to experience the highest quality jazz music without having to deal with the commute, parking, and high-ticket prices necessary for attending concerts in New York City. Since partnering with Maureen’s Jazz Cellar, Nyack Jazz Week is now scheduled to include Maureen’s Sunday afternoon outdoor free jazz festival.

**Description of expected outcome - *be especially specific regarding the following aspects:***

***\* Increase revenues in the Nyack business community, especially hotels, shops, restaurants and personal service***

***\* Increase overnight stays in the Village***

***\* Reflect the diversity of the Village, promote entrepreneurship and social inclusion***

***\* Leverage Village assets (walkable downtown, waterfront, parks, etc.)***

***\* Create repeatable and sustainable activities***

***\* Involve cooperation of businesses and non-profits in the Village.***

Our expected outcome for Nyack Jazz Week and additional concerts is to provide attendees with an enjoyable and rewarding musical experience which will result in personal aesthetic growth.

Revenues will be produced at the various venues through ticket prices, food, and beverage expenses. Since our shows generally start at 7, 8, or 9:00, many people will come early to have dinner at one of Nyack’s many fantastic restaurants. With proper marketing some could choose to come to a Saturday night show at Maureen’s and stay overnight to attend a Sunday afternoon concert or street fair. We hope that by coming to a jazz concert in Nyack, more people will become aware of Nyack’s great restaurants, antique stores, parks, and other attractions, making Nyack a cultural destination for many within the tristate area. Various music groups will be in different styles and frequently include local musicians, thus reflecting the diversity of the Village. These concerts have been provided annually for many years, and we hope that this will continue through effective marketing.

**Description of Target Audience:** Our target audience includes music lovers of all ages from Rockland, Westchester, and Bergen counties. With proper marketing we can also attract audiences from New York City, New Jersey, and Connecticut.

**Does your request include a collaboration with another organization? Yes\_x\_\_ No\_\_**

**If so, what is the name of the organization and the nature of your collaboration?**

RCJBS has been collaborating with Maureen’s Jazz Cellar since 2022 to present jazz concerts with shared expenses. Maureen’s has become our primary venue within Nyack. It is a friendly and comfortable venue with a great piano, fantastic acoustics, and a good pizza and Italian bar menu, located at the corner of Main Street and Broadway in Nyack. We also collaborate on expenses for Maureen’s Sunday afternoon outdoor free jazz fest, which is now included as part of Nyack Jazz Week.

Richard Sussman

Signature  
RCJBS President

Nov. 17, 2025

Date

# **NYACK TOURISM GRANT APPLICATION**

## For Internal Use Only -- Application checklist

- ( ) Completed application received, DATE: \_\_\_\_\_
- ( ) TGRC review and recommendation, DATE: \_\_\_\_\_ SCORE: \_\_\_\_\_ AWARD: \$ \_\_\_\_\_
- ( ) Village Board awarded grant, DATE: \_\_\_\_\_ AWARD: \$ \_\_\_\_\_
- ( ) Insurance certificate reviewed/approved/attached
- ( ) Hold harmless agreement signed by applicant, attached.
- ( ) Final project report received, DATE: \_\_\_\_\_

NYACK TOURISM PROJECT PLAN, GRANT BUDGET AND MEDIA PLAN (APPENDIX A) 2026 (Round 6)

Project Title: Nysck Jazz Week & Additional Concerts

Richard Sussman/(914) 659-9886

Project Plan (outline major milestones, costs not covered by Nyack Tourism Grant)	Jan-26	#####	Mar-26	Apr-26	May-26	Jun-26	Jul-26	#####	Sep-26	Oct-26	#####	Dec-26	COST	FINANCE SOURCE
Rockland County Grant														Rock Co Grant
Ticket Sales				750		500			1,400				\$ 2,650.00	Ticket Sales
Artist Fees				1,500		1,200			7,000				\$ 9,700.00	Rock Co Grant
Venue Fees				750		600			850				\$ 2,200.00	Rock Co Grant
Outside Festival Fees									3,000				\$ 3,000.00	Rock Co Grant
Marketing Campaign: Printed Media, Radio Media (WBGO), Email Blasts													\$ 6,825.00	Nyack Tourism
TOTAL													\$ 24,375.00	
MEDIA PAID FOR BY GRANT	Jan-26	#####	Mar-26	Apr-26	May-26	Jun-26	Jul-26	#####	Sep-26	Oct-26	#####	Dec-26	COST	
Printed Media (Flyers, Posters, etc.) incl. Design - Cost: Details: Flyer Design, Printing, Distribution	\$ -	\$ -	\$ -	\$500	\$ -	\$ 500	\$ -	\$ -	\$950	\$ -	\$ -	\$ -	\$ 1,950	
Paid Social Media Campaign - Cost: Details:	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Radio media (:30 second audio ads) - Cost: Details: Radio Ad WBGO	\$ -	\$ -	\$ -	\$1,800	\$ -	\$ -	\$ -	\$ -	\$1,800	\$ -	\$ -	\$ -	\$ 3,600	
PR/Press release/outreach - cost: Details:	\$ -	\$ -	\$ -	\$250	\$ -	\$ 250	\$ -	\$ -	\$ 250	\$ -	\$ -	\$ -	\$ 750	
Other Marketing Costs: Details: Email Blasts	\$ -	\$ -	\$ -	\$150	\$ -	\$ 150	\$ -	\$ -	\$ 225	\$ -	\$ -	\$ -	\$ 525	

Total	\$ 6,825
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## **RICHARD SUSSMAN**

215 Elm St  
Upper Nyack, NY 10960  
(845) 358-9060

### **Composer/Pianist/Synthesist/Educator**

#### **Education:**

Undergraduate Studies at Swarthmore College, Juilliard  
1983: B.A., Music – Empire State College  
1985: M.M., Jazz Composition – Manhattan School of Music  
1970-2000: Jazz Piano Studies with: Bernard Peiffer, Roland Hanna, Mike Longo, Richie Beirach.  
Composition/Arranging Studies with: Ludmilla Ulehla, Hall Overton, Mike Abene, Don Sebesky, Manny Albam, Mike Gibbs.

#### **Professional Teaching Experience:**

1986-88: Manhattan School of Music Summer Jazz Programs:  
Taught Jazz Theory, Improv, Coached ensembles, etc.  
1987-2023: Jazz Composition Faculty, Manhattan School of Music, New York City  
Duties/Responsibilities:  
Taught private lessons in Jazz Composition, Arranging, and Jazz Piano.  
Designed curriculum for and taught the following classroom courses:  
Jazz Styles and Analysis (Graduate)  
Improv Classes (All Levels)  
Jazz Composition and Arranging (Undergraduate and Graduate)  
Coached Ensembles (All Levels)  
1989-2014: Manhattan School of Music:  
Designed Curriculum and Degree Program for Major in Electronic Music & Technology at request of then VP of Development, Chris Hammond. The program was approved by President Peter Simon but was dropped and never implemented after Dr. Simon's dismissal from the school.  
1990-2023: Manhattan School of Music:  
Developed and managed all MIDI/Recording Studios for jazz and classical students.  
Developed 6-semester (Undergraduate – Graduate) curriculum for and taught classes in MIDI/Synthesis and Contemporary Studio Recording Techniques.  
2009-2014; SUNY Purchase  
Taught private lessons and master classes in the Studio Composition Department.

#### **Books Published:**

2012: "Jazz Composition and Arranging in the Digital Age" (with co-author Michael Abene), Oxford University Press.  
2014: "Jazz Theory and Improvisation" (translated to Mandarin for the Chinese market), Shanghai Music Publishing House.

#### **Performance Experience - Pianist/Keyboardist/Composer/Arranger with:**

1968-69: Elephants Memory (NYC based jazz-rock band)  
1970-71: Grootna (San Francisco based rock band)  
1976: Buddy Rich Big Band  
1977-78: Lionel Hampton Big Band  
1979-80: Lee Konitz Nonet  
1984-86: Blood, Sweat, & Tears  
1988-90: Steve Slagle/Dave Stryker Sextet  
1993-96: Donna Summer  
1976-present: Leader of jazz duos, trios, quartets, & quintets performing original music  

- Performances with the following artists:  
Houston Person; Sonny Fortune; Randy Brecker; Dave Liebman; Steve Turre; Dick Oatts; David Sanborn; George Benson; Carly Simon; Marty Balin; Cleo Laine; Roland Vasquez; Anita O'Day; Chris Conner; Country Joe McDonald; Anthony & The Imperials
- Shows: Jesus Christ Superstar; Oh! Calcutta  
MIDI Programming for "Broadway Swing"

**Writing Experience - Jazz/Big Band/Orchestral Compositions/Arrangements:**

- 1984: Tribute to Fletcher Henderson - Commissioned by Dean Pratt.  
 1984: Meet the Composer Grant.  
 1987: Suite for Jazz Band & Orchestra #1 (NEA Grant).  
 1991: Suite for Jazz Band & Orchestra #2 (NEA Grant).  
 2002: Metamorphosis for Piano - For Soundclock 9/11 Memorial Concert at Merkin Hall, NYC.  
 2003: "Dialogue for Jazz Band & Orchestra" for Manhattan School of Music Jazz Philharmonic.  
 Commissioned by MSM and the Commission Project, premiered May 15, 2003.  
 2006: "Dialogue for Jazz Band & Orchestra" performed and recorded by Metropole Jazz Orchestra, the Netherlands.  
 2006-08: Big Band Jazz arrangements commissioned by West Chester Jazz Orchestra.  
 2008: Winner of 2008 ASCAP Jazz Commission honoring jazz legend Hank Jones. Subsequent composition of "Ivories Tower" for big band, expanded to Jazz Philharmonic, performed & recorded by the Metropole Orchestra in 2009.  
 2008: "Prevolution" for Jazz Soloist, Rhythm Section, Strings, and Electronics.  
 2009-16: Arrangements for Metropole Orchestra.  
 2010: "All Will Be Revealed" – For Piano and String Quartet, premiered by the Sirius Qt, MSM, NYC, April 2010.  
 2013: "Convergence B" for Orchestra, premiered June 2013 by the American Composers Orchestra.  
 2014: "Cicada Love Dance" for String Quartet, Piano, and Electronics (Commissioned by Martha Mooke), premiered at the Cutting Room, NYC, Feb 2014.  
 "Trio For Violin, Piano, and Laptop" (Commissioned by Kathleen Supove and Jennifer Choi), premiered at Barge Music Festival, NYC, September, 2014.  
 "Spirit Guide" (Commissioned by Jenny Q Chai), premiered Havana, Cuba, Oct., 2014.  
 2015: "Suite for Jazz Quintet, String Quartet, and Electronics" – premiered December, 2015, Symphony Space, NYC (Funded by Chamber Music America New Jazz Works Grant).

Additional compositions and arrangements for Lionel Hampton, Blood Sweat & Tears, Randy Brecker, Dean Pratt, Mel Lewis, Manhattan School of Music, Hank Jones, Metropole Orchestra (Amsterdam), WDR Jazz Big Band (Cologne), others.

Numerous dance, show, and studio arrangements for various commercial acts and recording sessions.

**Writing Experience – Film & TV:**

Original score for independent feature "The Pretenders" - Featured at Long Island Film Festival 2000.  
 Original score for independent feature "Indian Cowboy" – 2002.  
 Original score for short film "Good Tidings" - Featured at Long Island Film Festival 2002.  
 Original score for independent short film "Menage a Trois" – 2005.  
 Original soundtracks for video and film documentaries and industrials including Smithsonian's "Great Battles of the Civil War".

Original underscoring for the following TV Series:

"Gullah Gullah Island" - 3 seasons, "Binyah Binyah!" - 5 episodes (Nickelodeon) – 1995-2000

"Out Of the Box" - 3 seasons, "Bear in The Blue House" - cues (Disney Network) – 1998-2004

Original theme for "This Week with George Stephanopoulos" (ABC) - 2002

Original theme for Tim McCarver Show (MSG Network) - 2002

Original theme and underscore for "The Knot Weddings" (Oxygen Network) - 2003

Original theme and underscore for Laura Pederson Show (Oxygen Network) -2003

"The Jane Pauley Show" – underscoring (NBC) - 2004

Original underscore for "America's Most Wanted" (Fox), "20/20 Downtown" (ABC) - 2005

Original themes and underscore for various projects - Nickelodeon, Oxygen, Walden Media, others

Original underscoring for "Another World" (NBC) and "Guiding Light" (CBS-1991-2015)

Radio & TV commercials for Roy Eaton Music, Chrysler, New York State, Florida Dept. of Health, DMB&B, Good Seasons, Bayer, Ballantine Ale, others

**Discography:****As leader, six albums of original music:**

"Free Fall" – The Richard Sussman Quintet – originally released on Inner City Records - 1978

Re-released on Doubletime Records - 2002

"Tributaries" – with Andy Laverne – Inner City Records – 1979

"The Richard Sussman Quintet – Live at Sweet Rhythm" –2010, Origin Records

"Continuum" – The Richard Sussman Quintet – 2012, Origin Records

"The Evolution Suite" for Jazz Quintet, String Quartet, and Electronics – 2016, Zoho Records

"Synergy" (with Bobby Kapp) for Violin, Clarinet, French Horn, Tenor Sax & Rhythm Sect. – 2023, Self Released

**As pianist and/or composer/arranger with the following artists:**

The Elephant's Memory (pianist/composer) - Buddha Records - 1969  
Country Joe McDonald (pianist) - "Hold On It's Coming" - 1970  
Grootna (pianist)- Columbia Records - 1972  
Lionel Hampton (composer/arranger) - "Live in Switzerland" - 1978  
Mike Santiago & Entity (pianist/synthesizer) - Chiarascuro Records - 1978  
Jens Wendleboe (pianist/synthesizer) - "Lone Attic", "Letter From New York" - 1985, 86  
Steve Slagle (pianist/synthesizer) - "Smoke Signals" - Panaorama Records - 1991  
Dean Pratt - "The Pratt Brothers Big Band" (composer/arranger)- Amosaya Records - 1997  
"Nomad Christmas" (Anthology) (pianist/composer) - Music of the World - 1997  
Randy Brecker - "Into the Sun" (synthesizer programming) - Concord Records - 1997  
(Grammy - Best Instrumental Jazz Recording 1997)  
Simon Shaheen - "Blue Flame" (pianist) - 2001  
Chris Connor - "I Walk with Music" (string arrangements) - High Note Records – 2002  
Steve Slagle – "Into the Heart of It" (electric piano/synthesizer) – Panorama Records - 2022

**Awards/Professional Organizations:**

Meet the Composer Grant Recipient – 1984  
NEA Grant Recipient – 1987, 1991  
ASCAP Jazz Commission – 2008  
College Music Society Fund Award for Excellence in Music Technology – 2013  
Chamber Music America New Jazz Works Grant – 2014  
Named "Honorary Professor" at Sichuan Conservatory of Music, Chengdu, China - 2014  
AFM; CMS; ACF; NARAS; BMI; JEN.





## **2026 Nyack Tourism Grant Application (Round 6)**

**Date:** 11/11/2025

**Project Organizer Name:** The Angel Nyack

**Address:** 18 S. Broadway, Nyack NY 10960

**Contact Name:** Susan Wilmink

**Title:** Board President

**Phone:** (845) 548-0232

**Email:** wilminksusan@gmail.com

**Name of On-Site Event Manager (if applicable):** Autumn Hill & Jeffrey Friedberg

**Phone:** (845) 642-0859

**Project Title:** Uke-a-Palooza

**Amount Requested:** \$2500

Please attach a separate sheet – Addendum A - with a project plan, grant budget and media buy

**Grant purpose:**

- To build on the success of the original Uke-A-Palooza in October 2025 – promoting a mass ukulele event that draws ukulele players from a large area to come spend the day and possibly an overnight in Nyack.

The original event drew over 110 players and members of ukulele clubs who traveled with their friends and families from Connecticut, New Jersey, NYC/Queens and Long Island, Saugerties...and even one from Albuquerque.

**Project Organizer Background:**

- The Angel Nyack is a modern Arts & Event Space in a historic church building
- Launched the “Rockland Ukulele Orchestra” together with Music for Life and teaching artists Autumn Hill and Jeffrey Friedberg. This group meets every Thursday at 6:30.
- 35 years of marketing, communications and fundraising experience

**Project Organizer's Personal Bio** (Briefly describe your applicable experience and resources to produce this project, attaching a resume, past project information or other documentation as appropriate)

### **Autumn Hill**

Autumn is a music therapist at Music for Life in Central Nyack. She has also been a stage manager for theatrical performances, has taught private instrumental lessons, and volunteered in various community programs through hospitals, churches, and local organizations. In Fall 2024, she launched the Rockland Ukulele Orchestra, which now has 32 members.

*"I am so excited for the opportunity to lead the Rockland Ukulele Orchestra. I believe such experiences provide so much joy and connection for our communities. Plus, a real sense of accomplishment! I can't wait to bring this experience to a new group of eager musicians."* – Autumn Hill

### **Susan Wilmink**

Susan has worked professionally in marketing and communications for 35 years and has been organizing volunteer efforts for the past 24 years, primarily through her work at the Nyack Center, Rockland Parent-Child Center, Keep Rockland Beautiful and Nyack Public School's After School Adventure Program. Most recently, she helped launch The Angel Nyack, an arts and event space in a historic church to help preserve the building and programs like Soup Angels for the community. Thanks to Autumn and Jeffrey, she is now an avid fan of the ukulele.

*"It is such a gift to make music together. And it certainly goes hand-in-hand with what Nyack stands for as a creative and welcoming place."*

### **Jeffrey Friedberg**

Jeffrey has been a music therapist for 30 years, has run The Bossy Frog Band for 25 years and loves building community through music. He is a 28-year resident of Upper Nyack. He looks forward to collaborating on this project.

*"Who doesn't love thousands of people playing Ukulele and singing together! I can't wait to see & hear this happen!"* - Jeffrey Friedberg

### **Description of Event/Experience in detail (Susan Wilmink/The Angel Nyack):**

- Launched the Angel Nyack on volunteer steam. See website: [www.theangelynyack.com](http://www.theangelynyack.com)
- Organized numerous large fundraising events - including one where we attempted to form the largest chain of people standing in a tree pose on behalf of Keep Rockland Beautiful (KRB).
- Organized thousands of volunteers, coordinating their efforts and equipment as they tackled hundreds of cleanup sites for KRB.
- 35 years in marketing and communication, including as managing editor of 300-page monthly magazine and publisher of several more. Created many print, online and social marketing campaigns.

### **Description of expected outcome - be especially specific regarding the following aspects:**

**\* Increase revenues in the Nyack business community, especially hotels, shops, restaurants and personal service**

*We hope to continue to attract even more ukulele players – and build on this for the future. They will have ample time to enjoy our shops, restaurants and service businesses.*

**\* Increase overnight stays in the Village**

*We promote options for add-ons to motivate the participants to make it a weekend. For the first one, we promoted the Arts & Craft Walk, which many greatly enjoyed.*

**\* Reflect the diversity of the Village, promote entrepreneurship and social inclusion**

*Ukuleles are used in the elementary school because they are a simple and inexpensive way for kids of all backgrounds to start learning a stringed instrument. Truly, anyone of any age can play and sing-a-long with a ukulele. We will have ukuleles on hand to borrow and play with and The Rock Shop is providing a discount for folks to purchase one. The Rockland Ukulele Orchestra – now in very its first year – has participants who range in age from 14-70. And ukulele's make people smile!*

**\* Leverage Village assets (walkable downtown, waterfront, parks, etc.)**

*Depending on the number of participants and the weather, the event will either take place at The Angel Nyack or outdoors in Memorial Park in a fun, picnic-like atmosphere. We will urge folks to buy picnic goodies at local restaurants.*

**\* Create repeatable and sustainable activities**

*It will make a lovely annual event! And some day we hope to break the Guinness Book of World Records and get over 8,500 ukulele players to gather.*

**\* Involve cooperation of businesses and non-profits in the Village.**

*Maureen's Jazz Cellar – Marketing and co-promotion of events; connection to professional musicians who might be ukulele influencers (Grace Vanderwaal, etc.)  
Nyack School District – Elementary Schools – Ukulele Players  
The Rock Shop – Promotion and assist with organization; connect with professional ukulele players; ukulele and accessory sales  
Music for Life – Assist in organization*

*We will also be seeking the support of local business sponsors to assist with organizational costs.*

**Description of Target Audience:** *Ukulele players of all ages*

**Does your request include a collaboration with another organization?** Yes X No     

**If so, what is the name of the organization and the nature of your collaboration?**

*Maureen's Jazz Cellar – Marketing and co-promotion of events; connection to professional musicians who might be ukulele influencers (Grace Vanderwaal, etc.)  
Nyack School District – Elementary Schools – Ukulele Players  
The Rock Shop – Promotion and assist with organization; connect with professional ukulele players; ukulele and accessory sales  
Music for Life – Assist in marketing and organization*

*Susan Wilfink*

11/11/2025

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Signature

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Date

## **NYACK TOURISM GRANT APPLICATION**

For Internal Use Only -- Application checklist

- ( ) Completed application received, DATE: \_\_\_\_\_
- ( ) TGRC review and recommendation, DATE: \_\_\_\_\_ SCORE: \_\_\_\_\_ AWARD: \$\_\_\_\_\_
- ( ) Village Board awarded grant, DATE: \_\_\_\_\_AWARD: \$\_\_\_\_\_
- ( ) Insurance certificate reviewed/approved/attached
- ( ) Hold harmless agreement signed by applicant, attached.
- ( ) Final project report received, DATE: \_\_\_\_\_

# Uke-a-Palooza

## Project Plan:

To attract and lead hundreds of ukulele players in a strum-and-sing-a-long in Nyack's Memorial Park or in The Angel Nyack (depending on turnout and weather) in our ongoing effort to beat the Guinness Book of World Records (8,500).

People will be able to prepare with a set list via website that contains all songs, chords, strumming patterns and practice videos. It will build on the one Autumn Hill and Jeffrey Friedberg created for the Rockland Ukulele Orchestra: <https://www.musicforlifecenter.com/ruo>

It will take place in early May to align with Maureen's "Dancing in the Streets." The interests of both target audiences are similar and this will give them another reason to spend the night in Nyack.

Using a large screen as well as by broadcasting to people's phones, players will be able to synch up and play together.

Players are encouraged to buy food and check out stores in the village. Sponsors are heavily promoted.

## Grant Budget & Media Buy:

### Social Media Campaign Budget Breakdown / Total Budget: \$2500

1. Content Creation for Website/Graphic Design: \$250
2. Print Flyers & Postcards – Distribute in Rockland & Bergen: \$250
3. Social Media / Platform-Specific Targeting Strategy: \$2000

#### Facebook Paid Ads: \$750

- Target:
  - Ukulele players and enthusiasts / Ukulele learning communities
  - Music instrument groups
  - Acoustic music lovers
  - Grateful Dead lovers (to pair with "Dancing in the Streets")
  - Members of ukulele fan pages
  - Followers of ukulele instructors
- Content:
  - Inspiring performance videos
  - Easy learning teasers – anyone can play!
  - Event as a ukulele community gathering & the joy of ukulele
  - Get people excited about making it into the Guinness Book of World Records
  - Event as a fun family picnic

### **Instagram Paid Ads: \$250**

- Target:
  - Ukulele tutorial accounts
  - Musician influencers
  - Music education pages
  - Hashtags (#ukulele, #ukulelelove, #ukulelerecord, #ukuleleonhudson, #nyack, #nyacklovesukuleles)
- Content:
  - User-generated ukulele content
  - Performance snippets
  - Behind-the-scenes musician stories

### **Specialized Music Platform or Radio Advertising (Saluk): \$1000**

- Spotify/Pandora Ads
  - Acoustic and ukulele music stations
  - Indie folk and world music channels
- Niche Music Websites:
  - Ukulele-specific forums
  - Music learning platforms
  - Instrument community sites

### **Performance Tracking Metrics**

- Ukulele community engagement
- Targeted audience reach
- Content interaction rates

### **Campaign Timeline**

- Initial community teaser: 12 weeks before event
- Progressive content release / challenge: 8 weeks
- Intensive promotion: Final 4 weeks
- Peak messaging: Last 2 weeks

## NYACK TOURISM PROJECT PLAN, GRANT BUDGET AND MEDIA PLAN (APPENDIX A) 2026 (Round 6)

**Project Title:** Uke-a-Palooza

**Contact Name/Cell Phone:** Susan Wilmink (845) 548-0232

Project Plan (outline major milestones, costs not covered by Nyack Tourism Grant)	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26	COST
Distribute Flyers/Postcards			x	x									\$ -
Organic Social Media Push (by Partners)			x	x	x								\$ -
Create Social Media Posts (by Teaching Artists)			x	x	x								\$ 500.00
Sponsor Banners for Event				x	x								\$ 500.00
Stage & Screen for Event					x								\$ 1,500.00
AV/Technology for Event					x								\$ 1,500.00
													\$ -
<b>TOTAL</b>													\$ 4,000.00
MEDIA PAID FOR BY GRANT	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-24	Dec-25	COST
<b>Printed Media (Flyers, Posters, etc.) incl. Design - Cost:</b>	\$ -	\$250	\$ 250		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 500
500 Flyers (for posting around Rockland, Bergen, Westchester) & Banner													
<b>Paid Social Media Campaign - Cost:</b>	\$ -			\$ 500	\$ 500	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,000
Details: Facebook, Instagram													
<b>Radio media (:30 second audio ads) - Cost:</b>	\$ -	\$ -		\$ 500	\$ 500	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,000
Details: Music Streamers (Pandora, Spotify)													
<b>PR/Press release/outreach - cost:</b>	\$ -	\$ -	\$ -		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Details: Press Release and Outreach to Press													
<b>Other Marketing Costs:</b>		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Details: Create/manage website for lyrics, notes etc.													

**Total** \$ 2,500



## **2026 Nyack Tourism Grant Application (Round 6)**

**Date:** November 20, 2025

**Project Organizer Name:** Trade + Prosper LLC

**Address:** 159 Bleecker St, New York, NY 10012

**Contact Name:** Louise Newsome

**Title:** Owner

**Phone:** 1-(845) 480-4453

**Email:** louise@tradeandprosper.com

**Name of On-Site Event Manager (if applicable):** Louise Newsome

**Phone:** 1-(845) 480-4453

**Project Title:** Nyack Arts & Crafts Walk

**Amount Requested:** \$ 7,500.00

Please attach a separate sheet – Addendum A - with a project plan, grant budget and media buy

### **Grant purpose:**

Coordinating and promoting a two-day village wide experience, combining a shop & dine experiential event with extended village cultural promotion on Oct 3 & 4 2026. Aiming to invigorate the local business community, while fostering a sense of local pride and collaborative connections.

### **Project Organizer Background:**

Louise Newsome has over 20+ years of Business Development and event experience

**Project Organizer's Personal Bio (Briefly describe your applicable experience and resources to produce this project, attaching a resume, past project information or other documentation as appropriate)**

**Louise Newsome** left her corporate role 12 years ago as the VP of Programming at a national professional women's networking organization to focus on a couple of new projects. Her role there was to engage members assist in the coordination of monthly events in



New York and around the country, in person and online. In 2014 The Newsome family decided to launch a unique line of spirits made from locally grown and sourced ingredients. Louise's role was focused on building brand awareness through marketing and events while mentoring her daughter to be at the helm of their woman owned and family operated Farm Distillery in the Hudson Valley.

Louise also jumped on another opportunity that came her way in 2019 when asked to be the Business Development Officer for **Trade and Prosper**, a start-up social enterprise supporting artisanal business owners in New York State through marketing and events.

She has served on several voluntary boards

- o Starting young as Head of the Student Union, at her University in the UK

- o Founding Chair of Art Works a non-profit supporting the visual arts in the Nyack School District from 2006- 2010

- o NYC Chapter President for her professional women's networking organization from 2009-2017

- o Treasurer and Board Member of the New York State Distillers Guild 2018-2022

- o Advisory Board member New York State Distillers Guild 2022-2024

Louise was born in Liverpool, England and moved to Los Angeles in 1987. Moved to Nyack in March 1993, where she has lived ever since.

### **Description of Event/Experience in detail:**

**Nyack Arts & Crafts Walk** is a **two-day family experiential event** taking place on **Saturday Oct 3rd and Sunday Oct 4th, 2026**, from **10am-5pm**. This event aims to invigorate the local business community by fostering a collaborative and dynamic ecosystem between **emerging makers** and **well-established businesses and entrepreneurs**. As well as showcasing Nyack's historic **diversity** and **creativity**, boosting **local pride** and enhancing the **town's appeal as a tourist destination**.

This event will include 50+ **pop-up craft vendors** that are curated to fit into the villages already existing artisanal bricks and mortar. Additionally, the brick & mortar **village stores, bars and restaurants** will have the opportunity to be part of the event (for free) by offering **special promotions and/or signature experiences**, such as menu specials, interactive displays or product launches.

A core element of the experience will be a **comprehensive event map**, available both printed and digital, which will boost participants' visibility by mapping all vendors, makers and other special experiences. This map will not only make it easier for attendees to explore and engage with each of the vendors/participants, but it will also highlight the inclusive, diverse and walkable nature of the Village of Nyack, and some of its most iconic landmarks.

As part of the programming, we will partner with tourism and cultural organizations to offer special prices for **Walking Tours, Museum tickets and special exhibitions** over the weekend. Finally, as part of our initiative to promote the entrepreneurial and creative spirit of Nyack and to engage the community, we will hold a contest for youth and senior residents who do not currently have a business but possess a strong entrepreneurial idea or spirit. We will offer two slots for them to showcase and sell their products at the T+P booth, giving them the opportunity to test their product ideas, boost their confidence, and enhance their entrepreneurial skills.

Eligibility for applicants is based on age requirements (14-20yr old & 65+), a limited social media presence (fewer than 500 followers), and no registered brand.

Booth fees will differ for those who are Nyack residents versus those coming in from outside the village. **Gamification** is a part of the weekend encouraging shoppers to visit multiple stores and vendors to win prizes.

### **Description of expected outcome - be especially specific regarding the following aspects:**

- \* **Increase revenues in the Nyack business community, especially the local shops and restaurants**

- \* **Increase overnight stays near the village**

- \* **Reflect the diversity of the village, promote entrepreneurship and social inclusion**

- \* **Leverage village assets (Hoper House, walkable downtown, waterfront, parks, etc.)**

**\* Create repeatable and sustainable activities**

**\* Create connection, co-operation and team effort by businesses and nonprofits in the village**

The **Nyack Arts & Crafts Walk** will be a major event with the ability to **attract over 10,000 visitors throughout the weekend from the tri-state area**. It will **promote entrepreneurship** and infuse dynamism in the business and creative community.

The event will offer a unique commercial opportunity for small and emerging entrepreneurs to boost their sales and brand awareness, while empowering long-established businesses to revitalize their customer experience. Overall, it will increase revenues and visibility in the Nyack business community, creating a lasting impact well beyond the event.

In addition to the **increased commercial activity** happening during the event hours, the two-day event running until 5 PM will **benefit the hospitality sector** by encouraging visitors to extend their stay into the evening. By attracting tourists and keeping locals engaged throughout the day, the event will **stimulate overnight stays that add additional foot traffic to Nyack nightlife businesses**.

The open-air craft markets/pop-ups will **leverage the village public spaces** and highlight the walkability and historic architecture of the village.

The Nyack Arts & Crafts Walk will involve cooperation of businesses and nonprofit cultural and tourism organizations to promote the event and their products and services.

This event will bring Nyack together as a creative and vibrant community to welcome both locals and tourists into a full weekend of fun, shopping and cultural exploration.

#### **Description of Target Audience:**

*Attendees:*

NYC Metro Area (5 Boroughs, Rockland, Westchester and Bergen)

Age: All Ages

*Vendors/Participants:*

Established businesses in the Nyack Village Area

Creative entrepreneurs from Nyack and surrounding areas.

**Does your request include a collaboration with another organization? Yes\_x\_\_ No\_\_**

**If so, what is the name of the organization and the nature of your collaboration?**

- Visit Nyack: Promotion
- \*. Chamber of Commerce: Promotion
- Rockland County Tourism: Promotion
- Nyack Hotel: Promotion & Extended Experiences
- West Gate Inn: Promotion & Extended Experiences
- Nyack Historical Society: Promotion & Extended Experiences
- Restaurants/ Retailers: Promotion & Extended Experiences
- Edward Hopper House: Promotion & Extended Experiences
- Perry Lawson Fine Art: Promotion & Extended Experiences
- Nyack High School Band/Orchestra: Extended Experiences
- Rockland Center for the Arts (RoCA): Promotion
- Banks (M&T Bank, Key Bank, Chase): Promotion & Sponsorship
- Media Outlets: Promotion & Sponsorship
- Montefiore Hospital: Promotion & Sponsorship



Signature

11/11/2025

Date

# **NYACK TOURISM GRANT APPLICATION**

## **For Internal Use Only -- Application checklist**

- ( ) Completed application received, DATE: \_\_\_\_\_
- ( ) TGRC review and recommendation, DATE: \_\_\_\_\_ SCORE: \_\_\_\_\_ AWARD: \$\_\_\_\_\_
- ( ) Village Board awarded grant, DATE: \_\_\_\_\_AWARD: \$\_\_\_\_\_
- ( ) Insurance certificate reviewed/approved/attached
- ( ) Hold harmless agreement signed by applicant, attached.
- ( ) Final project report received, DATE: \_\_\_\_\_

**NYACK TOURISM PROJECT PLAN, GRANT BUDGET AND MEDIA PLAN (APPENDIX A) 2026 (Round 6)**

Project Title: Nyack Arts & Crafts Walk								Contact Name/Cell Phone: Louise Newsome 1(845) 480-4453						
Project Plan (outline major milestones, costs not covered by Nyack Tourism Grant)	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26	COST	
Create and Approve Event Branding (Logo, Poster, )	x												\$ 400.00	
Open Call Applications for Vendors (Campaign to call makers)	x	x	x	x	x	x	x	x					\$ 1,500.00	
Reach Outl for Sponsors & Partners	x	x	x	x	x								\$ 750.00	
Open Call for Brick & Mortar Participants (Retail, Restaurants & Bars Emails and SM)			x	x	x	x	x						\$ 1,500.00	
Collecting Payment from Vendors					x	x	x	x	x				\$ 1,500.00	
Marketing Campaign Created for Stores, Restaurants and Vendors to Share					x	x	x	x	x	x			\$ 1,500.00	
Create and Run Participants Marketing Campaign (Social Media)					x	x	x	x	x	x			\$ 1,500.00	
Event Hires					x	x							\$ 1,500.00	
Secure Weekend Event Security						x							\$ 1,500.00	
Print Pre-event Marketing Material (Posters, Wayfinding, Flyers)							x	x					\$ 500.00	
Organize Live Music for Weekend Entertainment				x	x								\$ 2,000.00	
Secure Permits & Insurance								x	x				\$ 250.00	
Run Radio Campaign									x	x			\$ 2,500.00	
Set up of Ad. Posters In and outside of town									x	x			\$ 500.00	
Print and hang street Banner									x	x			\$ 2,000.00	
Set up of village for actual event weekend										x			\$ 1,500.00	
TOTAL													\$ 20,900.00	
MEDIA PAID FOR BY GRANT	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26	COST	
Printed Media (Flyers, Posters, etc.) incl. Design - Cost:	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Details: Design and print cost 9additional items needed over and above created for 2025													\$ 500	
Paid Social Media Campaign - Cost:	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Details: Peter Saluk (we cretae assets and deliver to him to do paid ads)									x	x			\$ 4,000	
Radio media (:30 second audio ads) - Cost:	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Details: (WHUD and iHeart one week ads)										x			\$ 2,500	
PR/Press release/outreach - cost:	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Details: Press release													\$ 500	
Other Marketing Costs:	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Details:														
Total												\$ 7,500		