

## Nyack Tourism Grant Applications – Round 7

| Company                                  | Project                                  | Contact Name      | Requested Amount | Event Date                 |
|------------------------------------------|------------------------------------------|-------------------|------------------|----------------------------|
| ArtsRock                                 | Events Promotions                        | Elliott Forrest   | \$7,500          | Ongoing                    |
| Becoming Writers                         | Stories for Social Change                | Melissa Petro     | \$5,000          | Spring 2027                |
| Rockland Community College               | Cooking Classes                          | Mark Davidoff     | \$6,205          | Ongoing                    |
| Ecstatic Dance                           | Ecstatic Dance                           | Daniel Khalaf     | \$7,500          | Monthly                    |
| Nyack Neighborhood Music & Arts Festival | Nyack Neighborhood Music & Arts Festival | William Bird      | \$7,500          | 9/26/2026                  |
| The Nothings                             | Cultural Event Series                    | Tom Krantz        | \$7,500          | Ongoing                    |
| Nyack Chamber of Commerce                | Nyack Events Marketing                   | Bill Batson       | \$7,500          | Throughout the year        |
| Rivertown Film                           | Film Screening: Once upon in Harlem      | Matthew Seig      | \$1,200          | Fall 2026                  |
| Nyack Film Festival                      | Nyack SciFi Horror Film Festival         | Richard Quinn     | \$3,500          | Oct 21-23, 2026            |
| Skateboard Wizards                       | Nyack Skateboard Festival Series         | Jamaal Bey        | \$7,500          | Aug-Oct 2026, May-Jul 2027 |
| Phoenix Theater                          | Phoenix Festival                         | Craig Smith       | \$6,000          | Oct 2026                   |
| Hope Wade                                | Rockland Fashion Week Pop Up             | Hope Wade         | \$2,000          | Fall 2026                  |
| Rockland Pride Center                    | Rockland Pride Sunday                    | Elizabeth Kendall | \$3,000          | Summer 2027                |

|                                  |                       |                     |          |                |
|----------------------------------|-----------------------|---------------------|----------|----------------|
| Center for Safety and Change     | She Is.... Event      | Diana Wilkins       | \$7,500  | Spring 2027    |
| Laura Graham                     | Shop Hop              | Laura Graham        | \$5,400  | Ongoing        |
| Skate the Dip                    | The Dip               | Kamdyn Moore        | \$6,250  | 10/17/2026     |
| Trade & Prosper                  | Nyack Arts&Craft Walk | Louise Newsome      | \$7,000  | Oct 3-4, 2026  |
| Historical Society of the Nyacks | War on our Shores     | Mary Ann Evangelist | \$5,100  | Oct 3 , 2026   |
| Playful Yogi                     | Yoga Fest             | Naomi Camilleri     | \$5,500  | September 2026 |
| <b>Total</b>                     |                       |                     | \$82,450 |                |



## **2026/2027 Nyack Tourism Grant Application (Round 7)**

**Date:** June 15, 2026

**Project Organizer Name:** ArtsRock.org

**Address:** 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 2026-27 Programming Season, including, but not limited to our announced shows.**

**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 2026-2027 programs, including, but not limited to, the following:

### **2026**

Sept 19<sup>th</sup>, EcoTones, River Hook Preserve

Sept 24<sup>th</sup>, The Exonerated

Oct 9, 2026 - Songs of Protest (@BOCES)

Oct 30<sup>th</sup> – Dracula with Live Music

Nov 21 – Classical Concert

Dec 4 - JRB Dual Benefit with Proyecto Faro

### **2027**

Jan 16, 2027 – Classical Concert

Feb 20, 2027 – The Vagina Monologues

Jan 29,30 2027 - Grampa Camp, a new musical by Tom Chapin and John Forster

May 3-7 Workshop/ May 7, 8 – American Cruelty, a new play

## **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. Our family shows have all been "Sensory Friendly", designed for those on the spectrum and other disabilities.

ArtsRock's "In Conversation" series features Executive Artistic Director Elliott Forrest interviewing notable personalities from the arts. Past discussions have featured John Torturro, Lewis Black, 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 17th season in 2026-2027.

## **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's Executive Artistic Director Elliott Forrest graduated from the University of Texas, Austin, with a BA in Theater. 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 the midday radio host on WQXR, New York City’s Classical Music Station and is also the 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:**

**2026**

**Sept 19<sup>th</sup>, EcoTones, River Hook Preserve**

This will be the 3<sup>rd</sup> year of his now annual event, held in Upper Nyack’s River Hook Preserve. Curated by Jody Redhage Ferber, this is a high-level music event held outside and is perfect for the whole family. <https://www.jodyredhageferber.com/ecotones>

**Sept 24<sup>th</sup>, The Exonerated**

*The Exonerated* is a 2000 play by [Jessica Blank](#) and [Erik Jensen](#) that debuted [Off-Broadway](#) in October 2000 at 45 Bleecker Theater and ran for over 600 performances. It won numerous awards including the [Lucille Lortel Award](#) for Unique Theatrical Experience, and the [Outer Critics Circle Award](#) for Outstanding Off-Broadway Play. The play dramatizes the stories of six people, some of whom were wrongfully convicted of murder and other offenses, placed on death row, and later exonerated and freed after serving varying years in prison.

**Oct 9, 2026 - Songs of Protest (@BOCES)**

This will be the 5<sup>th</sup> is a series of event of noted singers singing an array of Protest Songs. <http://www.songsoprotest.org/> So far, Tom Chapin, the Chapin Sisters, several local choirs and Jeffrey Friedberg are signed up.

### **Oct 30<sup>th</sup> – Dracula with Live Music**

The Bela Lugosi 1935 horror classic will be presented on a big screen at The Angel Nyack with LIVE music played by Ben Model, organist for the Library of Congress, playing on the historic organ in The Angel.

### **Nov 21 – Classical Candlelight Concert. Artists TBD**

### **Dec 4 – Jason Robert Brown Benefit for ArtsRock and Proyecto Faro**

Tony winning composer Jason Robert Brown headlines a benefit with other stars from Broadway.

### **2027**

### **Jan 16, 2027 – Classical Candlelight Concert. Artists TBD**

### **Feb 20, 2027 – The Vagina Monologues**

*The Vagina Monologues* is an episodic play based on interviews with more than 200 women about their experiences with sexuality, relationships, body image, violence, love, and identity. Written by Eve Ensler in 1996, the work uses a series of monologues—sometimes humorous, sometimes heartbreaking—to explore women's lives and challenge the stigma and silence surrounding the female body. The play also inspired the global movement now known as V-Day, which raises awareness and funds to combat gender-based violence.

### **Jan 29,30, 2027 - Grampa Camp, a new musical by Tom Chapin and John Forster**

ArtsRock will producing a workshop production of this new musical based on the writings of Dr. Ruth Westheimer and her books about being a Grandparent.

### **May 3-7 Workshop/ May 7, 8 – American Cruelty, a new play**

This is a multi-media new docudrama about the first child abuse case to go to trial in America, brought about by Henry Bergh, who founded the ASPCA, because there were laws to project animals before there were laws to protect children.

These shows and events are subject to change.

### **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.***
- \* Draw audiences from the mid and upper Hudson Valley***

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.

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, Kantina Kita, 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, Coffee Shops, and Big Red Books.

Amplifying these efforts is ArtsRock's proven track-record of attracting audiences from outside of Rockland County Comparing 2025 (full-year) to 2026 (year-to-date), ArtsRock not only increased its audience base of new patrons by 25% in the last year to date, but we've also continued to increase patron attendance from outside of Rockland County by 15%.

The effectiveness of ArtsRock's marketing spend is illustrated by ticket holders' response when asked how they heard about our events. In 2025 year-to-date, through a strategic mix of marketing channels, of those who responded, ticket buyers disclosed that they heard about the event through Email (28%), Social Media (15%), Radio (12%) and Outdoor (10%). This marketing blend along with good old-fashioned word-of-mouth reflects a robust strategic strategy that we look forward to not only sustaining our upwards trend but further enhancing over the coming year.

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 (and upcoming 2026 America250 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 80% paid tickets; with 20% 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. ArtsRock has specifically partnered with CREATIVE AGING NYACK, as the ArtsRock Ushers. They receive free tickets for their donation of time. Additionally, over the next year a portion of our marketing will pivot to focus on heightened visibility throughout the mid and upper Hudson Valley. Given the professional nature of our programming, i.e. Laurie Anderson and Martha Mooke, we aim to capture audiences seeking the opportunity to attend this type of programming without having to travel to NYC for the experience.

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\_\_**

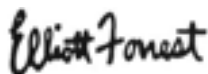
**If so, what is the name of the organization and the nature of your collaboration?**

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. ArtsRock has taken a lead in supporting The Angel with theatrical expertise, including helping arrange for the semi-permanent stage.

For the Chapin 80th birthday celebration we donated a portion of proceeds to Soup Angels, a nonprofit addressing food insecurity in the Nyack community. Soup Angels is housed in the Angel Nyack. And this last year ArtsRock produced a fundraiser for The Angel and raised a whopping \$16,000 directly for the venue.

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



June 15, 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: \_\_\_\_\_

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

Project Title: **ArtsRock Season 26-27**

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

| Project Plan (outline major milestones, costs not covered by Nyack Tourism Grant)                        | Jul-26 | Aug-26 | Sept. 26 | Oct-26 | Nov-26 | Dec-26 | Jan-26 | Feb-27 | Mar-27   | Apr-27 | May-27 | Jun-27 | COST      |
|----------------------------------------------------------------------------------------------------------|--------|--------|----------|--------|--------|--------|--------|--------|----------|--------|--------|--------|-----------|
| Secure venues                                                                                            | x      | x      | x        | x      | x      | x      | x      | x      | x        | x      | x      | x      | 10,500.00 |
| Secure sponsorships                                                                                      | x      | x      | x        | x      | x      | x      | x      | x      | x        | x      | x      | x      | 8,000.00  |
| Secure Acts                                                                                              | x      | x      | x        | x      | x      |        | x      |        |          | x      | x      | x      | 13,500.00 |
| Run marketing campaign                                                                                   | x      | x      | x        | x      | x      | x      | x      | x      | x        | x      | x      | x      | 18,000.00 |
|                                                                                                          |        |        |          |        |        |        |        |        |          |        |        |        |           |
|                                                                                                          |        |        |          |        |        |        |        |        |          |        |        |        |           |
| TOTAL                                                                                                    |        |        |          |        |        |        |        |        |          |        |        |        | 50,000.00 |
| MEDIA PAID FOR BY GRANT                                                                                  | Jul-26 | Aug-26 | Sep-26   | Oct-26 | Nov-26 | Dec-26 | Jan-27 | Feb-27 | Mar-27   | Apr-27 | May-27 | Jun-27 | COST      |
| Printed Media (Flyers, Posters, etc.) incl. Design - Cost:<br>Details: Festival Poster, Design and Print | \$ 250 | \$250  | \$ 250   | \$ 250 | \$ 250 | \$ -   | \$ 250 | \$ -   | \$ -     | \$ 250 | \$250  | 250    | 2,250.00  |
|                                                                                                          |        |        |          |        |        |        |        |        |          |        |        | \$ -   |           |
| Paid Social Media Campaign - Cost:<br>Details:FB, IG, NYC Metro Area, age group 14-65                    | \$ 75  | \$ 75  | \$ 75    | \$ 75  | \$ 75  | \$ 75  | \$ 75  | \$ -   | \$ -     | \$ 75  | \$ 75  | \$ 75  | 750.00    |
|                                                                                                          |        |        |          |        |        |        |        |        |          |        |        |        |           |
| Radio media (:30 second audio ads) - Cost:<br>Details:WHUD, The Peak, WDST, WKVR: Ages 14-65             | \$ 750 | \$ -   | \$ -     | \$ 750 |        | \$ -   | \$ -   | \$ -   | \$ 1,000 | \$ -   | \$ -   | \$ -   | 2,500.00  |
|                                                                                                          |        |        |          |        |        |        |        |        |          |        |        |        |           |
| PR/Press release/outreach - cost:<br>Details: Press release and press pitch, NYC Metro Area              | \$ -   | \$ -   | \$ -     | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -     | \$ -   | \$ -   | \$ -   | 0.00      |
|                                                                                                          |        |        |          |        |        |        |        |        |          |        |        |        |           |
| Other Marketing Costs:<br>Details: Email blasts, NYC Metro Area                                          | \$ 200 | \$200  | \$ 200   | \$ 200 | \$ 200 | \$ -   | \$ 200 | \$200  |          | \$ 200 | \$200  | \$ 200 | 2,000.00  |
|                                                                                                          |        |        |          |        |        |        |        |        |          |        |        |        |           |

Total 7,500.00



## **2026/2027 Nyack Tourism Grant Application (Round 7)**

**Date:** May 29, 2026

**Project Organizer Name:** Becoming Writers

**Address:** 25 4th Avenue, Nyack NY 10960

**Contact Name:** Melissa Petro

**Title:** Founder

**Phone:** 917-650-0054

**Email:** MELISSA.PETRO@GMAIL.COM

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

**Phone:** NA

**Project Title:** Stories for Social Change: A four-day literary and expressive arts conference in Nyack, New York exploring storytelling, creativity, personal transformation, and social change.

**Amount Requested:** \$5,000

See Addendum

**Grant purpose:**

To support a four-day literary and arts-based conference in Nyack focused on writing for personal discovery, individual transformation, and social change. The event will attract writers, artists, educators, therapists, creatives, and cultural tourists from the NYC metropolitan region and beyond through workshops, readings, lectures, expressive arts programming, and community-based literary events hosted throughout Nyack.

**Project Organizer Background:**

Becoming Writers provides online and in-person courses on craft and publishing to nonfiction writers of all backgrounds and experiences. Whoever you are and whatever you've lived through, you have a story. Becoming Writers can help you tell it.

**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)**

Melissa Petro is a Nyack-area writer, educator, workshop facilitator, and author of *Shame on You: How to Be a Woman in the Age of Mortification* (Putnam Books, 2024). As the founder of Becoming Writers, she has over a decade of experience leading workshops and community-based writing programs, and has organized and facilitated numerous workshops and events for emerging and established writers focused on memoir, personal essay, healing-centered storytelling, and social engagement. Additionally, Melissa regularly teaches workshops on shame resilience, expressive writing, and creative process, including retreat-style programming designed to foster connection and personal growth, for institutions such as Esalen Institute and Omega Institute. Since 2010, she's helped hundreds of writers push through fear, write, share and even publish their most vulnerable stories in national publications such as *The New York Times*, *The Guardian*, *The Nation*, *Salon*, *Washington Post* and elsewhere, and have helped still more individuals re-envision their lives by making meaning of their past and transcending traumatic experiences.

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

Stories for Social Change will be a four-day literary and expressive arts event taking place throughout the Village of Nyack in Spring 2027.

Programming will include:

Author readings and conversations  
Creative writing workshops  
Memoir and personal essay intensives  
Expressive arts and reflective writing sessions  
Lectures and panel discussions on storytelling and social change  
Community open mic events  
Networking opportunities for writers and creatives  
Partnerships with local bookstores, libraries, cafés, restaurants, and arts organizations  
The conference will utilize multiple locations throughout Nyack, encouraging attendees to explore the village's walkable downtown and waterfront areas while supporting local businesses.

Potential participating venues and partners may include:

Nyack Library  
Big Red Books  
Pickwick Book Shop  
Salonniere Coffee Bar  
Hotel Nyack  
ArtsRock  
Edward Hopper Museum

Local restaurants and cafés  
Additional independent retailers and creative spaces

Programming will be designed to appeal to both emerging and established writers, as well as individuals interested in creativity, personal growth, mental wellness, and social engagement through the arts.

The conference is expected to attract attendees from New York City, Rockland County, Westchester County, Bergen County, and the broader Tri-State area.

**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.***

Stories for Social Change will increase tourism and economic activity in the Village by attracting regional visitors for a multi-day cultural event centered on literature, creativity, and community engagement.

The conference is specifically designed to encourage visitors to spend extended time in Nyack by offering programming throughout each day and evening across multiple venues. This format will support local hotels, restaurants, cafés, bookstores, retailers, and service businesses.

Expected outcomes include:

Increased foot traffic for downtown businesses  
Increased restaurant and café patronage  
Increased overnight stays at local hotels and accommodations  
Expanded visibility for Nyack as a destination for arts and cultural tourism  
Strengthened partnerships between local businesses, arts organizations, and community institutions  
Opportunities for local writers, artists, and performers to participate in programming  
Repeat visitation through the establishment of an annual literary conference  
The event reflects Nyack's longstanding identity as an arts-centered and culturally diverse community while leveraging the village's walkable downtown, independent businesses, waterfront setting, and creative infrastructure.  
The conference will also prioritize accessibility and inclusion by featuring programming that welcomes writers and participants across ages, backgrounds, and levels of experience.  
Local businesses will be invited to participate through promotional partnerships, attendee discounts, cross-promotion, sponsorship opportunities, and collaborative programming.

**Description of Target Audience:**

*Primary Audience Areas:*

New York City (5 Boroughs)  
Rockland County  
Westchester County

Bergen County

Hudson Valley

Tri-State Area

*Target Audience:*

Writers and aspiring writers

Artists and creatives

Educators and therapists

Readers and literary audiences

Individuals interested in personal growth and expressive arts

*Target Age Range:*

18–70

**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?**

Potential collaborators may include:

Visit Nyack: Tourism promotion

Nyack Chamber of Commerce: Local business partnerships and promotion

Nyack Library: Venue and programming support

Big Red Books / Pickwick Book Shop: Literary programming and author events

ArtsRock: Programming partnerships

Hotel Nyack and local accommodations: Lodging partnerships

Local restaurants, cafés, and retailers: Promotions and sponsorship participation

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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) 2026/2027 (Round 7)

|                                          |
|------------------------------------------|
| Project Title: Stories for Social Change |
|------------------------------------------|

**Contact Name/Cell Phone:** Melissa Petro 917-650-0054

[illegible][illegible]

|       |    |       |
|-------|----|-------|
| Total | \$ | 5,000 |
|-------|----|-------|



## **2026/2027 Nyack Tourism Grant Application (Round 7)**

**Date:** 06/11/26

**Project Organizer Name:** Rockland Community College Hospitality & Culinary Arts Center

**Address:** 70 Main St. Nyack, NY 10960

**Contact Name:** Mark Davidoff

**Title:** Director of Hospitality & Culinary Arts Center and Food Services

**Phone:** 845-825-1890

**Email:** Mark.Davidoff@sunyrockland.edu

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

**Phone:**

**Project Title:** Happiness of Cooking Classes

**Amount Requested:** \$6,205.00

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

**Grant purpose:**

To promote cooking classes in the RCC Hospitality & Culinary Arts Center at 70 Main Street in Nyack to tour groups.

**Project Organizer Background:**

Director of RCC Hospitality & Culinary Arts Center for 7 years. Created the Enthusiast Class Program for RCC. Many of the classes in the program sell out. This past year, the classes were rated Excellent by over 93% of the 191 respondents and Very Good by over 6% of the 191 respondents. The Enthusiast Class program led to providing private classes for corporations, athletic teams, and religious groups. References are provided in the attached brochure.

**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)**

Please see the attached CV.

## Description of Event/Experience in detail:

Please see the attached brochure awaiting approval from Rockland County Tourism.

## 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 average tourist spends about **\$325 per person, per day** for a vacation in the United States. A group Tour Operator may visit the exact same place anywhere from a few times a year to dozens of times, depending on whether it is a **seasonal trip**, a **scheduled standard itinerary**, or a **customized group booking**.

If we can attract Tour Operators to Nyack for cooking classes they will want to do more while in the Village. Our first Tour Group Cooking class is scheduled for the end of September. This group will also be visiting the Hopper House.

The expectation is that the combined effort of the promotion sponsored by Rockland County and the ad supporting the activity, we can get several tour groups coming to Nyack. Having had a good experience, they will return with more groups throughout the year. The goal is to develop repeat business that will grow over time. The more the operators learn about how much Nyack has to offer the more likely they will be to stay longer and take advantage of the resources and experiences available here.

## Description of Target Audience:

Tour group operators. Tour group operators arrange tours for specific groups looking for different experiences.

They are a travel company or business that designs, prices, and manages travel packages for groups.

**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?**

I am collaborating with Rockland County Tourism on promoting the cooking classes. Rockland County is paying for the development, printing, mailing and emailing of the attached brochure and the website that will be built using the brochure as the basis.

Mark Davidoff

---

Signature

6/11/26

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) 2026/2027 (Round 7)**

[illegible]

**Alon Tourism Solutions Targeting February** since many groups book 6-9 months in advance

|       |    |       |
|-------|----|-------|
| Total | \$ | 6,205 |
|-------|----|-------|

## Group Cooking Classes

**for Tour Groups, Corporate Team Building,  
Athletic Teams, and Private Parties**

Hands-on cooking classes can be arranged with a limit of 26 people. There are 10 stations which accommodate 2-3 participants per station.

Hands-on classes are 90 minutes - 150 minutes long.



Cooking demos can be arranged for up to 45 guests, with a tasting of the foods being demonstrated. The event will take 90-120 minutes. It is possible to accommodate hands-on classes for groups as large as 45 by providing a demo in the theater for half of the group, while the other half does the hands-on class. Then, the two groups will change places.

To learn more contact Mark Davidoff:

[Mark.Davidoff@sunyrockland.edu](mailto:Mark.Davidoff@sunyrockland.edu)

Office: 845-875-7571 | Mobile: 845-825-1890

## Sample of Classes We Offer:

**Every class is provided with an appetizer  
or nosh to start**

### Sicilian Italiano

- Sample assorted meats & cheeses from the region with olives, oils, & breads for dipping.
- Fresh Mozzarella demonstration & tastings (with hands-on student participation).
- Make Pasta alla Norma, a tomato-based sauce with fried melanzane (eggplant) and Arancini, fried rice balls made with the arborio rice used in risotto. Making risotto will also be demonstrated.
- Sicilian style pizza – made with house-made focaccia bread.
- Cannoli with pistachio nuts & other toppings.

### Apple Cider Donuts and Homemade Ice Cream

- Learn how to make your own apple cider donuts and homemade ice cream to enjoy with the donuts you make. This class is hands-on for the donuts and class participation for the ice cream.
- An appetizer buffet of assorted meats and cheeses and vegetables with dips will greet you on your arrival.

### Hands on Pizza Making

- Classes are 90 minutes long.
- You may eat the pizza you make on site.

## Testimonials

Stacey from the Sisterhood:

*It was a pleasure seeing you (again) for the rugelach and babka making class. My friend Nancy and I had a wonderful time, and we are looking forward to the next opportunity. When my husband and I were at the Asian Appetizers class in December, I mentioned the idea of a cooking class for my Sisterhood. I would love to discuss possibilities with you.*

*Wanted to thank you (and Lydia and Mark) for a great event! The feedback from the group was overwhelmingly positive and lots of people want to know when we will do it again.*

Jill from Good Samaritan Hospital:

*Last year you hosted a private cooking class for Good Samaritan Hospital, people haven't stopped talking about what a fabulous experience it was! Looking to do it again.*

*When asked to rate the instructor, the quality of the program, the overall experience and the facility over 93% of responses from the 191 people answering the survey were excellent, and over 6% were very good.*



# Mark Davidoff

73 Rivervale Rd.  
River Vale, N.J. 07675

[m.davidoff@yahoo.com](mailto:m.davidoff@yahoo.com)

(C) 917 562-1269

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## **Senior Level Executive with Experience Serving the Hospitality, Tour and Travel, Maritime, and Labor Industries**

- Significant accomplishments in corporate and operational management and Team Building
  - Development of corporate structure, philosophy, culture, and vision, through Mutual Success
  - Design and implementation of successful promotional campaigns
  - Innovative product development and creative solutions
  - Strategic facility design, development, maintenance, and construction supervision
  - Event planning, production, and sales
  - Multiple unit and multiple market segment management including catering, fine dining, casual dining, quick casual and concessions.
  - Development of training programs
  - Contract Management
  - Start-up and new location opening
- 

### **Rockland Community College**

#### **Director Hospitality & Culinary Arts Center & Foodservice (2019-Present)**

Oversee the completion of the construction of the Hospitality & Culinary Arts Center in Nyack. Coordinate the opening of our café, Hudson Market on Main a Culinary Collaboration. Develop programs to improve facility utilization.

- Enthusiast Program, conducting noncredit cooking classes open to the public
- Manage the relationship with the main campus foodservice contractor
- Rent the theater and other facilities for public and private events
- Provide catering for events inside the Center and off premises
- Develop Team Building cooking classes
- Summer Youth Culinary Camp
- Purchasing & Preparing Nutritious Food Economically
- Elevate Program for developmentally challenged adults

Presently creating a workforce development program offering badges for courses completed in hospitality and culinary arts.

### **Advantage Waypoint LLC**

#### **Key Accounts Representative (May 2017-November 2017)**

Represent food manufacturers to chefs and managers of large foodservice accounts. Bring samples of products, conduct cooking demonstrations and tastings, highlighting the benefits of using the selected manufacturers products. Assist Chefs and managers in making initial orders of represented products.

### **Consultants Unlimited**

#### **President (October 2016-June 2019)**

Provide consulting services to the hospitality and transportation industries. Created the copy and the financials for a client to raise money to develop 10,000 sq. ft. in the American Dream Mall. Oversee sales and operations for 2 sailing ships in NY harbor. Best revenue in the company's 18 year history. Increased catering revenues 50% while also increasing passengers on public sails, in one of wettest summers on record. Worked with a major broker to represent 40 food and beverage manufacturers to key accounts and to distributors. Own and operated hamburger concession inside the Brooklyn Mirage, NYC's largest nightclub. Wrote most of the copy, prepared the financials, and coordinated the submission of a client's winning proposal to run the food and beverage services for The NFL Experience. Wrote most of the copy, prepared the financials, and coordinated the submission of a proposal on behalf of a client to negotiate with the NYC Economic Development Corp. for 27,600 square feet with a 10 year lease adjacent to the Coney Island Boardwalk.

### **Café Habana**

#### **Managing Director (March 2012-October 2016)**

Brand building through new store openings both company owned and licensed, and participation at major music festivals. Developed SOP's, recipes, menus, and quality control. Provided facility planning, design, construction and maintenance management. Reduced operating costs by 8.8% in year 1 and increased operating profit by 10.5% in year 2. Lead the opening of the licensed Café Habanas in Dubai and Tokyo, coordinate the license relationship with the Barclays Center, and opened Habana To Go in Brooklyn. Increased delivery revenue \$250K/year at one store by working with on line ordering and delivery partners.

#### **Water Taxi Beach aka Beekman Beer Garden, Governors Beach Club, and Water Taxi Beach LIC**

##### **General Manager (October 2008 -March 2012)**

- Set company policy and standard operating procedures, establish core values.
- Represent the company to New York City Parks, Police and Fire Departments, NYC Economic Development Commission, NYC Department of Transportation, City-State agencies such as the as the Port Authority of NY & NJ and the Trust for Governors Island, and the United States Coast Guard.
- Establish relationships with entertainers and promoters and negotiate performance contracts
- Let out proposals for construction and security services to bid, establish criteria for selecting vendors.
- Select vendors and review performance and compliance with agreements.
- Develop sponsorship program consistent with core values reducing marketing and operating costs
- Design, Build, Maintain and Manage the facilities
- Secure licenses to operate consistent with city, state, and federal regulations.
- Supervised the construction and hired the opening team for the 1,100 capacity Water Taxi Beach South Street Seaport on Memorial Day 2009, and for the 3,500 capacity Water Taxi Beach Governors Island on July 4, 2009. Working with the landlord and providing additional egress the capacity at the Seaport increased to 2,000.
- Solicit customers and lease out facilities and assets underutilized by the company.
- Create catering and group sales packages and facilitate the sales process.
- Develop and foster a corporate culture emphasizing mutual respect and teamwork.
- Develop budgets establishing goals, and monitoring the financial performance of all departments at all beaches.

##### **Statue Cruises (November 2007- September 2008)**

##### **Director of Operations**

Statue Cruises is a Hornblower Company, which won the National Park Service license to provide ferry services to the Statue of Liberty and Ellis Island. The service carries 4 million visitors each year. I was hired 2 months before we had to implement the service, commencing on January 1, 2008. My opening responsibilities were to negotiate a favorable labor contract with the ILA, assist in securing the ferries to provide the service, find dockage and maintenance facilities for the ferries, hire and train the crew, design and secure landing facilities, maintain relations with City, State, and Federal agencies, and provide excellent customer service to our guests by providing relevant commentary and amenities, including concession and catering services. In May of 2008 I lead the opening of the concessions in Liberty State Park.

##### **Salsberg Group (May 2006- November 2007)**

##### **Chief Executive Officer**

The Salsberg Group is comprised of four businesses and two passenger vessels. The Salsberg Group provides event management, excursion, educational, entertainment, and catering services to the general public, not for profit organizations, and corporations.

##### **MEED LLC. dba J&M Seafood (October 2004 – October 2006)**

##### **Partner**

J&M Seafood provides fresh and frozen, fish and seafood, to restaurants, hotels, clubs, and caterers in New York City and New Jersey.

- Created pro forma P&L's and secured SBA financing for a start-up business.
- Secured a location, and obtained the necessary permits, and licenses, to conduct operations.
- Developed and equipped a facility consistent with state and local regulations.
- Designed and implemented all back office operations.
- Conduct sales calls and develop customer relations on a daily basis.
- Procure product for resale and develop vendor relations.

**New York Cruise Lines Inc. (May 1990 – July 2004)**

Circle Line, World Yacht, Hudson River Dayline, Seaport Cruises

**Vice President, Operations**

New York Cruise Lines Inc. is a world-renowned, sightseeing and entertainment, company comprised of Circle Line Sightseeing Cruises and World Yacht Dinner Cruises. While at NYCL, I had responsibility for all activities related to the fifteen vessels sailing under the NYCL banner and the four locations from which we sailed. I supervised food & beverage, reservations, ticketing, catering, charter and group sales, parking, security, marine operations, vessel and facility maintenance. I implemented and maintained operational procedures that became the benchmark for competitors in the industry and negotiated favorable labor contracts. I became the company liaison for the community and the government. While at World Yacht I spawned an industry by developing a la carte dining on dinner cruises. We were later copied by Odyssey, Hornblower, and Entertainment Cruises.

**Education:**

Ramapo College of New Jersey

B.S. Business Administration

**Certificates**

Certified ServSafe Instructor and Examination Proctor

ServSafe Food Manager Certificate

NYC Food Handler Certificate

French Techniques Peter Kump's NY School of Cooking now ICE

**Professional Affiliations**

Nyack Chamber of Commerce, Board Member

Rockland Business Association

Visit Nyack, Organizer for Nyack Feasts 2020-2024

Food & Beverage Association, Member

**Past Professional Affiliations**

Nyack Business Council

Food & Beverage Association of America, Past President

Food & Beverage Association of America, Past First Vice President

Friends of the Hudson River Park, Board of Directors

Culinary Institute of America, MOC, Education committee

James Beard Foundation

Passenger Vessel Association of America, Legislative Committee

Safe Wakes Coalition Co-Founder & Co-Chair

National Restaurant Association

Share Our Strength's Taste of the Nation NYC, Co-Chair & Steering Committee



## **2026/2027 Nyack Tourism Grant Application (Round 7)**

**Date:** June 15, 2026

**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:** \$7,500

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 \$625 per month for each month July 2026 - June 2027, totaling \$7,500, 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.

Ecstatic Dance Nyack now has a proven track record for effectively investing the Nyack Tourism Grant funds to bring people to Nyack. Our monthly draw consistently brings 100+ patrons from outside of Nyack each month to an inclusive , diverse arts community event.

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 Yoga 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 30 consecutive months; 2.5 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 bring 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**

This August, we are hosting the inaugural Ecstatic Dance Nyack Campout, "Back to the Garden" at the Marydell Faith & Life Center in Nyack. This will be the first formally multi-day event in Nyack. We expect to sell 150 tickets, bringing people to Nyack for an overnight stay.

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

In 2026 alone, Ecstatic Dance Nyack has already hosted artists from Mexico, Peru, Palestine, and Israel, alongside local Nyack-based artists. 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 30 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. Most recently, we've partnered with a live music band of 6-7 Nyack-based musicians to present a live music Ecstatic Dance. Additionally, 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. 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.

**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?**

*Daniel Khalaf*

June 15, 2026

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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) 2026/2027 (Round 7)

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) | Jul-26 | Aug-26 | Sep-26 | Oct-26 | Nov-26 | Dec-26 | Jan-27 | Feb-27 | Mar-27 | Apr-27 | May-27 | Jun-27 | COST         |
|-----------------------------------------------------------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------------|
| Venu Rental                                                                       | 475    | 6500   | 475    | 475    | 475    | 475    | 750    | 475    | 475    | 475    | 475    | 475    | \$ 12,000.00 |
| Artist Payment                                                                    | 750    | 1500   | 750    | 750    | 750    | 750    | 2500   | 750    | 750    | 750    | 750    | 750    | \$ 11,500.00 |
| Concessions                                                                       | 280    | 400    | 280    | 280    | 280    | 280    | 280    | 280    | 280    | 280    | 280    | 280    | \$ 3,480.00  |
| Staffing                                                                          | 250    | 250    | 250    | 250    | 250    | 250    | 1050   | 250    | 250    | 250    | 250    | 250    | \$ 3,800.00  |
| TOTAL                                                                             | 1755   | 8650   | 1755   | 1755   | 1755   | 1755   | 4580   | 1755   | 1755   | 1755   | 1755   | 1755   | \$ 30,780.00 |
| MEDIA PAID FOR BY GRANT                                                           | Jul-26 | Aug-26 | Sep-26 | Oct-26 | Nov-26 | Dec-26 | Jan-27 | Feb-27 | Mar-27 | Apr-27 | May-27 | Jun-27 | COST         |
| Printed Media (Flyers, Posters, etc.) incl. Design - Cost:<br>Details:            | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -         |
| Paid Social Media Campaign - Cost:<br>Details:                                    | \$ 625 | \$625  | \$ 625 | \$625  | \$ 625 | \$ 625 | \$ 625 | \$625  | \$ 625 | \$ 625 | \$625  | \$ 625 | \$ 7,500     |
| Radio media (:30 second audio ads) - Cost:<br>Details:                            | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -         |
| PR/Press release/outreach - cost:<br>Details:                                     | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -         |
| Other Marketing Costs:<br>Details:                                                | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -         |

Total \$ 7,500



**2026/2027 Nyack Tourism Grant Application (Round 7)**

**Date:** 05/26/2026

**Project Organizer Name:** Nyack Neighborhood Music & Arts Festival, Inc.  
**Address:** 28 S. Washington St., Tarrytown, NY 10591

**Contact Name:** William Bird

**Title:** President

**Phone:** (917) 334-7707

**Email:** nyackporchfest@gmail.com

**Name of On-Site Event Manager:** Mark Mangan

**Phone:** (845) 521-0364

**Project Title:** Nyack Neighborhood Music & Arts Festival - A Porchfest  
**Amount Requested:** \$7500

**Grant purpose:** To promote the Nyack Neighborhood Music & Arts Festival as a regional tourism event that attracts visitors to Nyack, drives foot traffic to local businesses, encourages dining and overnight stays, and highlights Nyack's arts, music, walkable downtown, waterfront, and creative community.

**Project Organizer Background:** William Bird is a longtime supporter of the local music, arts, hospitality, and small business communities in Rockland and Westchester. His background includes years of experience in hospitality, event planning, community organizing, small business ownership, and hands-on festival work. He has organized large private and community gatherings, worked in high-volume hospitality settings, supported regional music events, and founded Green Growler Grocery in Croton-on-Hudson, a business connected to craft beverage, local culture, and community gathering.

**Project Organizer's Personal Bio:** William Bird is a hospitality professional, community organizer, and founder/president of Nyack Neighborhood Music & Arts Festival, Inc., a 501(c)(3) nonprofit organization created to produce the Nyack Neighborhood Music & Arts Festival - A Porchfest.

William brings a strong background in hospitality, guest service, event support, operations, management, and community engagement. His professional experience includes serving as a bartender/server at The Blind Brook Club, waiter at Trattoria da Vittorio, property manager for

Airbnb, merchandiser for Sarene Craft Beer Distributors, bar manager and bartender at Eastchester Fish Gourmet, bartender at various restaurants, and manager of Green Growler Grocery. These roles have given him extensive experience in customer service, public-facing communication, staff coordination, cash handling, vendor relationships, time management, problem solving, and creating welcoming experiences for guests and visitors.

**Description of Event/Experience in detail:** William Bird brings extensive hands-on experience in hospitality, event support, community organizing, and grassroots cultural programming. Over the years, he has worked on numerous large-scale festivals and public events, including the Hudson River Craft Beer Festival, the Hunter Mountain Beer Festival, and Phish's week-long Mondegreen Festival in 2024. These experiences gave him direct exposure to the logistics, pacing, guest services, vendor coordination, staffing needs, and behind-the-scenes operations required to successfully support major public events.

In addition to large-scale festival work, William has organized wedding receptions, private gatherings, music-centered events, and neighborhood barbecues while living in Brooklyn. These experiences required practical skills in planning, promotion, hospitality, setup, coordination, communication, troubleshooting, and creating welcoming environments for guests and participants.

William's professional background in hospitality has further strengthened his ability to manage people, anticipate needs, solve problems quickly, and maintain a positive guest experience in busy, high-pressure environments. His small business background, including founding Green Growler Grocery in Croton-on-Hudson, also provided experience in community engagement, local promotion, vendor relationships, branding, and building a gathering place around local culture.

In developing the Nyack Neighborhood Music & Arts Festival, William has demonstrated the persistence, willpower, and organizational commitment needed to bring a new village-wide event to life. Working in communication with Nyack Chamber of Commerce Event Coordinator Mark Mangan, as well as musicians, artists, porch hosts, volunteers, residents, and local supporters, he has led a grassroots outreach effort to build participation and momentum for the festival.

This combination of large-scale festival experience, hospitality background, small business experience, and community organizing provides a strong foundation for producing the Nyack Neighborhood Music & Arts Festival as a sustainable, tourism-focused cultural event for Nyack.

**Description of expected outcome:** The Nyack Neighborhood Music & Arts Festival is expected to create measurable tourism, economic, cultural, and community benefits for the Village of Nyack. With more than 80 musical acts already signed up and 30+ porch, yard, driveway, business, and public-facing stage locations participating, the festival is positioned to become a major village-wide cultural event that draws visitors into Nyack for a full day of music, art, food, shopping, waterfront activity, and community connection.

The festival is designed to increase revenue throughout the Nyack business community, especially for hotels, restaurants, cafés, bars, shops, galleries, salons, wellness providers, and other personal-service businesses. Because performances will be spread throughout the village rather than concentrated in a single location, attendees will naturally move between neighborhoods, downtown streets, Memorial Park, and local businesses. This movement will create repeated opportunities for visitors to purchase meals, drinks, retail goods, personal services, and other local offerings throughout the day.

The event also has strong potential to increase overnight stays in and around the Village. Through regional media, marketing, and public relations, the festival will be promoted as a full-day and weekend destination experience rather than simply a one-day music event. Visitors from Rockland, Westchester, Bergen County, New York City, the Hudson Valley, and surrounding areas will be encouraged to come early, stay late, dine locally, enjoy Nyack's nightlife, visit the waterfront, shop downtown, and consider overnight lodging. By positioning the festival as part of a larger Nyack weekend experience, the project can help increase hotel activity and broader tourism spending.

The festival will reflect the diversity, creativity, and entrepreneurial spirit of Nyack by featuring a wide range of musicians, artists, porch hosts, arts vendors, volunteers, small businesses, nonprofit partners, and community participants. The porchfest model is naturally inclusive because it lowers barriers to participation and brings music and art directly into public-facing neighborhood spaces. It creates opportunities for established performers, emerging artists, independent vendors, local entrepreneurs, residents, and visitors to participate in a shared cultural experience.

The project will also leverage Nyack's strongest village assets: its walkable downtown, waterfront, Memorial Park, independent businesses, creative residents, restaurants, shops, galleries, historic neighborhoods, and village-scale charm. Attendees will be encouraged to explore Nyack on foot using a festival map and schedule, moving from porch to porch, business to business, and neighborhood to neighborhood. Memorial Park will serve as an important public gathering point, highlighting Nyack's waterfront while supporting arts vendors, community activity, and additional programming.

A key expected outcome is the creation of a repeatable and sustainable annual tourism event. The 2026 festival will establish the infrastructure needed for future growth, including a performance map, porch host network, musician and artist database, volunteer base, sponsor relationships, promotional systems, business partnerships, and public awareness. With proper tourism marketing support, the Nyack Neighborhood Music & Arts Festival can become a signature annual event that brings visitors and economic activity to the village year after year.

The festival will involve cooperation among local businesses, nonprofits, artists, musicians, residents, civic partners, and community organizations. Planning already includes outreach to porch hosts, performers, artists, volunteers, local businesses, the Nyack Chamber of Commerce, community supporters, and village stakeholders. This collaborative structure helps ensure that the benefits of the event are shared across the community and that the festival strengthens long-term relationships between Nyack's cultural, business, civic, and nonprofit sectors.

Overall, the expected outcome is a high-visibility, tourism-focused cultural event that brings new and returning visitors to Nyack, increases local business revenue, encourages overnight and weekend visitation, celebrates the diversity and creativity of the village, promotes entrepreneurship and social inclusion, activates Nyack's walkable downtown and waterfront assets, and establishes a sustainable annual festival with lasting economic and cultural value.

**Description of Target Audience:** The target audience for the Nyack Neighborhood Music & Arts Festival includes both local residents and regional visitors who are interested in live music, visual arts, independent businesses, food, culture, walkable downtowns, waterfront destinations, and community-based experiences.

The festival is designed to attract residents of Nyack and Rockland County, while also drawing visitors from Westchester, Bergen County, New York City, the lower Hudson Valley, northern

New Jersey, and surrounding communities. Because Nyack is easily accessible by car and connected to the broader Hudson Valley tourism corridor, the event has strong appeal for day-trippers, weekend visitors, families, couples, music fans, arts supporters, and people looking for a lively small-village destination experience.

A major audience segment is music and arts lovers. The festival will appeal to people who enjoy discovering local and regional musicians, attending outdoor performances, supporting visual artists, browsing vendors, and experiencing creative communities in informal, welcoming settings. The porchfest format offers a unique draw because it allows attendees to move freely through the village, discover performances organically, and experience music in neighborhood spaces rather than only on traditional stages.

The festival will also target visitors who are likely to support Nyack's local economy, including diners, shoppers, nightlife patrons, hotel guests, gallery visitors, and wellness or personal-service customers. Promotional efforts will encourage attendees to arrive early, stay throughout the day, eat at local restaurants, visit shops and galleries, enjoy Memorial Park and the waterfront, and consider making the festival part of a full weekend in Nyack.

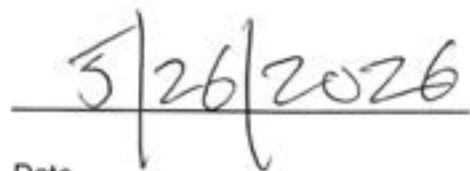
The event is family-friendly and multigenerational, with appeal to residents, tourists, musicians, artists, volunteers, students, seniors, young professionals, and community groups. It is intended to be accessible, inclusive, and welcoming to people of different ages, backgrounds, income levels, and cultural experiences.

In addition to attendees, the target audience includes local businesses, sponsors, nonprofit partners, porch hosts, artists, musicians, and volunteers who will help shape and benefit from the festival. By engaging both participants and visitors, the festival aims to create a broad audience base that reflects Nyack's diversity, supports local entrepreneurship, and helps establish the event as a repeatable annual tourism attraction.

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



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: \_\_\_\_\_

**[Contact Name/Cell Phone: William Bird / (917) 334-7707**

| Project Plan (outline major milestones, costs not covered by Nyack Tourism Grant)                                                   | Jul-26 | Aug-26  | Sep-26  | Oct-26 | Nov-26 | Dec-26 | Jan-27 | Feb-27 | Mar-27 | Apr-27 | May-27 | Jun-27 | COST            | FINANCE SOURCE                     |
|-------------------------------------------------------------------------------------------------------------------------------------|--------|---------|---------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------------|------------------------------------|
| Festival planning, nonprofit administration, permitting, insurance coordination, volunteer systems and public safety planning       | \$500  | \$750   | \$750   | \$250  | \$0    | \$0    | \$0    | \$0    | \$0    | \$0    | \$0    | \$0    | \$2,250         | Donations, sponsor in-kind support |
| Musician, artist, porch host and volunteer outreach; scheduling, mapping, participant communications and coordination               | \$300  | \$600   | \$600   | \$150  | \$0    | \$0    | \$0    | \$0    | \$0    | \$0    | \$0    | \$0    | \$1,650         | Donations, sponsor volunteer labor |
| Memorial Park programming support, arts/vendor coordination, signage planning, hospitality and day-of logistics                     | \$250  | \$750   | \$1,000 | \$250  | \$0    | \$0    | \$0    | \$0    | \$0    | \$0    | \$0    | \$0    | \$2,250         | Sponsorships, dona vendor fees     |
| Production-related expenses not covered by tourism grant: basic sound support, staging needs, supplies, permits and operational     | \$0    | \$1,000 | \$2,000 | \$500  | \$0    | \$0    | \$0    | \$0    | \$0    | \$0    | \$0    | \$0    | \$3,500         | Sponsorships, dona crowdfunding    |
| Business and community engagement: downtown coordination, coupon book/merchant participation, sponsor outreach and                  | \$150  | \$350   | \$350   | \$150  | \$0    | \$0    | \$0    | \$0    | \$0    | \$0    | \$0    | \$0    | \$1,000         | In-kind support, sponsorships      |
| Post-event reporting, sponsor recognition, visitor/business feedback, documentation and planning for annual sustainability          | \$0    | \$0     | \$0     | \$500  | \$250  | \$0    | \$0    | \$0    | \$0    | \$0    | \$0    | \$0    | \$750           | Donations, sponsor                 |
| <b>TOTAL</b>                                                                                                                        |        |         |         |        |        |        |        |        |        |        |        |        | <b>\$11,400</b> |                                    |
| MEDIA PAID FOR BY GRANT                                                                                                             | Jul-26 | Aug-26  | Sep-26  | Oct-26 | Nov-26 | Dec-26 | Jan-27 | Feb-27 | Mar-27 | Apr-27 | May-27 | Jun-27 | COST            |                                    |
| <b>Printed Media (Flyers, Posters, etc.) incl.</b>                                                                                  | \$500  | \$750   | \$750   | \$0    | \$0    | \$0    | \$0    | \$0    | \$0    | \$0    | \$0    | \$0    | \$2,000         |                                    |
| Details: Design and printing of tourism-facing posters, flyers, rack cards and local/regional distribution materials promoting the  |        |         |         |        |        |        |        |        |        |        |        |        |                 |                                    |
| <b>Paid Social Media Campaign - Cost:</b>                                                                                           | \$250  | \$1,000 | \$1,250 | \$0    | \$0    | \$0    | \$0    | \$0    | \$0    | \$0    | \$0    | \$0    | \$2,500         |                                    |
| Details: Targeted Facebook, Instagram and Google campaigns aimed at Rockland, Westchester, Bergen County, NYC and                   |        |         |         |        |        |        |        |        |        |        |        |        |                 |                                    |
| <b>Radio media (:30 second audio ads) -</b>                                                                                         | \$0    | \$750   | \$750   | \$0    | \$0    | \$0    | \$0    | \$0    | \$0    | \$0    | \$0    | \$0    | \$1,500         |                                    |
| Details: Regional audio/radio advertising and/or streaming audio placements in the weeks before the festival to reach day-trippers. |        |         |         |        |        |        |        |        |        |        |        |        |                 |                                    |
| <b>PR/Press release/outreach - cost:</b>                                                                                            | \$250  | \$250   | \$250   | \$0    | \$0    | \$0    | \$0    | \$0    | \$0    | \$0    | \$0    | \$0    | \$750           |                                    |
| Details: Professional press release preparation, media list development and outreach to regional press, tourism outlets.            |        |         |         |        |        |        |        |        |        |        |        |        |                 |                                    |
| <b>Other Marketing Costs:</b>                                                                                                       | \$0    | \$250   | \$500   | \$0    | \$0    | \$0    | \$0    | \$0    | \$0    | \$0    | \$0    | \$0    | \$750           |                                    |
| Details: Short-form promotional video/social content, email marketing graphics, website/event calendar promotion and tourism-       |        |         |         |        |        |        |        |        |        |        |        |        |                 |                                    |
| <b>Total</b>                                                                                                                        |        |         |         |        |        |        |        |        |        |        |        |        | <b>\$7,500</b>  |                                    |

## **2026/2027 Nyack Tourism Grant Application (Round 7)**

**Date:** May 25, 2026

**Project Organizer Name:** The Nothings

**Address:** Nyack, NY

**Contact Name:** Edward Ubiera, Tom Krantz

**Title:** Executive Director & Director of Communications

**Phone:** 1 (646) 234-4435, 1 (914) 263-0032

**Email:** [edwardubiera@gmail.com](mailto:edwardubiera@gmail.com), [tomkrantzhaha@gmail.com](mailto:tomkrantzhaha@gmail.com)

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### **Amount requested: \$7,500**

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

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**Project Title:** The Nothings: Nyack's Emerging Cultural Initiative

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### **Grant Purpose:**

To promote Nyack as a cultural tourism destination through a recurring multidisciplinary arts and culture event series that attracts regional visitors, supports local artists and drives economic activity for local businesses. Funding will support media, PR and promotional efforts designed to increase tourism visibility throughout the Hudson Valley and greater New York City area.

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### **Project Organizer Background:**

The Nothings is a community-centered arts initiative that creates accessible spaces for exhibitions, live music, workshops and interdisciplinary cultural programming in Nyack.

Blending the curatorial energy of a contemporary arts institution with the accessibility of a grassroots arts festival, the initiative creates experiences that encourage visitors to explore Nyack's walkable downtown, local businesses and waterfront environment.

The organization's inaugural event transformed a temporary storefront into a gathering space for artists, families, musicians, business owners and visitors from across the region. Featuring 12 emerging and established artists alongside live performances and children's programming, the event generated strong public engagement and attracted interest from galleries, patrons and local businesses. It also generated more than \$10,000 in direct art sales, demonstrating measurable economic impact while supporting local artists and reinforcing Nyack's broader creative economy.

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### Description of Event/Experience:

The Nothings plans to produce recurring arts and cultural programming featuring exhibitions, live music, artist talks and family-oriented workshops throughout Nyack.

The initiative comes at a crucial cultural moment when digital experiences increasingly dominate people's lives and accessible third spaces continue to shrink. In response, The Nothings revitalizes in-person engagement through immersive arts programming that strengthens Nyack's role as a destination for creativity and community engagement.

While rooted in Nyack, the initiative also aims to extend its reach throughout Rockland County, New York City and the broader Tri-State Area, helping position Nyack at the center of an emerging cultural wave. Grant-funded marketing efforts will include targeted social media advertising, public relations outreach, artist-designed promotional materials, **The Nothings Cultural Guide to Nyack**, downtown visitor maps and collaborative promotions with local businesses. Together, these efforts will form a visitor-focused campaign highlighting Nyack as a cultural destination and encouraging audiences to explore the village's restaurants, retailers, galleries and waterfront attractions.

Our long-term vision is to establish a permanent multidisciplinary cultural space serving as gallery, teaching space, shared studio and community hub.

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### Description of Expected Outcome:

The Nothings seeks to strengthen Nyack's identity as a cultural destination while increasing regional tourism and local economic activity. The initiative will measure success through attendance, media reach, social engagement and business participation. Marketing efforts will focus on increasing visitation from outside Rockland County while expanding awareness of Nyack as a cultural destination throughout the Hudson Valley and greater New York City region.

By attracting visitors into Nyack's downtown corridor, the initiative aims to increase foot traffic and engagement for restaurants, retailers, galleries and hospitality businesses. Weekend and evening programming are designed to encourage extended visitor stays and support overnight tourism.

Programming is intentionally interdisciplinary, intergenerational and accessible, bringing together artists and audiences from diverse backgrounds and creative disciplines. We believe the cultural gravity created through authentic community engagement can generate a rising tide that benefits artists, businesses and the broader Nyack community alike.

As a river town shaped by artists like Edward Hopper, Nyack has long fostered artistic exchange and creative community. The Nothings seeks to contribute to that evolving identity through sustainable, repeatable programming rooted in collaboration and accessibility.

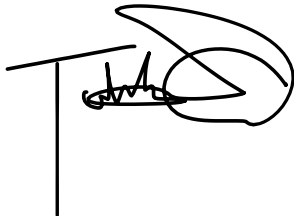
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**Collaborations:**

- Visit Nyack: Promotion and tourism visibility
- Local restaurants and retailers: Cross-promotional partnerships
- Local galleries and arts organizations: Collaborative programming
- Musicians and creative educators: Performances and workshops
- Participating businesses: Inclusion in visitor guides, promotional maps and marketing materials
- Community organizations: Outreach and event support

Signed,

Tom Krantz

A handwritten signature in black ink, appearing to read 'Tom Krantz', is written over a horizontal line. A vertical line extends downwards from the left end of the horizontal line, forming a T-shape.

NYACK TOURISM PROJECT PLAN, GRANT BUDGET AND MEDIA PLAN (APPENDIX A) 2026/2027 (Round 7)

Project Title: The Nothings: Nyack's Emerging Cultural Initiative

Contact: Edward Ubiera (646) 234-4435 // Tom Krantz (914) 263-0032

| Project Plan (outline major milestones, costs not covered by Nyack Tourism Grant)                                                                                            | Jul-26 | Aug-26 | Sep-26 | Oct-26 | Nov-26 | Dec-26 | Jan-27 | Feb-27 | Mar-27 | Apr-27 | May-27 | Jun-27 | COST         |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------------|
| Marketing strategy, media kit, tourism branding assets                                                                                                                       | X      | X      |        |        |        |        |        |        |        |        |        |        | \$ 1,500.00  |
| Business partnerships, visitor guide content, outreach                                                                                                                       | X      | X      |        |        |        |        |        |        |        |        |        |        | \$ 1,000.00  |
| Fall cultural programming development                                                                                                                                        |        |        | X      | X      |        |        |        |        |        |        |        |        | \$ 2,500.00  |
| Winter programming and artist recruitment                                                                                                                                    |        |        |        |        | X      | X      | X      | X      |        |        |        |        | \$ 2,000.00  |
| Spring programming and community workshops                                                                                                                                   |        |        |        |        |        |        |        |        | X      | X      | X      | X      | \$ 2,500.00  |
| Economic impact tracking and reporting                                                                                                                                       |        |        |        |        |        |        |        |        |        | X      | X      | X      | \$ 500.00    |
| Administrative/project management support                                                                                                                                    | X      | X      | X      | X      | X      | X      | X      | X      | X      | X      | X      | X      | \$ 1,000.00  |
| TOTAL                                                                                                                                                                        |        |        |        |        |        |        |        |        |        |        |        |        | \$ 11,000.00 |
| MEDIA PAID FOR BY GRANT                                                                                                                                                      | Jul-26 | Aug-26 | Sep-26 | Oct-26 | Nov-26 | Dec-26 | Jan-27 | Feb-27 | Mar-27 | Apr-27 | May-27 | Jun-27 | COST         |
| Printed Media (Cultural Guide, Posters, Maps, Rack Cards) incl.<br>The Nothings Cultural Guide to Nyack — design, layout & printing                                          | \$ 750 | \$750  | \$ 750 | \$ -   | \$ 188 | \$ 187 | \$ 187 | \$188  | \$ -   | \$ -   | \$ -   | \$ -   | \$ 3,000     |
| Paid Social Media Campaign (Instagram & Facebook Ads) - Cost:<br>Targeted Instagram and Facebook advertising reaching NYC,                                                   | \$ -   | \$ -   | \$ 500 | \$500  | \$ 200 | \$ 200 | \$ 200 | \$200  | \$ 175 | \$175  | \$175  | \$ 175 | \$ 2,500     |
| Photography & Video Assets (Promotional Content Creation) -<br>Professional photography and short-form video content for digital                                             | \$ 250 | \$250  | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ 500       |
| PR / Press Release / Media Outreach - Cost:<br>Press releases, journalist pitching and earned-media outreach to<br>Tourism-focused publicity campaign positioning Nyack as a | \$ -   | \$ -   | \$ 375 | \$375  | \$ -   | \$ -   | \$ -   | \$ -   | \$ 375 | \$375  | \$ -   | \$ -   | \$ 1,500     |
| Other Marketing Costs:<br>Details: All grant funds allocated across the five line items above.                                                                               | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -         |

|       |          |
|-------|----------|
| Total | \$ 7,500 |
|-------|----------|



### **2026/2027 Nyack Tourism Grant Application (Round 7)**

**Date:** June 8, 2026

**Project Organizer Name:** Chamber of Commerce of the Nyacks d/b/a Nyack Chamber of Commerce

**Address:** P.O. Box 677, Nyack, NY 10960

**Contact Name:** Bill Batson

**Title:** Executive Director

**Phone:** 845-675-3160 cell

**Email:** wrbatson@gmail.com

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

**Phone:** 845-675-3160 cell

**Project Title:** Nyack Chamber Village-Wide Marketing Enhancement Project

**Amount Requested:** \$7500

**Addendum A:** project plan, grant budget and media buy

**Grant purpose:**

The purpose of the Nyack Chamber Village-wide Area Marketing Enhancement Project is to increase visits to the village by leveraging the existing marketing campaigns for three of our large scale public events (defined below). These Chamber events will provide visitors with enhanced marketing and additional information, encouraging them to patronize and explore Nyack's businesses, shops, restaurants, cultural organizations, and outdoor public spaces.

**Project Organizer Background:** The Nyack Chamber of Commerce, a non-profit organization, has been supporting the community of Nyack for sixty-four years. Currently 100 members strong, we provide services that benefit small- and medium-size Nyack businesses and non-profits. The Chamber's programs include a year-round Farmers Market now in its 31<sup>st</sup> year, a Halloween Parade that was voted the fourth best in the nation by the Travel Channel, the popular Nyack Exotic Car Show, networking socials and workshops, and Spring Fest and Fall Fest street fairs. The Chamber is led by an energized volunteer board and officers, and is the only chamber in Rockland County with a full-time Executive Director.

**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)**

Bill Batson, the Chamber's Executive Director, has thirty years of experience organizing and marketing events in the Hudson Valley. Bill is also the Chamber's Farmers Market Manager. His areas of expertise include developing and executing marketing plans, digital marketing, writing and distributing press releases, creating media events, and running the Chamber's Farmers Market. Recent media events he has facilitated this year include CBS News, WPIX, LoHud, The Patch, Rockland News, Channel 12, and Nyack News and Views. (Please find attached complete bio for Bill Batson.)

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

**Exotic Car Night, August 6, 2026:** This will be the fifth annual Exotic Car Night. Each year, we have increased the event's focus on breast cancer survivors, who ride as passengers in the lead cars. In 2026, we are increasing the footprint to include sections of Broadway. This event fills restaurants and garners media attention. There are 3,000 anticipated visitors. Our communications include a QR code, as well as Facebook, Instagram, paid and organic promotions. These will provide a list of dining and retail options to make it easy for visitors to learn about the event and Nyack amenities.

**\*\*New this year** – We are expanding our relationship with luxury car touring groups to market Nyack as an overnight destination so that owners can safely dine, drink, and rest before returning home the next day. We are working with both Torrent Motorworks, who will be sponsoring their fifth Exotic Car night this year, and Hotel Nyack, to develop local itineraries that will include discounts from participating restaurants and suggestions to enjoy Nyack's cultural scene and natural beauty. If the Nyack Shuttle were operational at this time, these local business engagements would be more convenient and seamless.

**Fall Fest, September 13, 2026:** Our autumn street fair returns, rebranded with a new name, but the same vibe that brings hundreds of vendors and thousands of visitors to Nyack from throughout the Metropolitan area.

**\*\*New this year** – Informed by a survey conducted by students at Dominican University, we are organizing a modified street fair in September with a new partner, Lousie Newsome's Trade + Prosper. The fair will feature highly curated zones that focus on music, art and family fun. We will encourage visits to Edward Hopper's childhood home by creating an art zone in the North Broadway stretch leading to his museum. The Hopper House will have a presence in this zone with signage directing people north to their arts center. The support of Nyack Tourism would be invaluable in transitioning to a new promoter and creating an event that better meets the needs of visitors and local merchants. Other zones will promote family fun (a need revealed by our survey) and local music, exposing our local music scene to a larger audience.

**Halloween Parade, October 24, 2026:** Last year's parade was one of our most successful parades in recent memory, thanks to the support of the Nyack Tourism grant. Our celebration of the Rocky Horror Picture Show included a post-parade screening attended by hundreds.

**\*\*New this year** – This year, we want to emphasize a strong advantage we have over a competing parade in Sleepy Hollow – ease of access. They have way too much traffic on parade days, not just in town but in their narrow approach roads. We want to communicate the message that if you want to miss the traffic and enjoy the parade – come to Nyack.

**\*\*New this year** – We are introducing Halloween in Nyack as a weekend destination – Halloweekend. In recent months, we have deepened our collaboration with Hotel Nyack with the arrival of the new General Manager. As such, we are working with the Historical Society of the Nyacks and Oak Hill Cemetery to offer a tasteful yet spooky evening tour of the historical burial ground and to sell the parade as a part of a weekend destination package that would include a costume consultation from a local creative, leading up to their arrival in Nyack.

## **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***

These activities will increase revenues at hotels, shops, and restaurants generated by out-of-town visitors.

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

The introduction of *Halloweekend* packages for hotel guests will include Halloween themed activities and deals at local shops and restaurants.

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

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

The Halloween Parade is one of the rare community events that substantially engages multiple features of the Village. We will gather in Memorial Park and then march through the various quadrants. Visitors may march, enter the costume competition, or observe the parade. The grant will provide for additional marketing in the target market areas. With

each year it becomes clearer that Nyack can compete as a Halloween destination. Both Exotic Car night and Fall Fest also bring visitors into the heart of our culturally and economically diverse and beautiful village.

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

All three events have stood the test of time and become more interesting and popular each year.

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

Each of these events will involve significant cooperation among the Chamber's collaborative partners:

- **Halloween:** Visit Nyack, Village of Nyack, Nyack Art Collective, Hopper House, Nyack Historical Society, Oak Hill Cemetery, and all the non-profits that compete in the parade and use their float contest winnings to promote their programs.
- **Exotic Car Night:** Montefiore Nyack's Hospital Foundation and Cancer center, Visit Nyack, Hotel Nyack, all the small businesses that sponsor the event and participate in photo shoots in front of their establishments. Marketing will expand to include western Rockland County, Westchester, New York City and Bergen County. We are working with Torrent Motors to have Nyack become a stop-over during luxury car tours through the Hudson valley – a place where participants can stop, eat, drink, and rest before returning safely to next morning
- **Fall Fest:** Visit Nyack, Trade + Prosper, Hopper House, Nyack Art Collective, River Hook Preserve, Creative Arts Workshop, "Second Hand Shop Hop" stores, and all of the musicians participating in our music zone activation that remind people that Nyack is a live music mecca.

**Description of Target Audience:**

Our primary audiences for all three initiatives in this proposal are western Rockland County, Westchester County, Orange County, and Bergen County. These events are all children-friendly. Ages of the target audiences range from 8-80.

For our Halloween Parade and Exotic Car Show, visitors from New York City will find our events exciting enough to travel that distance. Bergen County residents will appreciate the ability to do retail shopping on a Sunday (Fall Fest). The exotic car show will attract enthusiastic upscale individuals and families across the region who appreciate these world-class cars.

**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?** In addition to local businesses, collaborators include:

- **Local non-profits.**  
Will partner with **Historic Society of the Nyacks** and **Oak Hill Cemetery** to organize an evening tour of the 50 acre burial ground as an package of Halloween themed events to secure overnight stays at Hotel Nyack as part of our Halloween weekend package. The **Nyack Art Collective** participated annually in the Halloween Parade – setting a high bar for other entrants. This year, **Hopper House, River Hook, Creative Arts Workshop**, and **"Second Hand Shop Hop"** will be given special attention through way-finding to promote their work.
- **Montefiore Nyack Hospital Foundation.**  
For many years Montefiore Nyack Hospital Foundation has partnered with the Nyack Chamber to produce events that promote visits to the Village of Nyack, and which alert people to the health and wellness programs available at the Hospital.
- **Orange and Rockland Utilities.**  
Orange and Rockland Utilities partners with the Nyack Chamber for the Halloween Parade and the Farmers Market by promoting renewable energy and values important to our target audience.
- **Village of Nyack.**  
These three initiatives have been historically successful with the collaboration with the Village of Nyack.

L.R. Biker

Signature

6/15/26

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) 2026/2027 (Round 7)

|                                          |                          |
|------------------------------------------|--------------------------|
| Project Title: Nyack Chamber of Commerce | Contact Name/Cell Phone: |
|------------------------------------------|--------------------------|

[illegible]

|       |    |       |
|-------|----|-------|
| Total | \$ | 7,500 |
|-------|----|-------|

## Professional and Civic Bio – Bill Batson

---

Bill Batson was appointed Executive Director of the 68 year old Nyack Chamber of Commerce on March 20, 2025 after 14 years of service to the commercial and civic organization. Since his appointment, Bill has:

- increased the membership roster to over 100 members—a high-water mark
- expanded the board to include local business and civic leaders
- organized a concert at 2026 Spring Fest with international Latin music star/former Nyacker Pedro Capo
- conducted small business surveys with Dominican U. and the U.S. Small Business Development Center
- secured a collaboration with Trade + Prosper to re-envision the street fair based on public feedback
- launched and managed Global Rhythm Futbol Fest, a collaboration with Rockland County, I Love NY, The Village of Nyack, and Visit Nyack to leverage World Cup excitement to increase economic activity.

Additional responsibilities during his tenure have included serving as Artist-in-Residence and Manager of the Chamber's 30-year-old farmers market, and management of Chamber public and media relations and digital and social media marketing. Bill's efforts have led directly to major regional media coverage by CBS News, WPIX, LoHud, The Patch, Nyack News and Views, and Rockland County Business Journal.

As a consultant, he has had numerous communications clients, including Rivertown Film, The Village of Sleepy Hollow and the River Hook Preserve in Upper Nyack.

Bill is a professional artist and the owner of a small arts business. Since 2011, he has published over 300 illustrated essays and two books chronicling the history of Nyack, a Hudson Valley village. He has produced public art events with local public schools and arts organizations including the Edward Hopper House Museum and Study Center.

In the civic realm, he has worked for non-profits, labor unions and elected officials as an organizer and communications professional for almost 40 years, serving as a Trustee of Oak Hill Cemetery, President of the Mount Moor Cemetery Association and a lifetime member of the Historical Society of the Nyacks.

In 2015, Bill chaired the Nyack Commemoration Committee, a group that placed a Toni Morrison Bench by the Road monument in Memorial Park. The bench commemorates the life of nineteenth century abolitionist and entrepreneur Cynthia Hesdra. The monument, rededicated in 2025, and Mount Moor Cemetery have put Nyack on the map as a national destination to commemorate Black history, attracting tour buses to the village that stimulate the local economy.

Bill also co-founded Nyack Mask Makers during the early weeks of the COVID-19 pandemic. This was a crowd-sourced effort that recruited 600 volunteers and donors to make and distribute over 15,000 free reusable cloth masks to more than 50 public and private civic institutions.

In June 2021, Bill was inducted into the Rockland County Hall Civil Rights Hall of Fame.



## **2026/2027 Nyack Tourism Grant Application (Round 7)**

**Date:** June 11, 2026

**Project Organizer Name:** Rivertown Film Society

**Address:** 58 Depew Avenue, Nyack NY 10960

**Contact Name:** Matthew Seig

**Title:** Co-Director

**Phone:** 914-260-9568

**Email:** mwseig@verizon.net

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

**Phone:** 914-260-9568

**Project Title:** Once Upon a Time in Harlem

**Amount Requested:** \$1,200

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

**Grant purpose:**

Rivertown Film requests \$1,200 to help promote a screening of *Once Upon a Time in Harlem* (2026, 100 minutes) with an appearance of the director, David Greaves, and producer, Ilani Greaves. This is a documentary film about a party thrown in the home of Duke Ellington in 1972 attended by cultural and intellectual figures from the Harlem Renaissance of the 1920s and 1930s for the purpose of filming them before they were gone. This public screening will be held at The Nyack Center.

**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 almost 600 programs, over 200 of them including 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, 2025, and 2006 it 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. A resume is attached.

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

Rivertown Film requests \$1,200 to promote a screening of "Once Upon a Time in Harlem" (2026, 100 minutes) with an appearance of the director, David Greaves, and producer, Ilani Greaves. This is a documentary film about a party thrown in the home of Duke Ellington in 1972, attended by leading figures in the Harlem Renaissance of the 1920s and 1930s. The footage was shot by David Greaves father (Ilani's grandfather), well known Black filmmaker William Greaves. The film premiered at the Sundance Film Festival in 2026 and then at the Cannes Film Festival. It will play in other American festivals in the fall (likely the New York Film Festival) before it opens in theaters on October 16. Ilani Greaves lives in Valley Cottage and is helping with our screening, the date of which will depend on Ilani and David's travel schedule as the film opens across the country. We are projecting showing it on Nov. 18 – though this cannot be confirmed by the distributor until the fall. Ilani would like us to show it as close to when it opens as possible.

David Greaves and his wife owned an art supply store and record store in Nyack (the current location of Turiello's) in the early 1970s when Ilani was a child. She now lives in Valley Cottage. She moderated the discussion after Rivertown Film's screening of *Losing Ground*, a film by local filmmaker Kathleen Collins (who had worked as a production assistant for Ilani's grandfather, William Greaves). The Nyack Tourism Grant helped pay for that screening.

This event is not confirmed yet. It hinges on permission from the distribution company, NEON, with whom Rivertown Film does business often (most recently they provided *The Christophers* on June 10), as well as the schedule of Ilani Greaves, who has agreed work to help make the screening happen. Should the screening become impossible in the fall, Rivertown Film will request using the Nyack Tourism funding to present Jonathan Demme's *Something Wild*, or Rachel Getting Married, with guests.

**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.**

Having premiered in two of the world's most prestigious festivals, Sundance and Cannes, *Once Upon a Time in Harlem* is recognized as a major documentary film. Having the director and producer appear for a discussion will be newsworthy in the film community and to general audiences, especially because of the association of the filmmakers with Nyack. With promotion outside Nyack it can attract visitors that will support local businesses. Showing this film reflects the diversity of our village and promotes entrepreneurship and inclusion.

Rivertown Film will seek community sponsors such as those who participated in *Losing Ground* (Nyack and Spring Valley NAACP, African American Historical Society of Rockland County) and others. This screening not only celebrates African American history, it celebrates Nyack's African American history.

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

The audience for this program includes residents of Nyack, other residents of Rockland County, and people interested in Black cultural history from around our region, including New York City.

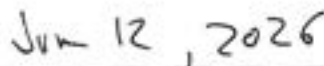
**Does your request include a collaboration with another organization? Yes\_x\_ No\_x\_**

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

Rivertown Film often works with Community Partners who provide promotion to their community in return for ticket discounts. For *Once Upon a Time in Harlem* it will return to the partners who were involved in *Losing Ground*, including the African American Historical Society of Rockland County and the Nyack and Spring Valley branches of the NAACP. These organizations have not yet been approached.



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) 2026/2027 (Round 7)

**Project Title: Once Upon a Time in Harlem**

**Contact Name/Cell Phone: Matthew Seig 914-260-9568**

| Project Plan (outline major milestones, costs not covered by Nyack Tourism Grant) | Jul-26 | Aug-26 | Sep-26 | Oct-26 | Nov-26 | Dec-26 | Jan-27 | Feb-27 | Mar-27 | Apr-27 | ##### | Jun-27 | COST        |
|-----------------------------------------------------------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|--------|-------------|
| Venue Rental (The Nyack Center)                                                   |        |        |        |        | 275    |        |        |        |        |        |       |        | \$ 275.00   |
| AV technician                                                                     |        |        |        |        | 150    |        |        |        |        |        |       |        | \$ 150.00   |
| Film Rental                                                                       |        |        |        |        | 400    |        |        |        |        |        |       |        | \$ 400.00   |
| Misc (insurance, internet, etc.)                                                  |        |        |        | 50     | 50     |        |        |        |        |        |       |        | \$ 100.00   |
| speaker honorarium                                                                |        |        |        |        | 300    |        |        |        |        |        |       |        | \$ 300.00   |
| Videographer                                                                      |        |        |        |        | 150    |        |        |        |        |        |       |        | \$ 150.00   |
| Printing                                                                          |        |        |        | 300    |        |        |        |        |        |        |       |        | \$ 300.00   |
| Design of printed materials                                                       |        |        | 250    |        |        |        |        |        |        |        |       |        | \$ 300.00   |
| TOTAL                                                                             |        |        |        |        |        |        |        |        |        |        |       |        | \$ 1,975.00 |
| MEDIA PAID FOR BY GRANT                                                           | Jul-26 | Aug-26 | Sep-26 | Oct-26 | Nov-26 | Dec-26 | Jan-27 | Feb-27 | Mar-27 | Apr-27 | ##### | Jun-27 | COST        |
| <b>Printed Media (Flyers, Posters, etc.) incl. Design - Cost:</b>                 | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -  | \$ -   | \$ 300      |
| Design of graphics for online use / social media                                  |        |        |        |        |        |        |        |        |        |        |       |        |             |
| <b>Paid Social Media Campaign - Cost:</b>                                         | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -  | \$ -   | \$ 350      |
| Details: online advertizing                                                       |        |        |        |        |        |        |        |        |        |        |       |        |             |
| <b>Radio media (:30 second audio ads) - Cost:</b>                                 | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -  | \$ -   | \$ -        |
| Details:                                                                          |        |        |        |        |        |        |        |        |        |        |       |        |             |
| <b>PR/Press release/outreach - cost:</b>                                          | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -  | \$ -   | \$ 300      |
| Details: writing and distribution, partnerships liason                            |        |        |        |        |        |        |        |        |        |        |       |        |             |
| <b>Other Marketing Costs:</b>                                                     | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -  | \$ -   | \$ 250      |
| Details: additional printing                                                      |        |        |        |        |        |        |        |        |        |        |       |        |             |

**Total \$ 1,200**

## **Matthew Seig**

58 Fourth Avenue • Nyack, NY 10960 • 914-260-9568 • mwseig@verizon.net

### **Arts Administration**

**2026. Co-Director**, Rivertown Film Society. Limited hours.

**2004 – 2025.** 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. Organized 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). Feature programmer, 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.



## **2026/2027 Nyack Tourism Grant Application (Round 7)**

**Date:** Wednesday October 21<sup>st</sup> & Friday October 23<sup>rd</sup>

**Project Organizer Name:** Nyack SciFi Horror Film Festival

**Address:** 100 Nyack Plaza #129 Nyack, NY 10960

**Contact Name:** **Richard Quinn**

**Title:** Director

**Phone:** 845.826.2639

**Email:** QuinnRichards007@gmail.com

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

**Phone:** 845.826.2639

**Project Title:** Nyack SciFi Horror Film Festival

**Amount Requested:** \$3,500.00

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

**Grant purpose:** Website, printing, banners and purchase of media promotion of Nyack SciFi Horror Film Festival in the Tri-State area

**Project Organizer Background:** This will be our 3<sup>rd</sup> SciFi Horror Film Festival, in the past have produced the Nyack Village Theatre for 13 years, and have just recently produced an extremely successful 14<sup>th</sup> Nyack International Film Festival 2026 for 7 nights at the Hotel Nyack.

**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:** Select and secure a venue (The Angel Nyack)  
Receive independent SciFi Horror Film submissions, complete the selection process, schedule the films, major promotion of events, sell tickets, then welcome filmmakers and guests to Nyack for another cultural event.

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

- \* Increase revenues for Nyack business community, hotels, shops, restaurants and personal service*
- \* Increase overnight stays in the Village*
- \* Reflect the diversity of the Village, promote entrepreneurship and social inclusion*
- \* Create a cinematic cultural experience*
- \* 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:**

Filmmakers and Fans of SciFi Horror Films, scheduled in October on the 21<sup>st</sup> and 23<sup>rd</sup>, the night before the Nyack Halloween Parade Village festivities.

**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?**

Rockland Pride Center : insurance umbrella

Richard Quinn

06.10.26

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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) 2026/2027 (Round 7)

Project Title: Nyack SciFi Horror Film Festival 2026

Contact Name/Cell Phone: Richard Quinn 845.826.2639

| Project Plan (outline major milestones, costs not covered by Nyack Tourism Grant) | Jul-26 | Aug-26 | Sep-26 | Oct-26 | Nov-26 | Dec-26 | Jan-27 | Feb-27 | Mar-27 | Apr-27 | May-27 | Jun-27 | COST     |
|-----------------------------------------------------------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|----------|
| Location Rental                                                                   |        |        |        |        |        |        |        |        |        |        |        |        | \$ -     |
| Staffing                                                                          |        |        |        |        |        |        |        |        |        |        |        |        |          |
|                                                                                   |        |        |        |        |        |        |        |        |        |        |        |        |          |
|                                                                                   |        |        |        |        |        |        |        |        |        |        |        |        |          |
|                                                                                   |        |        |        |        |        |        |        |        |        |        |        |        |          |
|                                                                                   |        |        |        |        |        |        |        |        |        |        |        |        |          |
| TOTAL                                                                             |        |        |        |        |        |        |        |        |        |        |        |        | \$ -     |
| MEDIA PAID FOR BY GRANT                                                           | Jul-26 | Aug-26 | Sep-26 | Oct-26 | Nov-26 | Dec-26 | Jan-27 | Feb-27 | Mar-27 | Apr-27 | May-27 | Jun-27 | COST     |
| Printed Media (Flyers, Posters, etc.) incl. Design - Cost:<br>Details:            | \$ -   | \$ -   | \$ 200 | #####  | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ 1,600 |
| Paid Social Media Campaign - Cost:<br>Details: FaceBook, Instagram, X             | \$ 400 | \$400  | \$ 500 | \$600  | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ 1,900 |
| Radio media (:30 second audio ads) - Cost:<br>Details:                            | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -     |
| PR/Press release/outreach - cost:<br>Details:                                     | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -     |
| Other Marketing Costs:<br>Details:                                                | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -     |

Total \$ 3,500

Richard Quinn :l: 845-826-2639 :l: 129 Nyack Plaza Nyack, NY 10960

## Summary

Richard Quinn is a multimedia artist, director and producer who created Modern Metro Studios, Nyack Village Theatre and Rockland World Radio. In 2011 he also initiated the 1<sup>st</sup> Nyack International Film Festival, now in it's 14<sup>th</sup> year, which focus on human rights around the world, and has also added the popular Nyack SciFi & Horror Film Festival to the annual calendar. From 2007 to 2018 In 2007 Richard and company opened the Nyack Village Theatre, a black box theatre, and for 10 years and produced and or directed hundreds of theatrical productions and performances., producing 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. 18 Alfred Hitchcock's Presents half hour programs were recreated for stage by Richard Quinn to sold out performances. Richard successfully produced the first theatrical production of Vincent Pastore's (The Soprano's) Wild Children in 2012.

## Biographical Information

Richard has worked extensively with acclaimed photographer Mick Rock throughout the late 1980s into the late 1990s producing 2 Mick Rock photo book projects as well as graphic art for compact disk covers on artists David Bowie, Lou Reed, Queen, Iggy Pop, Talking Heads, Genesis, Peter Gabriel, The Rolling Stones (London Years), Phil Spector Back to Mono), Aerosmith (Pandora's Box), Tori Amos, Mott The Hoople and many others. From the beginning of his time with Mick Rock, Richard Quinn began to work with video, documenting photo sessions, work and life in the studio with Mick Rock.

During that time, a documentary video was produced for world renowned pop-artist Tom Wesselmann, in conjunction with his upcoming exhibit ("A Retrospective Survey 1959-1992"), which appeared in major museums throughout Japan before heading to Europe. The following year Richard arranged with PBS stations across America to air the documentary. Local notable multimedia projects or events Richard Quinn has produced include working with Rob Stoner (Bob Dylan's bassist & bandleader), blues singer Garland Jeffreys, fashion designer Ali Reza, Random House Publishing.

Richard is a graduate of the prestigious Leadership Rockland program (class of 2008), and was a recipient of the United Hospice of Rockland Award in 2008 for his work. In April 2010, Quinn received the first ever RCADD award for Media recognizing his work in the field, and for 3 summers has facilitated the YMCA Summer Sessions for Teens at Nyack Village Theatre, a showcase performance group for the YMCA youth camp. He has served multiple times as a "celebrity judge" for ARC of Rockland's "American Ideal" annual singing competition for children and adults with developmental disabilities. Richard has been the host of 3 Cablevision presentations of the Nyack Village Annual Halloween Parade.

In May of 2003, Quinn launched RocklandWorldRadio.com, Internet Broadcast station, features weekly live programs of independent music, art, business, sports & culture, and. Broadcasting from Nyack Village Theatre, Quinn's multimedia performance space, Rockland World Radio provides a wide range of much-needed community programs. Quinn also received the JCC-Y Recognition Award for producing *Jake Talks*, a community broadcast program for the Mitzvah Maker teens. He also produces *Dialogues with Dan*, a weekly program discussing disabilities & disability issues with TBI survivor and author Daniel Windheim. Quinn has also produced and facilitated an annual 24-hour broadcast for Hungerthon to benefit World Hunger Year, the "Live at Tower Records" music showcase and "Rock Yo Mama Fest" concert at the Fire Training Center with the Committee to Promote Volunteerism and the Rockland Family Shelter. The station Rockland World Radio Quinn launched in 2003, before Podcasts, YouTube or

Facebook, has produced thousands of recorded archives for dozens and dozens of programs over the years and continues to broadcast, now 24 years later.

Richard Quinn continues to produce the Nyack film festivals, podcasts, children's story animations, and lately has been writing a musical based on his time with photographer Mick Rock.



## **2026/2027 Nyack Tourism Grant Application (Round 7)**

**Date:** 6/11/26

**Project Organizer Name:** Skateboard Wizards

**Address:** 509 Nyack Plaza, Nyack, NY 10960

**Contact Name:** Jamaal Bey

**Title:** President

**Phone:** 914.642.3269

**Email:** co2blackbox@aol.com

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

**Phone:** 914.642.3269

**Project Title:** Nyack Skateboarding Festival Series

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

Please attach a separate sheet – Addendum A - with a project plan, grant budget and media buy - \*See Addendum A\_Skateboard Wizards - Nyack Tourism Grant Budget 2026-2027\*

**Grant purpose:** The Nyack Skateboarding Festival Series represents a unique opportunity to promote tourism by activating one of Nyack's distinctive riverfront recreational assets while complementing the Village's ongoing waterfront beautification and enhancement efforts. Through targeted marketing, community programming, and visitor engagement, the Festival Series will attract regional visitors, increase awareness of Nyack's waterfront, and encourage exploration of the Village's restaurants, shops, parks, and cultural attractions.

## **Project Organizer Background:**

### **Applicant Biography**

Founded in 1977 by Jamaal Bey, Skateboard Wizards began as a group of nine young skateboarders from the Nyack area who shared a passion for skateboarding, friendship, and community. Over nearly five decades, the organization has evolved into a nonprofit dedicated to promoting youth engagement, healthy lifestyles, mentorship, and community connection through skateboarding.

Today, Skateboard Wizards creates opportunities for people of all ages, backgrounds, and skill levels to experience the benefits of skateboarding through demonstrations, events, mentorship, and community programming. The organization is committed to fostering confidence, creativity, inclusion, and positive social interaction while strengthening community ties throughout Nyack and the surrounding region.

Through the proposed Nyack Skateboarding Festival Series, Skateboard Wizards seeks to build upon its longstanding legacy by promoting Nyack as a destination for outdoor recreation, waterfront experiences, and community-driven tourism.

[www.skateboardwizards.com](http://www.skateboardwizards.com)

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

Skateboard Wizards has been actively involved in skateboarding culture, youth mentorship, and community engagement since its founding in 1977. Throughout its history, members have participated in skateboarding demonstrations, competitions, educational programs, and community events throughout the New York metropolitan area.

The organization is led by Nyack native Jamaal Bey, widely recognized as the "Godfather of Skateboarding" and one of the early pioneers of freestyle skateboarding. With more than 50 years of experience teaching, performing, and promoting the sport, Jamaal has dedicated his life to introducing young people and families to skateboarding while fostering personal growth, confidence, and community involvement.

Jamaal's contributions to skateboarding history were featured in the acclaimed documentary *"VIRGIN BLACKTOP: A New York Skate Odyssey"*, which chronicles the origins and evolution of New York skateboarding culture and highlights the pioneers who helped shape the sport.

Over the years, Skateboard Wizards has built a reputation for creating welcoming, family-friendly environments that encourage participation, learning, and community connection. The organization's longstanding ties to Nyack, combined with decades of experience in skateboarding instruction, demonstrations, and event participation, uniquely position it to successfully organize and promote the Nyack Skateboarding Festival Series.

By combining local history, community engagement, and a recognized skateboarding legacy, Skateboard Wizards offers a distinctive visitor experience that aligns with the Village of Nyack's goals of increasing tourism, activating public spaces, and supporting local economic development.

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

\*See attached proposal: Nyack Tourism Grant Proposal\_Nyack Skateboarding Festival Series 2026-2027

**Description of Target Audience:**

\*See attached proposal: Nyack Tourism Grant Proposal\_Nyack Skateboarding Festival Series 2026-2027

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?

Samuel Bengt

Signature

6/12/2026

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) 2026/2027 (Round 7)

|                                              |                                                    |
|----------------------------------------------|----------------------------------------------------|
| Project Title: Skareboarding Festival Series | Contact Name/Cell Phone: Jamaal Bey - 914.642.3269 |
|----------------------------------------------|----------------------------------------------------|

[illegible]

|       |    |       |
|-------|----|-------|
| Total | \$ | 7,500 |
|-------|----|-------|



# Nyack Tourism Grant Proposal

## Project Title

Nyack Skateboarding Festival Series

## Applicant Organization

Skateboard Wizards

## Funding Request

\$7,500

## Project Period

August–October 2026 and May–July 2027

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## Project Summary

Skateboard Wizards respectfully requests \$7,500 through the Village of Nyack Tourism Grant Program to support a targeted media, marketing, and public relations campaign promoting the Nyack Skateboarding Festival Series.

The Festival Series is a six-month tourism and waterfront activation initiative designed to attract visitors to Nyack while showcasing the Village’s riverfront, parks, restaurants, retail businesses, and cultural attractions.

Hosted at Nyack Memorial Park, the series will feature six seasonal outdoor recreation festivals that leverage one of Nyack’s unique public assets—the waterfront skatepark and surrounding riverfront. Through strategic regional promotion, the project will attract visitors from throughout the New York metropolitan area, encouraging day trips, repeat visitation, and spending at local businesses.

The Festival Series supports the Village’s tourism objectives by activating public spaces, promoting the waterfront, increasing visitor traffic, and strengthening Nyack’s reputation as a destination for outdoor recreation, wellness, and family-friendly experiences.

## Program Description

The Nyack Skateboarding Festival Series will consist of six monthly destination events:

- August 2026
- September 2026
- October 2026
- May 2027
- June 2027
- July 2027

Each festival event will feature:

- Skateboarding demonstrations and exhibitions
- Freestyle skateboarding showcases
- Community skate sessions
- Family-friendly recreation activities
- Friendly competitions and challenges
- Youth participation opportunities
- Sponsor activations and giveaways
- Social media content creation
- Visitor engagement activities promoting local businesses and attractions

In addition to the monthly festivals, recurring weekend skateboarding activities will encourage repeat visitation and ongoing activation of Nyack Memorial Park throughout the event season.

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## Tourism and Economic Impact

The Nyack Skateboarding Festival Series is designed to generate measurable tourism activity and economic impact within the Village.

The project will be marketed throughout New York City, Northern New Jersey, Westchester County, Connecticut, and the Hudson Valley, targeting families, outdoor recreation enthusiasts, youth organizations, and visitors seeking unique Hudson River destinations.

Visitors attending the Festival Series will be encouraged to:

- Explore Nyack's downtown business district
- Dine at local restaurants, cafés, and waterfront establishments
- Visit local retailers and attractions
- Utilize public parks and riverfront amenities
- Return throughout the season for additional festival events

Projected outcomes include:

- More than 1,000 attendees across six festival events
- At least 35% attendance from outside Rockland County
- Increased visitor spending at local businesses
- Expanded regional awareness of Nyack as an outdoor recreation destination
- Growth of a recurring annual event that contributes to the local tourism economy

Festival attendees will receive information highlighting local restaurants, retail businesses, waterfront attractions, and community destinations to encourage spending throughout the Village.

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## Building Toward a Riverfront Recreation Destination

The Nyack Skateboarding Festival Series represents an opportunity to showcase and activate one of Nyack's most distinctive riverfront recreational assets while complementing the Village's ongoing waterfront beautification and enhancement efforts.

As communities throughout the New York metropolitan area increasingly invest in outdoor recreation infrastructure and destination-focused public spaces, the Festival Series demonstrates how Nyack can leverage its existing riverfront amenities to attract visitors, support local businesses, and strengthen community engagement.

Beyond the immediate tourism benefits, the project will provide valuable data regarding visitor attendance, visitor origin, economic activity, and community interest in recreation-based tourism. This information will help demonstrate the role that active outdoor recreation can play in supporting Nyack's long-term economic development and tourism objectives.

The Festival Series will also create opportunities for community engagement and public feedback regarding future recreational experiences along the waterfront. By collecting visitor insights and documenting tourism impacts, the project can help inform future discussions regarding enhancements that further strengthen Nyack's position as a regional destination for outdoor recreation.

By activating the waterfront, attracting visitors, and supporting local businesses, the Nyack Skateboarding Festival Series serves as a model for how recreation, tourism, and economic development can work together to enhance the vitality of the Village while building toward a stronger riverfront recreation destination.

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## Marketing and Promotion Plan

Grant funding will be used exclusively for tourism-focused marketing, media, and public relations efforts designed to attract visitors to Nyack.

Marketing efforts will emphasize:

- Nyack's waterfront location
- Outdoor recreation opportunities

- Family-friendly activities
- Downtown restaurants and retail businesses
- Seasonal events and experiences

Promotional activities include:

- Regional Facebook and Instagram advertising
- YouTube and TikTok promotional campaigns
- Event video production and editing
- Professional photography and content creation
- Public relations outreach to regional media
- Influencer partnerships and creator collaborations
- Tourism websites and event calendar listings
- Email marketing and digital visitor guides

The marketing campaign will target audiences throughout the greater New York metropolitan region and encourage visitors to make the Festival Series part of a day trip or weekend visit to Nyack.

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## Use of Grant Funds

| Tourism Marketing Activity                                          | Amount         |
|---------------------------------------------------------------------|----------------|
| Regional Digital Advertising (Facebook, Instagram, YouTube, TikTok) | \$3,000        |
| Promotional Video Production & Editing                              | \$1,500        |
| Public Relations & Media Outreach                                   | \$1,250        |
| Photography & Content Creation                                      | \$1,000        |
| Tourism Listings, Visitor Guides & Promotional Materials            | \$750          |
| <b>Total Request</b>                                                | <b>\$7,500</b> |

All grant funds will be used exclusively for tourism marketing, media, and public relations activities in accordance with Village grant guidelines.

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## Evaluation

Success will be measured through:

- Festival attendance
- Visitor ZIP code tracking
- Website traffic and registrations
- Social media reach and engagement
- Media coverage and impressions
- Visitor surveys
- Business and community feedback

Performance goals include:

- 1,000+ attendees
  - 35% or greater attendance from outside Rockland County
  - Increased regional awareness of Nyack
  - Increased visitation to local businesses during event weekends
  - Establishment of a sustainable annual tourism event
- 

## Sustainability

The Nyack Skateboarding Festival Series is intended to become an annual event supported through sponsorships, donations, community partnerships, merchandise sales, and event-related revenue.

Tourism grant funding will provide the initial marketing investment needed to establish regional awareness, attract visitors, and create a sustainable event that continues generating economic benefits for Nyack in future years.

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## Conclusion

The Nyack Skateboarding Festival Series offers a unique opportunity to promote tourism, activate the waterfront, support local businesses, and strengthen Nyack's reputation as a destination for outdoor recreation and community experiences.

Through strategic marketing and recurring seasonal programming, the project will attract regional visitors, generate economic activity, and create a lasting tourism asset that contributes to the Village's long-term economic vitality.

Skateboard Wizards respectfully requests \$7,500 in support of this tourism-focused initiative.



## **2026/2027 Nyack Tourism Grant Application (Round 7)**

**Date:** June 13, 2026

**Project Organizer Name:** Craig Smith

**Address:** 48 South Broadway, Nyack, NY 10960

**Contact Name:** Craig Smith

**Title:** Executive Director

**Phone:** 917-717-1617

**Email:** Craigsmith@gmail.com

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

**Phone:**

**Project Title:** Phoenix Festival: Live Arts in Nyack – 2026

**Amount Requested:** \$6000

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

**Grant purpose:** The grant will be utilized in the producing of the following videos which will be distributed through organic distribution and geo targeted media buys primarily in the tri-state area. Starting November 1, 2026 the video footage will be available at no charge to Nyack nonprofits for their own editing and use. **Commercial business can also request useage.**

## **Video #1: Discover Nyack – The Hudson Valley's Arts Destination**

**Primary Goal:** Sell the destination first, then the Festival.

**Target Audience:** New York City metro area arts patrons, cultural travelers, weekend getaway seekers.

**Opening**

Drone footage of the Hudson River at sunrise.

**Voiceover:**

*"Just 30 miles from Manhattan, nestled along the Hudson River, lies one of New York's most charming villages..."*

**Visuals**

- Aerials of Nyack waterfront
- River Walk
- Memorial Park
- Downtown Main Street
- Outdoor dining
- Fall foliage
- Couples strolling
- Festival audiences entering venues

**Key Messages**

- Walkable village
- Hudson River views
- Spectacular autumn scenery
- Arts, dining, and culture combined
- Easy day trip or weekend escape

**Closing**

*"This October, discover world-class performing arts in one of the Hudson Valley's most beautiful destinations. Welcome to Phoenix Festival: Live Arts in Nyack."*

**Call to Action:**

Visit the Festival website and purchase passes.

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## **Video #2: Taste Nyack**

**Primary Goal:** Demonstrate that the Festival experience extends beyond performances.

**Opening**

Food preparation montage.

**Featured Locations**

- Hudson House
- Dolce Vita
- My Father's House Southern Cuisine
- Himalayan restaurant
- Farmers Market Restaurant at Hotel Nyack

**Interview Soundbites**

Owners:

*"Festival visitors bring wonderful energy to the village."*

Chefs:

*"We love creating memorable dining experiences for visitors."*

Patrons:

*"We came for a show and stayed for dinner."*

## **Key Messages**

- Diverse cuisine
- Dining before and after performances
- Weekend getaway appeal
- Festival attendee discount at Hotel Nyack

## **Closing**

*"Come for the arts. Stay for the food."*

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# **Video #3: Explore Nyack**

**Primary Goal:** Encourage longer stays and increase local economic impact.

## **Opening**

Nyack's new shuttle arriving downtown.

## **Featured Attractions**

- Edward Hopper House Museum & Study Center
- Elmwood Playhouse
- Nyack nightlife
- Riverfront
- Boutique shopping

## **Festival Venues**

- Rose Hall at Prohibition River
- Hudson House Upstairs
- The Angel
- Additional festival venues

## **Visuals**

- Shuttle stops
- Visitors exploring
- Live music
- Nightlife scenes

## Regional Context

Maps showing proximity to:

- United States Military Academy
- Hudson Valley attractions
- Rockland County historic sites

## Closing

*"Turn your theater outing into a Hudson Valley adventure."*

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# Video #4: Why People Love Phoenix Festival

**Primary Goal:** Build credibility through social proof.

## Opening

Fast-paced montage of audience reactions.

## Interview Question

*"Why do you attend Phoenix Festival?"*

## Responses

- Artistic quality
- Unique venues
- Community atmosphere
- Discovery of new work
- Beautiful location

## Press Quotes

Animated graphics:

"Phoenix Theatre is doing something wonderful in Nyack."

— Broadway Radio

"You won't regret a trip to this magical town."

— Hi! Drama NYC

"Splendid Production."

— TheatreScene

"Phoenix Theatre Ensemble is one of the best."

## Closing

*"Thousands have discovered Phoenix Festival. Join them this October."*

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# Video #5: Spend October in Beautiful Nyack

**Primary Goal:** Drive ticket sales.

This becomes the campaign's signature conversion video.

## Opening

Best visuals from all previous videos.

## Artist Interviews

*"What makes Phoenix Festival different?"*

*"Why should audiences attend this year?"*

## Visuals

- Rehearsals
- Performance clips
- Audience reactions
- Dining
- Riverfront
- Fall foliage

## Key Selling Points

- Multiple productions
- Unique venues
- Festival passes
- Dining and lodging opportunities
- Walkable village experience

## Callouts

- Festival Pass discounts
- Hotel Nyack offers
- Shuttle service
- Limited seating

## Final Voiceover

*"This October, experience exceptional live performance, remarkable artists, extraordinary dining, and the beauty of the Hudson Valley—all in one unforgettable destination."*

*"Spend your October in beautiful Nyack."*

## Final Screen

### PHOENIX FESTIVAL: LIVE ARTS IN NYACK

October 2026

Festival Passes Available Now

Website and ticket information

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Together, these five videos create a complete marketing funnel:

1. **Discover Nyack** → destination awareness.
2. **Taste Nyack** → dining and hospitality.
3. **Explore Nyack** → attractions and extended stay.
4. **Why People Love Phoenix Festival** → credibility and trust.
5. **Spend October in Beautiful Nyack** → ticket sales and pass purchases.

**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 23 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. The company has produced the Hudson Valley Library project where free-of-charge performances have been produced at Suffern, Spring Valley, Valley Cottage and Nyack libraries each followed by an engaging talk back. The company also provides the EVOLVE program to mitigate through storytelling the epidemic of isolation and loneliness of our senior populations in Rockland County.

**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 has produced a 15-year 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 5,000-7,000 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 October 8-25 2026, featuring a lineup of theatre, dance, comedy, and music performances in venues throughout Nyack Village, including The Angel, The Nyack Library, Prohibition River, 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 project 2000-2500 attendees. While we do not want to burden shop owners with tracking actual festival dollars spent at their establishment we can make some estimates. Survey Results of attendees show:

90% of attendees will eat or dine locally  
80%. Responded that they intent to shop locally  
24% stated they would seek accommodations for an overnight stay

Based on attendance of 1500 and the above survey results we estimate an economic impact of over \$300,000 The festival uses local vendors and personnel (sound engineers, caterers, venue rentals, seasonal local hiring which is an additional Festival direct investment of \$30K-\$40K

**Description of Target Audience:**

Primarily targeting people with a behavior of attending arts performances in the greater Metro area of New York City. We have had success with this demographic and believe we add to that success.

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

Statting November 1, 2026 the video footage will be available to non-profits to use as is or to edit their organizational need. – No charge for this use.

Craig Smith

June 14, 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: \_\_\_\_\_

**NYACK TOURISM PROJECT PLAN, GRANT BUDGET AND MEDIA PLAN (APPENDIX A) 2026/2027 (Round 7)**

| Project Title: Happiness In Cooking Classes                                                           |           |           |           | Contact Name/Cell Phone: |          |        |        |             |        |        |        |          |             |
|-------------------------------------------------------------------------------------------------------|-----------|-----------|-----------|--------------------------|----------|--------|--------|-------------|--------|--------|--------|----------|-------------|
| Project Plan (outline major milestones, costs not covered by Nyack Tourism Grant)                     | Jul-26    | Aug-26    | Sep-26    | Oct-26                   | Nov-26   | Dec-26 | Jan-27 | Feb-27      | Mar-27 | Apr-27 | May-27 | Jun-27   | COST        |
|                                                                                                       |           |           |           |                          |          |        |        |             |        |        |        |          | \$ -        |
| Design Brochure                                                                                       | \$ 400.00 |           |           |                          |          |        |        |             |        |        |        |          | \$ 400.00   |
| Print 500 Brochures and envelopes for mailing                                                         |           |           | \$ 772.40 |                          |          |        |        |             |        |        |        |          | \$ 772.40   |
| Mail 250 brochures to list from Alon                                                                  |           |           | \$ 600.00 |                          |          |        |        |             |        |        |        |          | \$ 600.00   |
| Create website with 4 pages and upload brocure to webpage                                             | \$ 400.00 |           |           |                          |          |        |        |             |        |        |        |          | \$ 400.00   |
| Website hosting 2 years \$200/year                                                                    | \$ 400.00 |           |           |                          |          |        |        |             |        |        |        |          | \$ 400.00   |
| Email Blast \$30/mos 12mos                                                                            |           | \$ 360.00 |           |                          |          |        |        |             |        |        |        |          | \$ 360.00   |
| Global Virtual Business Development Co-op                                                             | ALON      | \$ 625.00 |           |                          | \$625.00 |        |        | \$ 625.00   |        |        |        | \$625.00 | \$ 2,500.00 |
| ABA Marketplace Co-op Presence (American Bus Association)                                             | ALON      |           |           |                          |          |        |        | \$ 1,300.00 |        |        |        |          | \$ 1,300.00 |
| IITA Summit Co-op Presence                                                                            | ALON      |           |           |                          |          |        |        | \$ 1,300.00 |        |        |        |          | \$ 1,300.00 |
|                                                                                                       |           |           |           |                          |          |        |        |             |        |        |        |          |             |
| MEDIA PAID FOR BY GRANT                                                                               | Jul-26    | Aug-26    | Sep-26    | Oct-26                   | Nov-26   | Dec-26 | Jan-27 | Feb-27      | Mar-27 | Apr-27 | May-27 | Jun-27   | COST        |
| Printed Media (Flyers, Posters, etc.) incl. Design - Cost:<br>Details:<br>Provided by Rockland County | \$ -      | \$ -      | \$ -      | \$ -                     | \$ -     | \$ -   | \$ -   | \$ -        | \$ -   | \$ -   | \$ -   | \$ -     | \$ -        |
| Paid Social Media Campaign - Cost:<br>Details:<br>Provided by Rockland County                         | \$ -      | \$ -      | \$ -      | \$ -                     | \$ -     | \$ -   | \$ -   | \$ -        | \$ -   | \$ -   | \$ -   | \$ -     | \$ -        |
| Radio media (:30 second audio ads) - Cost:<br>Details:<br>N/A                                         | \$ -      | \$ -      | \$ -      | \$ -                     | \$ -     | \$ -   | \$ -   | \$ -        | \$ -   | \$ -   | \$ -   | \$ -     | \$ -        |
| PR/Press release/outreach - cost:<br>Details:<br>N/A                                                  | \$ -      | \$ -      | \$ -      | \$ -                     | \$ -     | \$ -   | \$ -   | \$ -        | \$ -   | \$ -   | \$ -   | \$ -     | \$ -        |
| Other Marketing Costs:<br>Details:<br>Full Page ad in Group Tour Magazine. Publication recommended    | \$ -      | \$ -      | \$ -      | \$ -                     | \$ -     | \$ -   | \$ -   | \$ 6,205    | \$ -   | \$ -   | \$ -   | \$ -     | \$ 6,205    |

**Alon Tourism Solutions Targeting February since many groups book 6-9 months in advance**

|       |    |       |
|-------|----|-------|
| Total | \$ | 6,205 |
|-------|----|-------|

## **2026/2027 Nyack Tourism Grant Application (Round 7)**

**Date:** 6/15/2026

**Project Organizer Name:** Hope Wade

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

**Contact Name:** Hope Wade

**Title:** Fashion Designer

**Phone:** 8457290448

**Email:** hopewadedesigns@gmail.com

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

**Phone:** 8457290448

**Project Title:** ROCKLAND FASHION WEEK POP UP SHOP

**Amount Requested:** \$2000

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

**Grant purpose:** The Rockland Fashion Week Pop Up Shop is designed to serve a dynamic economic and cultural initiative that showcases local designers , entrepreneurs , artists and small businessss while increasing foot traffic to Nyack’s business district. It helps to gain visibility and generate sales. This year is the 7th year of the highly successful RFW show and as we are celebrating America’s 250th Birthday , we are themed, “CELEBRATIN’ THE RED WHITE AND BLUE”!

**Project Organizer Background:** Hope Wade is an award winning fashion designer who owns a shop at 23 N Broadway Nyack. She has owned her store Hope Wade designs for 6 years, and is joining the Nyack Chamber of Commerce.

**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)** Hope Wade is an award winning fashion designer who

owns a shop at 23 N Broadway Nyack. She has been very active in the Rockland community as a board member of ACOR, is the immediate past president of JAMCCAR, she has a red gown worn by Rock n Roll Icon Darlene Love in the Rock n Roll Hall of Fame Museum's permanent collection. She has received the Presidential Lifetime Achievement award by President Biden, and is the Producer of the highly successful Rockland Fashion week. She is a graduate of Leadership Rockland Class of 2022. She has showcased her designs at London Fashion Week, NY Fashion week and Caribbean Fashion Week. She has received numerous awards including RBWN Woman of Achievement Award, Congressional Award. She was the top 3 designer in Project runway- A Critique with Tim Gunn.

Description of Event/Experience in detail: RFW Pop Up Shop is a signature community event held in partnership with participating local businesses in Nyack and part of Rockland Fashion Week experience. Taking place the day before the main show the POP UP SHOP creates a vibrant shopping, networking and cultural experience that connects visitors with Nyack's unique boutiques, restaurants, galleries, museum and small businesses. The initiative is designed to increase customer engagement, drive foot traffic and generate sales. Fashion enthusiasts, influencers and artisans are encouraged to explore Nyack. The PUS strengthens partnership with local businesses and one of the things we are exploring is putting the names of the participating businesses on the flyers.

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 expect a diversity of fashionistas and people who hear about the show to visit Nyack and be encouraged to spend their money with local businesses as well as in the case of influencers post on social media their experience and highlight some of the stores. Last year we had more stores participating than the last 2 years. We had customers booking at our local hotels and with our increase advertising funding we expect more people to utilize our hotels in Nyack and restaurants as well. The Hopper house museum is one of the highlights that we will be highlighting in our advertising as well as the new Memorial Park and the water edge.

**Description of Target Audience:** RFW Pop Up Shop targets a diverse audience of consumers, fashion enthusiasts , creatives, entrepreneurs, visitors from surrounding regions, NY City, Westchester County, Orange County, Northern NJ, Connecticut, Philadelphia and Maryland. Women and men ages 19-75 with disposable income who support local businesses. Professionals, community leaders, media representatives, people interested in exploring Nyack's boutiques, restaurants, cultural attractions and the Governor Cuomo bridge.

**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?**

Hope Wade

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date **6/15/2026**

## **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) 2026/2027 (Round 7)**

|                                                 |
|-------------------------------------------------|
| Project Title: Rockland Fashion Week Popup Shop |
|-------------------------------------------------|

|                          |
|--------------------------|
| Contact Name/Cell Phone: |
|--------------------------|

[illegible]

|       |    |       |
|-------|----|-------|
| Total | \$ | 2,000 |
|-------|----|-------|



## **2026/2027 Nyack Tourism Grant Application (Round 7)**

**Date:** 5-29-2026

**Project Organizer Name:** Rockland County Pride Center

**Address:** 28 S. Franklin Street

**Contact Name:** Brooke Malloy

**Title:** Executive Director

**Phone:** 845-353-6300

**Email:** brooke@rocklandpridecenter.org

**Name of On-Site Event Manager (if applicable):** Loren Klein, Director of Health and Wellness

**Phone:** 845-353-6300

**Email:** loren@rocklandpridecenter.org

**Project Title:** Rockland Pride Sunday

**Amount Requested:** \$3,000

**Grant purpose:** The Rockland County Pride Center is applying for \$3,000 in Nyack Tourism Grant funding to support marketing and promotion for Rockland Pride Sunday, the oldest and largest LGBTQ+ Pride celebration in the Hudson Valley. Founded in 1999, Pride Sunday brings more than 10,000 people to downtown Nyack for a full-day street fair, parade, live performances, local drag artists, vendors, family activities, outdoor dining, shopping, and community celebration.

Grant funding will help promote Nyack as a welcoming regional destination while driving foot traffic and revenue to local restaurants, shops, hotels, personal service businesses, artists, vendors, cultural partners, and downtown institutions. Pride Sunday is a proven, repeatable tourism event that celebrates diversity and inclusion, leverages Nyack's walkable downtown, and showcases the best of the Village and greater Rockland County.

**Project Organizer Background:** The Rockland County Pride Center is a 501(c)(3) LGBTQ+ community center with a justice-focused mission. The Pride Center works to improve the lives of LGBTQ+ people and their families through free and low-cost community events, monthly support groups, LGBTQ+ youth programming, senior programming, LGBTQ+ healthcare at the Jacobs Family Pride Wellness Center, mobile HIV testing through the Healthy Futures program, survival services, individual advocacy, referrals, and navigation around medical care, mental health, housing, legal, and social services.

The Pride Center is the only organization in Rockland County whose mission is to improve the lives of LGBTQ+ people. Its year-round presence in downtown Nyack helps make the Village a visible, trusted, and welcoming destination for LGBTQ+ people, families, allies, artists, entrepreneurs, nonprofit partners, civic leaders, faith communities, and visitors throughout the Hudson Valley and beyond.

The Pride Center envisions and works toward an abundant world where LGBTQ+ people of all ages are safe, pursuing their dreams and goals, and held by a strong, vibrant community.

**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 Rockland County Pride Center and its staff are uniquely suited to producing Rockland Pride Sunday. Staff have deep experience planning and executing large-scale public events, managing partnerships, coordinating vendors, overseeing public safety logistics, working with local government, and creating welcoming spaces for LGBTQ+ people and their families. Pride Sunday's founder, who began the event in 1999, continues to serve on the Pride Center's board, providing institutional knowledge and continuity.

Over the years, Rockland Pride Sunday has grown into the largest event of its kind in the Hudson Valley. Because the Pride Center works year-round with LGBTQ+ people, families, schools, businesses, nonprofit partners, civic organizations, places of worship, health providers, artists, performers, and community leaders, staff have the relationships, expertise, and community trust necessary to produce this event successfully.

**Description of Event/Experience in detail:** Rockland Pride Sunday is the oldest and largest Pride Month festival in the Hudson Valley. Founded in 1999, it remains a free, family-friendly street fair for LGBTQ+ people, families, allies, and visitors from across the region. The event draws more than 10,000 people from Rockland County, the Hudson Valley, Northern New Jersey, New York City, and beyond.

Rockland Pride Sunday takes place in the streets of downtown Nyack from 11 AM to 5 PM. Broadway and Main Street are closed to vehicle traffic, allowing attendees to walk through the Village, dine, shop, socialize, attend performances, visit vendors, and experience Nyack as a welcoming, walkable river village.

The event includes a parade, live music, special guest performers, local drag artists, vendors, speeches, outdoor dining, shopping, a bounce house, face painting, children's activities, and an air-conditioned family crafting space at Nyack Center. Vendors include nonprofit organizations, small businesses, artists, religious congregations, civic organizations, government agencies, healthcare providers, advocacy organizations, and local entrepreneurs. Many vendors offer free items and activities, such as snacks, flags, stickers, arts-and-crafts projects, jewelry, resource materials, and family-friendly giveaways.

The Pride Sunday parade is one of the event's strongest public-facing features. It brings together marching bands, elected officials, civic organizations, nonprofit partners, PTA groups, churches, synagogues, scout troops, local businesses, performers, community groups, and families. The parade showcases the best of Nyack and greater Rockland County by making visible the businesses, institutions, congregations, schools, artists, volunteers, and community leaders who help create a welcoming region.

Each year, the Rockland County Pride Center also names a ceremonial parade marshal to recognize the leadership and community service of a local LGBTQ+ person. This tradition grounds the event in community history while giving visitors a direct view of the people and stories that shape Rockland's LGBTQ+ life.

Pride Sunday is held each June in recognition of LGBTQ+ Pride Month and the 1969 Stonewall Uprising in New York City, a defining moment in the modern LGBTQ+ rights movement. In that tradition, Rockland Pride Sunday creates a highly visible, welcoming public celebration that draws thousands of residents and visitors into downtown Nyack.

The purpose of the event is to create a safe and joyful public space for LGBTQ+ people and their families, celebrate the unique contributions of the LGBTQ+ community, reduce social isolation, educate families about evidence-based supportive behaviors that improve life outcomes for LGBTQ+ youth, and demonstrate the strength, visibility, and economic impact of Rockland's LGBTQ+ 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.***

Rockland Pride Sunday is expected to draw more than 10,000 visitors to downtown Nyack, creating significant foot traffic for restaurants, shops, bars, personal service businesses, artists, vendors, and local institutions. The event runs from 11 AM to 5 PM along Broadway and Main Street, inviting visitors to spend the day walking through the Village, dining locally, shopping downtown, attending performances, visiting vendor booths, enjoying outdoor dining, and participating in Pride-related activities hosted by local businesses and community partners.

The economic impact of Rockland Pride Sunday is both immediate and long-term.

First, Pride Sunday creates immediate tourism activity by bringing thousands of visitors into downtown Nyack during one of the most visible seasons of the year for LGBTQ+ community life and culture. Visitors dine in local restaurants, shop in local stores, attend performances, purchase goods from artists and vendors, participate in community events, and experience Nyack as a walkable, welcoming river village. This activity directly supports restaurants, cafés, retail shops, personal service businesses, bars, galleries, entertainment venues, artists, vendors, and local contractors.

Second, the Pride Center's presence and programming help create longer-term economic development by strengthening Nyack's reputation as a safe, creative, inclusive, and LGBTQ+-affirming destination. For many visitors, Pride Sunday is their first meaningful experience of Nyack. They come for Pride, but they discover the restaurants, shops, arts community, waterfront, nightlife, historic character, civic life, and local businesses that make the Village distinctive. Over time, that visibility helps attract people who return, move here, open businesses, rent storefronts, support local institutions, and invest in the community.

While Pride Sunday is the primary driver of tourism in this request, its impact is not limited to a single day. Pride Sunday is supported by promotion, partnerships, lead-up activities, cultural programming, business activations, and community events that bring people into Nyack before, during, and after the festival. These activities provide more reasons for people to visit Nyack, spend time in the Village, return for future events, and see Nyack as a destination for arts, culture, dining, shopping, LGBTQ+ community life, civic belonging, and small-business activity.

The Pride Center's broader calendar of free and low-cost community programming also strengthens this impact. Pride-related concerts, the BIPOC Cookout, vendor opportunities, arts programming, youth and family spaces, cultural events, business activations, and community gatherings all help build visibility for Nyack as an inclusive regional destination. These events

create opportunities for residents and visitors to experience the Village beyond the six-hour Pride Sunday festival, deepening the event's tourism value and extending its economic reach.

Rockland Pride Sunday increases revenue for Nyack businesses by bringing more than 10,000 people into the Village. The Pride Center highlights local businesses during the event and in event marketing. This year, the Pride Center is creating a series of Instagram stories featuring local business owners, tours of Nyack's different neighborhoods, and highlights of LGBTQ+-owned and LGBTQ+-friendly businesses. These stories have already reached nearly 4,000 people.

Local business participation is central to the event's impact on tourism and economic development. The Pride Center provides free vendor space to Village businesses directly in front of their storefronts, allowing them to welcome Pride visitors, sell goods, promote services, and participate in the event at no cost. Local business owners have responded enthusiastically to this model because it brings thousands of visitors directly to their doors. In some cases, people have even rented empty storefronts during Pride weekend to create temporary pop-up shops, further activating downtown Nyack and filling vacant commercial space during one of the Village's busiest weekends.

The Pride Center also encourages businesses to host their own activations during Pride Sunday and the surrounding Pride season. Local restaurants, bars, shops, galleries, artists, and cultural partners can welcome Pride visitors, host special programming, extend outdoor service, promote goods and services, and participate in the event's energy. Partners such as Maureen's Jazz Cellar, Scott & Joe, Creative Arts Workshop, Hopper House, The Angel Nyack, Nyack Library, and Nyack Center help connect Pride Sunday to Nyack's arts, culture, nightlife, family programming, civic life, and downtown business community.

The Pride Center also hires and works with local vendors and production partners, including Safe & Sound Productions of Nyack, to help produce high-quality public events that bring visitors into the downtown business district. These partnerships keep event spending local while improving the visitor experience.

The event supports overnight and weekend visitation by positioning Nyack as a regional Pride destination. While many visitors come for the day, Pride Sunday encourages people from outside the immediate area to spend more time in and around Nyack, dine locally, shop locally, attend related events, visit cultural destinations, and return for future visits. Regional promotion through tourism calendars and event listings further positions Nyack as a Pride destination for visitors from Rockland County, the Hudson Valley, Northern New Jersey, New York City, and surrounding areas.

Rockland Pride Sunday reflects the Village's diversity by highlighting Nyack's long history as a welcoming place for racially diverse LGBTQ+ people, artists, families, entrepreneurs, faith communities, civic leaders, and community builders. The event intentionally includes vendors who are small businesses, LGBTQ+-owned businesses, and businesses owned by people of color. It also brings together community and civic organizations, places of worship, schools, nonprofits, public agencies, families, youth, seniors, and volunteers in a shared public celebration. This showcases the best of Nyack and greater Rockland County while strengthening the Village's reputation as a place where inclusion, creativity, entrepreneurship, and community life are connected.

The event leverages Nyack's walkable downtown with a free street fair that closes Broadway and Main Street to vehicle traffic. This creates maximum walkability and allows visitors to experience the Village's restaurants, shops, public spaces, cultural assets, and community character in a direct and memorable way. The event's downtown footprint encourages visitors to move naturally through the business district, discover storefronts, stop for food and drinks, shop, attend performances, and return to places they first discovered during Pride Sunday.

Rockland Pride Sunday is repeatable and sustainable because it has been hosted in Nyack every year since 1999. The event also promotes Nyack as a safe, LGBTQ+-friendly destination

for dining, shopping, arts, nightlife, family activities, and community life year-round. The year-round presence of the Rockland County Pride Center at 28 S. Franklin Street further encourages repeat visitors who come to Nyack for regularly scheduled LGBTQ+ programs, services, cultural events, civic gatherings, support groups, and community celebrations.

The success of the project will be measured by estimated attendance, vendor and local business participation, social media reach, press coverage, regional tourism listings, community feedback, and evidence of ongoing collaboration between business and nonprofit sectors. These measures will capture both the immediate tourism impact of the event and the broader economic development value of positioning Nyack as one of the Hudson Valley's most welcoming and inclusive destinations.

**Description of Target Audience:** Rockland Pride Sunday attracts thousands of visitors from Rockland County, the Hudson Valley, Northern New Jersey, New York City, and beyond. The audience includes LGBTQ+ people, families, allies, youth, seniors, artists, small-business owners, nonprofit partners, faith communities, civic organizations, tourists, and residents seeking a welcoming, family-friendly Pride Month celebration.

The event serves both local residents and regional visitors. It generates significant economic activity for local merchants while also promoting Nyack as a destination known for diversity, inclusion, arts and culture, restaurants, shopping, nightlife, walkability, and community life. Pride Sunday introduces many first-time visitors to Nyack and encourages repeat visits throughout the year.

**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?** Rockland Pride Sunday is produced in collaboration with a wide range of local partners, including Safe & Sound Productions of Nyack, Maureen's Jazz Cellar, Scott & Joe, Nyack Center, Creative Arts Workshop, Hopper House, The Angel Nyack, Nyack Library, the Village of Nyack, local restaurants and shops, artists, vendors, performers, civic partners, nonprofit organizations, community organizations, places of worship, schools, and volunteers.

These partners support Pride Sunday and related programming through event production, promotion, business activations, arts and cultural programming, live music, vendor participation, community outreach, family-friendly activities, visitor engagement, use of local spaces, and participation in the parade and street fair. The Pride Center is also collaborating with Hopper House on the Hopper Happens project, led by Kris Burns, to connect Pride programming to Nyack's arts and cultural identity.

Local business participation is central to the event. The Pride Center provides free vendor space to Village businesses directly in front of their storefronts, allowing them to welcome Pride visitors, sell goods, promote services, and participate in the event at no additional cost. This model helps drive thousands of visitors directly to local businesses and supports a village-wide Pride Sunday experience.

The Pride Center also works with local restaurants, bars, shops, artists, vendors, performers, cultural institutions, civic organizations, congregations, nonprofit partners, and service providers to make Pride Sunday and its surrounding activities a meaningful driver of local tourism. These collaborations increase foot traffic, support local spending, create opportunities for artists and entrepreneurs, expand Nyack's visitor base, and reinforce the Village's identity as a welcoming, inclusive, creative, and economically vibrant destination.



Signature

6/4/2026

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) 2026/2027 (Round 7)

Project Title: Rockland Pride Sunday

Contact Name/Cell Phone:

| Project Plan (outline major milestones, costs not covered by Nyack Tourism Grant) | Jul-26 | Aug-26 | Sep-26 | Oct-26 | Nov-26 | Dec-26 | Jan-27 | Feb-27 | Mar-27   | Apr-27   | May-27   | Jun-27 | COST         |
|-----------------------------------------------------------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|----------|----------|----------|--------|--------------|
| Event Announcement and Save the Date                                              |        | X      |        |        |        |        |        |        |          |          |          |        | \$ 500.00    |
| Sponsor and community partnerships                                                |        |        | X      | X      | X      | X      | X      | X      | X        |          |          | e      | \$ 2,500.00  |
| Business and vendor recruitment campaig                                           |        |        | X      | X      | X      | X      | X      | X      |          |          |          |        | \$ 3,000.00  |
| Community story-telling                                                           |        |        |        |        |        |        |        | X      | X        | X        | X        | X      | \$ 2,500.00  |
| Advertising                                                                       |        |        |        |        |        |        |        | X      | X        | X        | X        | X      | \$ 5,000.00  |
|                                                                                   |        |        |        |        |        |        |        |        |          |          |          |        |              |
|                                                                                   |        |        |        |        |        |        |        |        |          |          |          |        |              |
| TOTAL                                                                             |        |        |        |        |        |        |        |        |          |          |          |        | \$ 13,500.00 |
| MEDIA PAID FOR BY GRANT                                                           | Jul-26 | Aug-26 | Sep-26 | Oct-26 | Nov-26 | Dec-26 | Jan-27 | Feb-27 | Mar-27   | Apr-27   | May-27   | Jun-27 | COST         |
| Printed Media (Flyers, Posters, etc.) incl. Design - Cost:                        | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   |        | \$ 1,000 | \$ 1,000 | \$ 1,000 | \$ -   | \$ 3,000     |
| 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:                                                                          |        |        |        |        |        |        |        |        |          |          |          |        |              |

Total \$ 3,000

# **BROOKE MALLOY**

845-353-6300

brooke@rocklandpridecenter.org

## **PROFESSIONAL EXPERIENCE**

### ***EXECUTIVE DIRECTOR***

2016 - PRESENT

ROCKLAND COUNTY PRIDE CENTER - NYACK, NEW YORK

- Fulfillment of the Rockland County Pride Center's mission through visionary, responsive, and creative thinking.
- Execution of the short and long-term strategic plan for the RCPC.
- Oversight of all fiscal responsibilities including those necessary for auditing, budgeting, financial analysis, capital asset, and property management in accordance with generally accepted accounting principles, board and RCPC policies and procedures, and all other applicable rules and guidelines.
- All aspects of human resource management including, but not limited to, staff hiring, supervision, training, and termination; developing position descriptions, recommending compensation, and applying board-approved employee policies and benefits in accordance with federal and state requirements.
- Grant writing: applications, preparation, compliance, and reporting, with special emphasis on seeking out new grant sources.
- Preparation and oversight of major donor campaigns, capital campaign, corporate sponsorship programs, individual donations, and fundraising events.
- Establishing and strengthening partnerships with local businesses, community groups, allies, and other LGBTQ organizations throughout the tri-state area, with special emphasis on the Lower Hudson Valley.
- Development and oversight of programmatic initiatives for the RCPC, and for the community.

### ***LGBT PROGRAM COORDINATOR & DOMESTIC VIOLENCE PROGRAM FOR MEN COURT LIAISON***

2013 - 2016

VCS INC. - NEW CITY, NEW YORK

- Organized and directed annual celebration of Rockland County Pride.
- Organized and directed sales and promotion for annual LGBT Directory of Businesses, Services and Community Organizations.
- Co-Facilitated monthly Transgender Professional Roundtable.
- Developed events: movies in the park, Pride Weekend, advertiser thank you receptions, networking events, community LGBT programs, and education series.
- Maintained various websites including the host site for Rockland County Pride, Facebook, Twitter, Instagram, and YouTube.
- Managed all data, grant reports and budgets, and annual programs.
- Managed all website data, upload and design.
- Created flyers, programs, materials, and artwork for all events and web design.
- Secured funding for LGBT events and programs.
- Participated in local trainings on racism, sexism, and heterosexism.
- Instructed the *Domestic Violence Program for Men*, an accountability program for court-ordered offenders.
- Court Liaison for the *Domestic Violence Program for Men* in the Rockland County justice system.

# **BROOKE MALLOY**

845-353-6300

brooke@rocklandpridecenter.org

## ***ASSISTANT DIRECTOR***

2008 - 2013

NYACK CENTER - NYACK, NEW YORK

- Administration of several county and government grants.
- Chair/Coordinator of the Nyack Youth Collaborative, a coalition of over 40 community organizations serving youth in Rockland County. Responsible for scheduling guest speakers, facilitation group discussion, maintaining records, identifying and scheduling trainings, organizing, and heading annual events.
- Key role in organizing and implementing major annual fundraising events.
- Responsible for event planning including budgeting, marketing, invitation, and flyer design, contact with caterers and party rentals.
- Create and distribute monthly e-newsletter reaching over 3,000 Rockland County residents.
- Selected representative to attend and participate in monthly VCS Undoing Racism meeting and Transgender Roundtable.
- Supervise case managers' paperwork to ensure accordance with grant.
- Payroll administration, bookkeeping, and proofreading and quarterly reporting of grants.

## ***DIRECTOR***

2005 - 2013

DIM LIGHT TURNED BRIGHT/SHIP OF FOOLS PRODUCTIONS - NYACK, NEW YORK

- Director of Admissions and Production for child and teen acting classes held in Rockland County.
- Teaching, budgeting, accounting, website creation and maintenance, enrollment, field trip and special event planning.
- Facilitated youth and staff team-building workshops for CANDLE's "Common Threads" Youth Empowerment Retreat and their annual conference.

## ***ASSISTANT DIRECTOR***

2007 - 2008

MANNING SCHOOL OF MUSIC - NYACK, NEW YORK

- Assistant Director of a busy music school and event production company.
- Administered all programs including the supervision of 18 staff members, enrollment, mailing list database upkeep, data management, and website creation and maintenance.
- Special event responsibilities include booking, talent contracts, public relations, poster design, and DVD production and sales.

## ***DIRECTOR, FAME!***

2006 - 2007

NYACK MIDDLE SCHOOL – NYACK, NEW YORK

- Director of their annual spring musical. Management of the adult production team, cast & crew of 67 students, and musicians.
- Production budgeting, fundraising, and parent relations.

# **BROOKE MALLOY**

845-353-6300

brooke@rocklandpridecenter.org

## ***ART TEACHER/AFTER SCHOOL PROGRAM DIRECTOR***

2002 - 2009

MONTESSORI CENTER OF NYACK & RIVER SCHOOL – NYACK, NEW YORK

- Planned and administered art and after school programs for 115 children including financial reporting to director.
- Administered *Rocky and Land's Hudson River Adventure*, an interdisciplinary curriculum.

## **EDUCATION**

*Center for Montessori Teacher Education*, White Plains, New York

- Early Childhood Teacher Education

*Fordham University*, New York, New York

- Communication & Media Studies

*The New School*, New York, New York

- Theater Arts

## **COMMUNITY SERVICE AND OTHER RELATED EXPERIENCE**

### **Board Trustee**

2010 - 2011

VILLAGE OF NYACK HOUSING AUTHORITY - NYACK, NY

- Position appointed by Village of Nyack Mayor Richard Kavesh.

### **Member, Board of Directors**

2010 - 2013

ANTRIM PLAYHOUSE - WESLEY HILLS, NY

- Chair of planning the 75th Anniversary calendar of events.
- Director of six major productions.
- Produced several major productions.
- Duties include: budgeting, leading production team, marketing and public relations.
- Organized and directed Antrim's first children's show to benefit community residents.



## **2026/2027 Nyack Tourism Grant Application (Round 7)**

**Date:** 06/12/2026

**Project Organizer Name:** Center for Safety & Change

**Address:** 9 Johnsons Lane, New City, NY 10956

**Contact Name:** Diana Wilkins

**Title:** Director of Strategy & Impact

**Phone:** 845-634-3391

**Email:** [dwilkins@centersc.org](mailto:dwilkins@centersc.org)

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

**Phone:** 845-634-3391

**Project Title:** *She Is: Weekend – A Celebration of Women’s and Survivors Voices, Inspiring Community & Enhancing Cultural Tourism in the Village of Nyack*

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

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

**Grant purpose:** The *She Is* event, hosted annually by Center for Safety & Change, Rockland County's sole victim services non-profit, is a transformative arts and healing experience that highlights women and survivors of domestic violence, sexual assault, human trafficking, and other crimes, to share their stories through memoir, fiction, poetry, dance, meditation, song, and visual art. Rooted in empowerment, truth-telling, and collective liberation, *She Is* offers a sanctuary for expression and healing—while creating a powerful draw for visitors across the Hudson Valley and beyond.

This initiative aims to elevate *She Is* into a cultural tourism cornerstone for the Village of Nyack, attracting regional and out-of-state attendees who seek authentic, meaningful experiences rooted in social impact and the arts. By showcasing the talent, resilience, and narratives of women and survivors, *She Is* not only contributes to individual and collective healing but also positions Nyack as a destination for socially conscious arts and wellness programming. The project will include expanded marketing and outreach efforts, partnerships with local businesses (e.g., cafes, shops, writing studios, and hotels), and curated visitor experiences that weave together local culture with the transformative power of storytelling. Attendees will be invited to explore Nyack’s scenic beauty, historic charm, and vibrant downtown while participating in local farm workshops/hands on activities, workshops, and meditative gatherings that honor women’s voices.

College of New Jersey and Fairleigh Dickinson University. Diana loves literature, poetry and advocacy and has had the opportunities to run retreats for women to tell their stories and collaborate on writing, storytelling, and creative space development for women in Rockland County, NY. Diana has two poems, and one piece of photography published in Newtown Writers anthology "Off the Rocks."

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

The annual ***She Is event*** provides a space for community and tourists to Nyack to experience the voices of marginalized communities. This event gives voice to women and survivors of violence, offering audiences to experience truth telling through story, poetry, art, music, dance, and other avenues of creativity. *She Is* is a curated line up of local artists from the Hudson Valley and greater New York area as well as has reached artists from California and Argentina. Past women artists who have participated are world renowned author and performer Cecilia Gentili, author of *Faltas* and her one woman off Broadway show *Red Ink*, Anita Kopacz, Simon & Schuster published author of *The Wind on Her Tongue* and *Shallow Waters*, local musicians, The Yes Dears, author and business owner Kenyatta Arietta-Jones, local artists Nomita Sonty and Ghazalla Nomani and Brooklyn raised author Vanessa Mártir, to name a few. *She Is* is a magical event where intention setting, truth telling, honesty and grit are shared, valued, uplifted and affirmed.

The array of artist identities reaches across a spectrum of LGBTQ+ identity, BIPOC (Black, Indigenous, People of Color), Spanish Speaking, and self-identified Women.

***She Is Weekend*** has transformed a one-night event into a weekend long space of creativity, healing, and innovation, where tourists from NYC, Greater Hudson Valley and across the US and beyond come to Nyack for a curated artistic and healing experience. The weekend is a combination of artistic events, holistic healing initiatives paired with a local hotel stay option, nature/ farm activities and workshops, a spa experience, a writing workshop, an artist's roundtable discussion, as well as a selection of restaurants to dine from on both Saturday and Sunday where *She Is* selections would be available (pre-fixe or special menu options for patrons). These specific and planned endeavors along with avenues of increased revenues for shops, hotels and restaurants will increase individual business and community space visibility during the weekend while also for future visits to Nyack from tourists coming for this special weekend – this is not just a "one – off" opportunity; the increase will be felt throughout the year with people coming back again and again to the Village from this one experience.

With the assistance of the Nyack Tourism grant funding, ***She Is Weekend*** brought over 300 attendees to events planned throughout the weekend last Spring as well as over 200+ new consumers to the Village of Nyack.

**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 ***She Is Weekend*** invites attendees to give revenues to small businesses in Nyack, especially hotels, shops and restaurants as described and outlined above. The weekend increases revenue by offering accommodations, shopping, incentive, and overall excitement to the village. Since the weekend attracts across a spectrum of LGBTQ+ identity, BIPOC (Black, Indigenous, People of Color), Spanish Speaking, and self-identified Women, diversity is seen and social inclusion is instituted across the weekends activities as well as across the tourism of the whole weekend. As mentioned previously, *She Is Weekend* aims to incorporate and include as many local businesses as possible, and activities into the weekends roster, all while holding the affirmation and belief of women's voices across all.

**Objectives:**

- Expand tourism to Nyack through an annual, high-impact arts and healing event.
- *She Is Weekend* will be held in Q2 of 2027 and will intertwine engagement from local business owners to increase tourism in the village.
- Promote local businesses and generate economic activity through visitor engagement.
- Uplift the voices of women and survivors through diverse artistic mediums.
- Position Nyack as a hub for cultural activism, arts, and social healing.

**Collaborators/ Expansion:**

- *Potential collaborators will be Debbie Millman's [Design Matters](#) with a special guest appearance by Debbie herself as well as two other highly recognized authors. (tbd)*
- *Potential collaboration with April Hernandez-Castillo, acclaimed actress and public speaker; best known for her role in the major motion picture, "The Freedom Writers".*
- *Potential collaborators will be Hotel Nyack, where guests can book the She Is weekend rate and be greeted with a special "swag bag" curated by the Center and local participating shops.*
- Engagement of small shops like Main Street Beat, Gena Lisa, Dolce Vita, and Christine Cordey to offer incentives for consumers. These would be paid activities/special deals that consumers can add on to their experience coming to Nyack.
- Engagement of District Hot Yoga, Lomar Farms, Bell-Ans Volition Women's Initiative, and Angel Nyack to host meditative and community space for continued gathering pre/post event for intention setting, creative dialogues and other creative art endeavors.

*She Is* not only celebrates creativity and resilience—it invites the world to witness it, right here in Nyack.

**Project Organizer Background:** Center for Safety & Change provides critical services and support to women and all victims and survivors of gender-based violence and other crimes while working toward justice by creating social change. For more than 45 years, Center for Safety & Change has worked tirelessly with victims, survivors and their family members, offering lifesaving and life-changing programs and services to thousands in Rockland and beyond.

**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)**

Diana Wilkins is the current Director of Strategy & Impact at Center for Safety & Change. Diana also works with Social Justice Initiatives LLC, a consulting agency that thinks differently, infusing leadership and marketing strategies through an anti-racist, social justice lens. She has worked in leadership, development, strategic planning, and other avenues of nonprofit succession, as well as in graphic design and marketing, and special events and fundraising initiatives.

Diana was co-founder and Deputy Director of the Rockland County Pride Center, an LGBTQ+ (Lesbian, Gay, Bisexual, Transgender, Queer) organization with an anti-racist, social justice mission. She utilizes best practices while providing services, resources, and programming for the LGBTQ+ and TGNCNB Community, ensuring that everyone is treated equally and with affirmation and authenticity.

Diana has a wide and vast knowledge in program development, leadership accountability and growth, development and strategy and education, training initiatives. In her professional career, Diana fought on the front lines for Marriage Equality in New York State as well as for GENDA in New York State, teaches college level literature and writing, and is a team member of Social Justice Initiatives, LLC. Diana attended the College of New Rochelle where she studied English and Journalism and has her Master of Arts in Literature from Queens College and her Master of Fine Arts in Poetry from Lesley University. Diana teaches literature and writing at Ramapo College.

**Description of Target Audience:**

The *She Is* Weekend welcomes a vibrant, intergenerational audience of artists, survivors, advocates, and allies—both local to Nyack and from communities across the region. Designed for those seeking connection, healing, and inspiration through the arts, this powerful gathering attracts women, LGBTQ+ individuals, creatives, and changemakers who value truth-telling, storytelling, and collective care. By bridging Nyack's rich local culture with visitors from surrounding cities and rural areas, *She Is* creates a dynamic space where community, creativity, and justice meet—offering a meaningful destination experience for all who attend.

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

06/12/2026  
Date

## PROJECT PLAN, GRANT BUDGET AND MEDIA PLAN (APPENDIX A) 2026/2027 (Round 7)

Project Title:She Is Weekend

Contact Name/Cell Phone: Diana Wilkins / 914-671-7734

[illegible]



## **2026/2027 Nyack Tourism Grant Application (Round 7)**

**Date:** June 15 2026

**Project Organizer Name:** Laura Graham

**Address:** 5 South Broadway, Nyack

**Contact Name:** same

**Title:**

**Phone:** 845 642 8503

**Email:** grahamlac1963@gmail.com

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

**Phone:** 845 642 8503

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

**Amount Requested:** \$5400

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:**

**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 Shop Hop is a passion project that I conceived of after noticing a post-Covid bloom of secondhand businesses in the village. I've galvanized not only the secondhand store owners but also around 25 different food/beverage establishments to participate in this fun, free event that appeals to a wide demographic. As of June 2026, nearly 2000 people have enjoyed "Hopping" with us, 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 card at any of the participating stores (see attached map/card). For each shop they visit (no purchase required), their card gets 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 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.

**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.***

Countless fellow merchants and business owners who are NOT Hop participants have told us that the Hop days are among their best business days. As we grow through the closure of several of our original participating stores, we have evolved to highlight a revolving selection of other businesses in the Hops. We've also partnered with over 20 restaurant/food/bev outlets, our neighbors who are kind enough to offer a special deal to our shoppers on Hop days. For the April 2026 Hop we had 259 shoppers, around 30% of whom reported spending \$100+ in the village on that day (not just in Hop-participating locations)! As the Hop is a walking tour, participants are encouraged to stroll the entirety of the village, and we even highlight the architecture and of course the beautiful Hudson river on our map/cards!

**Description of Target Audience:**

Lovers of secondhand apparel, sustainability and the environment! This is a market that is expected to be valued at \$74 Billion in 2029, a huge increase over the already impressive \$49 Billion in 2024. This growing demographic 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 and we plan to continue to do so. We have been contacted by many business neighbors who would like to join us on the Hop. We also collaborate with food/bev partners for every Hop, as highlighted above. We use local graphic designers and 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\_\_\_\_

\_\_\_\_\_

Signature

Date **6/15/2026**

# **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) 2026/2027 (Round 7)

Project Title: Nyack Secondhand Shop HopContact Name/Cell Number: Laura Graham/845 642 8503[illegible]

| MEDIA PAID FOR BY GRANT                                                                                                                      | Jul-26 | Aug-26 | Sep-26 | Oct-26 | Nov-26 | Dec-26 | Jan-27 | Feb-27 | Mar-27 | Apr-27 | May-27 | Jun-27 | COST     |
|----------------------------------------------------------------------------------------------------------------------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|----------|
| <b>Printed Media (Flyers, Posters, etc.) incl. Design - Cost:</b><br>Details: graphics design, banner patches, posters, postcards, map cards | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -     |
|                                                                                                                                              |        |        | \$ 425 |        | \$ 425 |        |        |        |        | \$ 425 |        | \$ 425 | \$ 1,700 |
| <b>Paid Social Media Campaign - Cost:</b><br>Details: boosted targeted social media posts                                                    | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -     |
|                                                                                                                                              |        |        | \$ 250 |        | \$ 250 |        |        |        |        | \$ 250 |        | \$ 250 | \$ 1,000 |
| <b>Radio media (:30 second audio ads) - Cost:</b><br>Details:                                                                                | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -     |
|                                                                                                                                              |        |        |        |        |        |        |        |        |        |        |        |        |          |
| <b>PR/Press release/outreach - cost:</b><br>Details: SM videos for all locations with models and professional editing                        | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -     |
|                                                                                                                                              |        |        | \$ 350 |        | \$ 350 |        |        |        |        | \$ 350 |        | \$ 350 | \$ 1,400 |
| <b>Other Marketing Costs:</b><br>Details: Village/DPW for banner hanging                                                                     | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -     |
|                                                                                                                                              |        |        | \$ 325 |        | \$ 325 |        |        |        |        | \$ 325 |        | \$ 325 | \$ 1,300 |

|       |    |       |
|-------|----|-------|
| Total | \$ | 5,400 |
|-------|----|-------|

# Nyack Secondhand Shop Hop

Saturday, April 18

**Main St  
Beat**  
95 Main St

**Honor and  
Blume**  
23 N Broadway

**Trilogy  
and  
Lemmonade**  
5 S Broadway

**Second  
Chance Shoppe**  
55 Burd St

**Modern Druid**  
60 S Broadway

**Hippie Dippie  
Threads**  
68 S Broadway



@nyackvintage



hudson river



## **2026/2027 Nyack Tourism Grant Application (Round 7)**

**Date:** 06/09/2026

**Project Organizer Name:** Kamdyn Moore / Skate the Dip, LLC [www.skatethedip.com](http://www.skatethedip.com)

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

**Contact Name:** Kamdyn Moore

**Title:** Owner / Operator

**Phone:** 646-303-5300

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

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

**Phone:** 646-303-5300

**Project Title:** The Dip, a Roller Pop-up (formerly: River Spins a roller skating pop up)

**Amount Requested:** \$6250

Please find the following documents attached:

- Addendum A - with a project plan, grant budget and media buy
- The Dip Concept presentation
- The Dip programming outline and planning timeline
- COI - Skate the Dip
- COI - All Year Galaxy Sports
- Kamdyn Moore Resume

### **Grant purpose:**

The Dip is a pop-up roller skating rink experience for Nyack locals and the surrounding Lower Hudson Valley and NYC metro area communities. Officially permitted and approved by the Village of Nyack, the event is scheduled for October 17th, 2026, and received initial funding (\$1,250) during the NTG round 6 funding period under the name "River Spins." Those funds covered early costs including the event website, marketing and branding design, and early promotional materials. The additional requested NTG funding will enable us to expand our marketing and PR campaign and increase our print assets and digital media buy.

## **Project Organizer Background:**

Kamdyn Moore has been a Nyack resident for 10 years. She opened Skate the Dip, LLC in February 2026 and The Dip is the company's inaugural pop-up event and curated community 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)**

Kamdyn is a strategy and operations executive with 15+ years of experience leading complex projects at large design and technology companies, with expertise in translating ambitious visions into executable realities.

With a graduate degree in urban planning focused on open space and community design, she brings a rare combination of operational rigor and a deep understanding of how physical spaces shape community wellbeing.

As a biracial member of the LGBTQ+ community, parent of a teenager, and Nyack resident for over 10 years, Kamdyn is deeply committed to creating spaces that are as diverse and vibrant as the community itself. The Dip is her proof of concept — not just for an event, but for a new model of in-person, community-centered experiences where people of all generations and backgrounds can find joy, build confidence, and connect in this shared experience.

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

Open to all ages, The Dip is designed to activate Nyack's public space in a way that is joyful, inclusive, and deeply rooted in the community — serving as a catalyst for both community connection and economic vitality.

By diversifying the Village's tourism appeal through experiential programming, The Dip drives foot traffic to local businesses and expands Nyack's draw as a destination for day-trippers from NYC, New Jersey, and the greater Hudson Valley.

All Year Sports Galaxy will provide the roller rink infrastructure, including flooring, barriers, seating, a designated DJ booth, and two on-site staff for skate rental, booth operations, and liability waivers. Event staff manage admissions, sales, and oversight.

Live DJs will spin throughout the day, with dedicated time slots for our littlest skaters and showcase moments where skilled skaters take the floor. The evening closes with a night skate and special DJ showcase.

## **Event features:**

- Professional portable skating floor (40'x80')
- Complete skate rental fleet (all sizes, ages 3+)
- Safety equipment and trained floor monitors
- Lounge seating areas and spectator zones
- Partnerships with local food vendors and community groups.
- Marketing and sponsorship opportunities are available (<https://www.skatethedip.com/sponsorship>) to help promote local businesses and community groups.
- "Experience Nyack" gift basket raffle featuring local Nyack businesses and cultural experiences

## All Day Programming

Hours: 10:00am-8:00pm

- Event kick off & welcome announcement
- Local DJ will be spinning an all vinyl retro soul set
- Open skate - beginner friendly, afternoon dance party, happy hour adults only skate, sunset and night skate with special DJ showcase.
- Middle rink skate lessons
- Hype skate showcases
- Photobooth
- Local food vendors, from Solanniere to Bongos fries
- Raffle announcements

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

### Increase revenues in the Nyack business community:

The Dip 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:** \$13 entry; \$7 skate rental. Suggested pricing model, making The Dip accessible to all.
- **Entrepreneurial proof of concept:** This pop-up tests demand for a permanent small Business or more regular/seasonal programming opportunity.
- **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:** The location of the event in Memorial Park celebrates the new riverfront promenade and soon to be launched local trolley, which prioritizes downtown accessibility with walkability to shops, restaurants, and waterfront. Attendees will naturally explore before/after sessions.
- **Waterfront connection:** Marketing will 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:** We have already secured two local DJs for the event, showcasing 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 Summer or Fall 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\_\_**

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

We are collaborating with All Year Galaxy Sports to provide professional rink infrastructure and skilled rink operators. We are also partnering with local businesses and organizations for sponsorship and marketing opportunities including Hotel Nyack, SAA | EVI, Aeouquo Foundation, Treehouse Cannabis, Salonniere Cafe, among others. We look forward to partnering with the Village and will be reaching out to the Nyack Park Conservancy and other local community organizations for additional support in making it a safe and successful event for the entire community.



\_\_\_\_\_  
Signature

June 9, 2026

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) 2026/2027 (Round 7)

Project Title: The Dip - A Roller Pop Up [www.skatethedip.com](http://www.skatethedip.com)

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

| Project Plan (outline major milestones, costs not covered by Nyack Tourism Grant)                                                                                                                                                                                                                                                                                                                                          | Jul-26        | Aug-26        | Sep-26        | Oct-26        | Nov-26        | Dec-26        | Jan-27        | Feb-27        | Mar-27        | Apr-27          | May-27        | Jun-27        | COST         | FINANCE SOURCE                            |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|-----------------|---------------|---------------|--------------|-------------------------------------------|
| Rink Rental                                                                                                                                                                                                                                                                                                                                                                                                                |               |               |               | x             |               |               |               |               |               |                 |               |               | \$ 10,799.00 | personal investment & sponsorship funding |
| Experience Design ( permits, insurance, canopy, DJs, photography, etc)                                                                                                                                                                                                                                                                                                                                                     | x             | x             | x             | x             |               |               |               |               |               |                 |               |               | \$ 5,000.00  | sponsorship funding                       |
| Branding                                                                                                                                                                                                                                                                                                                                                                                                                   |               |               |               |               |               |               |               |               |               |                 |               |               | \$ 3,500.00  | donated services                          |
| Marketing Asset Creation                                                                                                                                                                                                                                                                                                                                                                                                   |               |               |               |               |               |               |               |               |               |                 |               |               | \$ 9,900.00  | donated services                          |
| Print and media production                                                                                                                                                                                                                                                                                                                                                                                                 |               | x             | x             |               |               |               |               |               |               |                 |               |               | \$ 6,500.00  | partial ntg funded                        |
| Advertising & paid media                                                                                                                                                                                                                                                                                                                                                                                                   |               | x             | x             | x             |               |               |               |               |               |                 |               |               | \$ 3,500.00  | partial ntg funded                        |
| Event staffing                                                                                                                                                                                                                                                                                                                                                                                                             |               |               |               | x             |               |               |               |               |               |                 |               |               | \$ -         | volunteer                                 |
| Outreach (vendor, business sponsorship, partner organizations)                                                                                                                                                                                                                                                                                                                                                             | x             | x             | x             |               |               |               |               |               |               |                 |               |               |              |                                           |
| Local promotion (pride, street fairs, local fliering)                                                                                                                                                                                                                                                                                                                                                                      | x             | x             | x             |               |               |               |               |               |               |                 |               |               |              |                                           |
| Social media promotion                                                                                                                                                                                                                                                                                                                                                                                                     | x             | x             | x             | x             |               |               |               |               |               |                 |               |               |              |                                           |
| Logistics                                                                                                                                                                                                                                                                                                                                                                                                                  |               |               | x             | x             |               |               |               |               |               |                 |               |               |              |                                           |
| TOTAL                                                                                                                                                                                                                                                                                                                                                                                                                      |               |               |               |               |               |               |               |               |               |                 |               |               | \$ 39,199.00 |                                           |
| <b>MEDIA PAID FOR BY GRANT</b>                                                                                                                                                                                                                                                                                                                                                                                             | <b>Jul-26</b> | <b>Aug-26</b> | <b>Sep-26</b> | <b>Oct-26</b> | <b>Nov-26</b> | <b>Dec-26</b> | <b>Jan-27</b> | <b>Feb-27</b> | <b>Mar-27</b> | <b>Apr-27</b>   | <b>May-27</b> | <b>Jun-27</b> | <b>COST</b>  |                                           |
| <b>Print &amp; Media Production - Printed Media (Flyers, Posters, etc.) incl. Design - Cost:</b>                                                                                                                                                                                                                                                                                                                           | \$ 200        | \$ 1,000      | \$ 1,500      | \$ 500        | \$ -          | \$ -          | \$ -          | \$ -          | \$ -          | \$ -            | \$ -          | \$ -          | \$ 3,200     |                                           |
| Details: Professional design, posters, flyers, & event banner. Strategic placement in Nyack storefronts, community centers, schools, libraries across Rockland County. 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 |               |               |               |               |               |               |               |               |               |                 |               |               |              |                                           |
| <b>Advertising &amp; Paid Media - Paid Social Media Campaign - Cost:</b>                                                                                                                                                                                                                                                                                                                                                   | \$ -          | \$ 750        | \$ 750        | \$ 750        | \$ -          | \$ -          | \$ -          | \$ -          | \$ -          | \$ -            | \$ -          | \$ -          | \$ 2,250     |                                           |
| 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.                                                                                                                                                                                                                                                     |               |               |               |               |               |               |               |               |               |                 |               |               |              |                                           |
| <b>Advertising &amp; Paid Media - Radio media (:30 second audio ads) - Cost:</b>                                                                                                                                                                                                                                                                                                                                           | \$ -          | \$ -          | \$ 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.                                                                                                                                                                                                                           |               |               |               |               |               |               |               |               |               |                 |               |               |              |                                           |
| <b>Advertising &amp; Paid Media - PR/Press release/outreach - Cost:</b>                                                                                                                                                                                                                                                                                                                                                    | \$ 500        | \$ 500        | \$ -          | \$ -          | \$ -          | \$ -          | \$ -          | \$ -          | \$ -          | \$ -            | \$ -          | \$ -          | \$ 1,000     |                                           |
| 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.                                                                                                                                                                                                            |               |               |               |               |               |               |               |               |               |                 |               |               |              |                                           |
| <b>Print &amp; Media Production - Other Marketing - Costs:</b>                                                                                                                                                                                                                                                                                                                                                             | \$ 200        | \$ 200        | \$ 200        | \$ 200        | \$ -          | \$ -          | \$ -          | \$ -          | \$ -          | \$ -            | \$ -          | \$ -          | \$ 800       |                                           |
| Details: Email marketing platform, event website/landing page, grassroots outreach, contingency. Supports digital infrastructure and community engagement.                                                                                                                                                                                                                                                                 |               |               |               |               |               |               |               |               |               |                 |               |               |              |                                           |
| <b>Grant Funding Received in Round 6</b>                                                                                                                                                                                                                                                                                                                                                                                   | \$ (1,250)    | \$ -          | \$ -          | \$ -          | \$ -          | \$ -          | \$ -          | \$ -          | \$ -          | \$ -            | \$ -          | \$ -          | \$ (1,250)   |                                           |
| Details: NTG Funding received in January has gone to early costs including the event website design and set up, early marketing and branding assets, and early print and promotional materials.                                                                                                                                                                                                                            |               |               |               |               |               |               |               |               |               |                 |               |               |              |                                           |
| <b>Total Requested in Round 7</b>                                                                                                                                                                                                                                                                                                                                                                                          |               |               |               |               |               |               |               |               |               | <b>\$ 6,250</b> |               |               |              |                                           |

# the Dip



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- 05** THE MARKETING
- 06** THE FINANCIALS

01

# The Concept

## ABOUT

The Dip is a roller skating pop-up event in Nyack, New York. We celebrate our vibrant community through lively music, diverse vendor partners, and a welcoming party atmosphere.

The Dip is not just a place to skate.

**It's where you find your people.**

**Where the music hits different.**

Where you learn to move with confidence, fall with grace, and get back up with style.

**LACE UP and skate The Dip.**



Open to all ages, The Dip is designed to activate Nyack's public space in a way that is joyful, inclusive, and deeply rooted in the community — serving as a catalyst for both community connection and economic vitality.

By diversifying the Village's tourism appeal through experiential programming, The Dip drives foot traffic to local businesses and expands Nyack's draw as a destination for day-trippers from NYC, New Jersey, and the greater Hudson Valley.

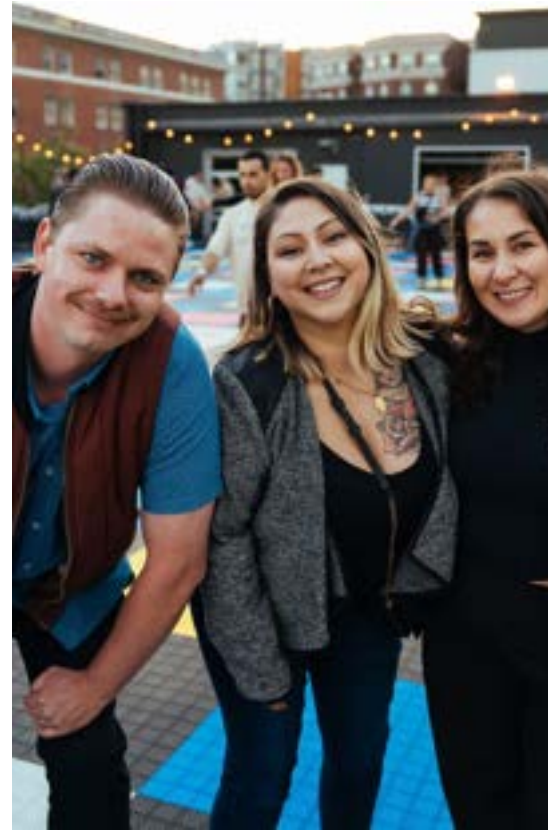
[All Year Sports Galaxy](#) will provide the roller rink infrastructure, including flooring, barriers, seating, a designated DJ booth, and two on-site staff for skate rental, booth operations, and liability waivers. Event staff manage admissions, sales, and oversight.

Live DJs will spin throughout the day, with dedicated time slots for our littlest skaters and showcase moments where skilled skaters take the floor. The evening closes with a night skate and special DJ showcase.

## THE VIBE



## THE VIBE



A black and white photograph of three people roller skating on a paved surface in an urban park. In the foreground, a person with short hair is in a low, dynamic pose, leaning forward with one arm extended. Behind them, two other people are skating; one is standing upright with arms outstretched, and the other is further back, also skating. The background features a city skyline with various skyscrapers under a clear sky. A yellow circle with the number '02' is in the top left corner.

02

# The Team

## THE TEAM

### Core Team



**Kamdyn Moore**  
*Owner/Operator &  
Director of Events*

**Kamdyn** is a strategy and operations executive with 15+ years of experience leading complex projects at large design and technology companies, with expertise in translating ambitious visions into executable realities.

With a graduate degree in urban planning focused on open space and community design, she brings a rare combination of operational rigor and a deep understanding of how physical spaces shape community wellbeing.

As a biracial member of the LGBTQ+ community, the parent of a teenager, and a Nyack resident for over 10 years, Kamdyn is deeply committed to creating spaces that are as diverse and vibrant as the community itself. The Dip is her proof of concept — not just for an event, but for a new model of in-person, community-centered experiences where people of all generations and backgrounds can find joy, build confidence, and connect in this shared experience.

## THE TEAM

### Advisors & Support Team

#### **Village of Nyack**

*Grant funding provided by the Nyack Tourism Grant.*

#### **Alene Jackson**

*Brand/Marketing Design & Event Advisor*

#### **Sarah Bird**

*Experience Design & Event Advisor*

#### **Melody Partrick**

*Event Advisor*

#### **Jessica Goodman**

*Event Advisor*

#### **Lindsay Siegel**

*Event Advisor*

*Additional support team members, advisors and volunteers will be engaged as needed.*



03

# The Plan



## THE DETAILS

**Date:** Oct 17, 2026. Rain date Oct. 18th

**Hours:** 10:00am–8:00pm

**Location:** Memorial Park, Nyack, NY

**The Rink:** 40' x 80' plastic flooring and barrier fencing located in the parking area along the waterfront; Capacity 80 ppl.

Spectators are welcome to watch from outside the rink, and skates remain on-rink only. The park remains open to the public.

**Food & Drink:** Available via food trucks and local vendors throughout the day.

**Admission:** Pre-purchased or day-of tickets will be available.

**Cost:** \$13 entry; \$7 skate rental. Suggested pricing model, making The Dip accessible to all.

*\*pricing subject to change depending on funding*



## THE EXTRAS



Balloon canopy



DJ area, speakers, lights



Branded rink banners

## THE EXTRAS



Seating area



Rental skates in all sizes



Branded merch

04

# Proof of Concept

There's something about roller skating that breaks down every barrier — age, background, skill level. It's nostalgic for some, novel for others, and electric for everyone. Communities across the country are rediscovering its pure social energy, proving that people are hungry for exactly this kind of joyful, in-person, shared experience.

**Nyack is ready for its turn.**

## POP-UP ROLLER SKATING EVENTS

### SVN West Rooftop Skate Rink

July–Sept, 2024; San Francisco, CA



Skaters of all skill levels glide around a pop-up checkered rooftop rink against a backdrop of downtown high rises. The rink was open to all ages from July–mid Sept, with special sessions reserved for 21+. Admission included rental skates and DJ sets, along with concessions for purchase.

## POP-UP ROLLER SKATING EVENTS

### Faena Art's Roller Rink

New York City, Oct 11-12 2025



This site-specific community art collaboration with Amaze, Vogue, Ascend, and Flourish in New York culminated in a bold, 2-day roller rink installation. Free and open to all, the experience included complimentary skate rentals, daily DJ sets, live performances, and culinary pop-ups. Support was provided by Chase Sapphire Reserve.

<https://www.youtube.com/shorts/rqXakKO7HCM?feature=share>

## POP-UP ROLLER SKATING EVENTS

### The Providence Rink Roller Disco Summer POP-UP

Providence, RI



Providence Rink is transformed into a massive outdoor Roller Disco. Participants groove to great music while the pulsing lights and spinning disco ball set the vibe, right in the heart of downtown.



05

# Marketing



Our website is up and running. The public will be directed here for upcoming event details and ticket purchases. Once we make a name for ourselves as a pop-up skating event, we will be able to curate future event listings on our site. [skatethedip.com](https://skatethedip.com)

## MARKETING MATERIALS

Posters, Fliers  
& Handouts



Paid  
Campaigns



Street banners



Social Media



E-newsletter



06

# The Financials

## THE NUMBERS

### Estimated Cost (year 1)

|                                                                                                                                                                                                                                               |                                                 |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------|
| <b>Rink Rental</b> Flooring, fencing, optional safety equipment, DJ lights & effects, Tables, PA system, tent for skate rental station, changing area with benches, professional operators, full insurance coverage, delivery, setup, removal | <b>\$10,799</b>                                 |
| <b>Branding</b> Logo concepts, icons, tagline, favicon, color palette, typography, look & feel                                                                                                                                                | <b>\$3,500</b><br><i>donated services</i>       |
| <b>Marketing &amp; Asset Creation</b> Image/Video library research & curation, postcards, fliers, environmental signage, rink banner suite, website consultation, social asset concepts & creation                                            | <b>\$9,900</b><br><i>donated services</i>       |
| <b>Print Production</b> Production and oversight of all fliers, posters, signage/banners, etc                                                                                                                                                 | <b>\$6,500</b><br><i>\$500 donated services</i> |
| <b>Advertising &amp; Paid Media</b>                                                                                                                                                                                                           | <b>\$3,500</b><br><i>Partially grant funded</i> |
| <b>Experience Design</b> permits, insurance, canopy, DJs, photography, hype skaters, etc.                                                                                                                                                     | <b>\$5,000</b>                                  |
| <b>Event Staffing</b> Rink operators; on-site 4-8 volunteers                                                                                                                                                                                  | <i>volunteer</i>                                |
| <b>Estimated Total Cost</b>                                                                                                                                                                                                                   | <b>\$39,199</b>                                 |

## THE NUMBERS

### Estimated Revenue (year 1)

|                                |                                                                                                                    |          |
|--------------------------------|--------------------------------------------------------------------------------------------------------------------|----------|
| <b>Admissions</b>              | Assumes 325 skaters. 80% pay \$13; 10% pay \$6.50; 10% pay \$3.25                                                  | \$3,699  |
| <b>Skate rental</b>            | Assumes 80% of skaters require rental; 80% pay \$7; 10% pay \$3.50; 10% pay \$1.75                                 | \$1,593  |
| <b>Merchandise</b>             | Assumes 40% of 500 attendees purchase; 200 purchases at avg. \$25; Includes shirts, hoodies, socks, stickers, hats | \$5,000  |
| <b>Food &amp; Drink Sales</b>  | Assumes all revenue goes directly to the vendor                                                                    | –        |
| <b>Estimated Total Revenue</b> |                                                                                                                    | \$10,292 |

*Estimated event revenue is variable by design given the pay-what-you-can model.*

## Funding Sources

Cost should never be a barrier to community. That is why The Dip aims to operate on a pay-what-you-can model with a suggested pricing model. This means revenue is variable by design — and **sponsor support is essential to covering operational expenses and making the model sustainable.** The majority of event staffing is volunteer-based, keeping overhead lean and every dollar focused on the experience.

| Personal investment infusion: | Funded Nyack Tourism grant: | Donated Services: | <b>Seeking funding</b>                         |          |
|-------------------------------|-----------------------------|-------------------|------------------------------------------------|----------|
| _____                         | _____                       | _____             | Total amount we are seeking from 1-6 Sponsors: |          |
|                               |                             |                   |                                                |          |
| \$15,000                      | \$1,250                     | \$13,900          | +                                              | \$15,000 |

## Why sponsor The Dip?

The experience economy isn't coming — it's here. People are trading passive scrolling for real connection, and they're showing up in person to find it. **The Dip is Nyack's answer to that moment.** Put your brand where the people are.

### Intergenerational Market

#### 4–5K+ onsite reach

A rare and captive audience

- **Day-trippers** from the NYC metro & Northern NJ areas drawn to Nyack's cultural scene
- **Hudson Valley** retailers and brands looking to reach a captive, community-rooted audience
- **Kids & teens** creating core memories
- **Parents & young adults** seeking novel shared experiences
- **Grandparents** looking for meaningful moments

### Brand Visibility & Values

#### Every touchpoint

On-site · Digital · Merch · Social

- **Logo placement** on signage, merch, and all event materials
- **Social media reach** — every photo taken at The Dip carries your brand into feeds
- **Brand alignment** with inclusivity, joy, and community — values that resonate now
- **Verbal recognition** by the DJ and hosts throughout the event

### Inclusive by Design

#### Access for all

Cost is never a barrier

- Pay-what-you-can pricing means The Dip welcomes every corner of the community
- Sponsor support is what makes that model work — and sustainable
- Your logo signals that your brand shares those values, to an audience paying attention

EXCLUSIVE SPONSORSHIPS

Sponsorship Opportunities

 **Sponsors \$2,500+** receive a framed vintage Skate Key with your logo as a memento from The Dip

|                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                  |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------|
| EXCLUSIVE                                                                                                                                                       | <i>"The Dip presented by [Your Company]"</i>                                                                                                                                                                                                                                                                                                                                         | \$5,000                                                                          |
| Title Sponsor                                                                                                                                                   | Naming rights across all event branding (pre, onsite & post), prominent logo on rink signage, all marketing materials & event website, dedicated on-site activation space for your brand experience, social media features + live DJ shout outs throughout the event, 4 VIP passes with complimentary skate rentals, Framed vintage skate key with your logo, The Dip branded merch. | 1 spot available                                                                 |
| Roller Rink                                                                                                                                                     | \$2,500                                                                                                                                                                                                                                                                                                                                                                              | Photo Booth                                                                      |
| <i>"The Floor is Yours"</i>                                                                                                                                     | <i>"Strike a Pose"</i>                                                                                                                                                                                                                                                                                                                                                               | \$2,500                                                                          |
| Brand recognition (pre, onsite and post), logo on rink perimeter banners, social media & event day visibility, framed vintage skate key, The Dip branded merch  | Logo on step-and-repeat backdrop, maximum social media presence (every photo is your ad), verbal recognition at the event, framed vintage skate key, The Dip branded Merch                                                                                                                                                                                                           | 1 spot available                                                                 |
| 2 spots available                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                  |
| DJ Booth                                                                                                                                                        | \$1,500                                                                                                                                                                                                                                                                                                                                                                              | Local Gem                                                                        |
| <i>"The Sound of The Dip"</i>                                                                                                                                   | <i>"Bring The Dip Back"</i>                                                                                                                                                                                                                                                                                                                                                          | \$500+                                                                           |
| Brand recognition (pre, onsite & post) branding at DJ booth, verbal recognition during live DJ sets, social media & event day visibility, The Dip branded merch | Brand recognition (pre-onsite & post event), website logo recognition, social-media recognition, The Dip branded merch                                                                                                                                                                                                                                                               | Community Champion                                                               |
| 1 spot available                                                                                                                                                | 5 spots available                                                                                                                                                                                                                                                                                                                                                                    | Any Amount                                                                       |
|                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                      | <i>"Keep The Dip Accessible"</i>                                                 |
|                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                      | Website recognition for your support, social media recognition & thank-you post. |

## EXCLUSIVE SPONSORSHIPS



Example of rink advertising space available



Example of sponsor supplied activation space, DJ booth and entry booth space available



Example of open-air photo booth sponsorship space available

## THE NUMBERS

### Snapshot

|                                     |                                                                                                                                                                                                                                                                                               |           |
|-------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| <b>Personal Investment Infusion</b> | Founder contribution secured                                                                                                                                                                                                                                                                  | \$15,000  |
| <b>Nyack's Tourism Grant</b>        | Secured                                                                                                                                                                                                                                                                                       | \$1,250   |
| <b>Donated Services</b>             | Branding, marketing & asset creation, print production oversight                                                                                                                                                                                                                              | \$13,900  |
| <b>Sponsorship Funding Sought</b>   | 1–6 brand sponsors; sponsorship benefits tailored individually                                                                                                                                                                                                                                | \$15,000  |
| <b>Total Funding</b>                |                                                                                                                                                                                                                                                                                               | \$45,150  |
| <b>Cost Overhead</b>                |                                                                                                                                                                                                                                                                                               | –\$39,199 |
| <b>Contingency Buffer</b>           | This contingency provides a healthy first-year buffer to absorb unexpected expenses, weather-related contingencies, and operational variables. For a first-year event, this cushion is intentional and responsible — any surplus will be reinvested directly into future editions of The Dip. | +\$5,951  |

## Village Partnership Request

We are proud to bring The Dip to Nyack and look forward to partnering with the Village to make it a safe and successful event for the entire community. We respectfully request support in the following areas:

- Outdoor lighting for extended evening hours
- Day-of Orangetown Police presence and visibility; local EMT presence
- Park readiness including restrooms, trash removal, and related park services
- Additional funding and support services, if available

We would welcome additional Village support through active promotion of the event — including features on the Village website and newsletter, posts across official Facebook and Instagram channels, and mention at Village meetings — helping us reach the broadest possible audience across Nyack and the surrounding river towns.

With live DJ programming running throughout the day, we will incorporate scheduled musical breaks to mitigate noise impact on neighboring residents.





# Thank You.

**Kamdyn Moore**

Owner/Operator & Director of Events

[skate@skatethedip.com](mailto:skate@skatethedip.com)

646.303.5300

# KAMDYN MOORE

Strategy Operations & Design Leadership · Program Management · Org Design & Transformation · Enablement

[www.linkedin.com/in/kamdynmoore](https://www.linkedin.com/in/kamdynmoore) \ [kamdyn.moore@gmail.com](mailto:kamdyn.moore@gmail.com) \ New York, Hybrid, Remote - EST, PST

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I am a strategic operator and people leader with 15+ years of experience driving execution, organizational clarity, and cross-functional alignment across complex organizations. I believe organizations are fundamentally services to others — and that belief shapes how I lead. My work has consistently lived at the intersection of systems, people, and community, from translating climate science into public policy to building operating models that help mission-driven teams deliver with integrity and impact. My approach is rooted in values-driven leadership — designing operating systems that prioritize clarity, equity, and the conditions where people can do their best work in service of something larger than themselves.

## EXPERIENCE

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Block (Cash App, Square, Afterpay)

**Director, Design Program Management** | July 2024 – Mar. 2026

Led the program management function across Cash App, stepping into significant organizational ambiguity — limited top-down strategy, a team that needed an advocate, and a function without a clear mandate. Built the infrastructure, operating systems, and team culture from the ground up, translating a constantly shifting environment into a clear direction an organization could execute against. Elevated the function from execution support to a recognized strategic partner — connecting people, priorities, and delivery across Product, Engineering, and Design with clarity and care.

- **Defined the cross-functional operating model:** Partnered with Engineering and Product leadership to establish shared practices, rhythms, and delivery standards — translating strategy into a coherent operating system the org could actually work from.
- **Led organizational planning and alignment:** Developed and socialized strategic priorities across the full product development org — producing change management plans, coordinating all-hands events, and aligning resourcing across every major initiative.
- **Owned delivery execution across competing workstreams:** Launched a Bundled Release process, introducing cross-functional operating rhythms, scoped milestones, and tighter coordination between Marketing and Product Development.
- **Built a resourcing framework for portfolio prioritization:** Developed a flexible staffing model that allowed high-risk near-term priorities to move forward in parallel with longer-term demands.
- **Championed operational tooling that scaled decision-making:** Led the standardization of Linear across the org to improve portfolio visibility and give leadership real-time insights — laying groundwork for more transparent, data-informed operations.

Spotify

**Senior Manager, Global R&D and Tech Enablement Lead** | Mar. 2023 – Mar. 2024

**Senior Manager, Global Design Operations** | Dec. 2020 – Mar. 2023

**Principal Program Manager, Design Systems** | Sept. 2019 – Dec. 2020

Promoted through three roles over 4.5 years, growing from a senior IC into a manager of managers leading a global remote team of 20+ program managers and operations specialists. Served as an operational bridge across Engineering, Design, and Product leadership — driving alignment across organizational design, change management, and delivery strategy across multiple domains simultaneously.

- **Led a multidisciplinary global team across a complex program portfolio:** Managed senior program managers and ops specialists embedded across Accessibility, UI Systems, Content Merchandising, Productivity Workflow, and R&D Enablement — setting expectations, coaching individuals, and creating clear growth paths across career stages.
- **Shaped how Engineering, Design, and Product actually worked together:** Partnered with the Head of Platform Engineering to define the practices, workflows, and learning programs that connected disciplines — from technical learning and development to organizational change management to the tooling that underpinned daily work across the org.
- **Stewarded the platform tool stack with intention and accountability:** Managed vendor relationships, tool selection, and a significant OpEx budget — making principled decisions about what to invest in, what to eliminate, and how to maximize impact while minimizing waste.
- **Co-led the strategy and launch of Encore, Spotify's design system:** Embedded with Engineering and Design teams to manage cross-system dependencies, coordinate releases, and drive adoption across the entire product organization — partnering daily with Product Managers and Senior Engineers across component libraries and platform infrastructure to keep delivery moving without being the technical expert in the room.

## Automatic

**Interim Director, Design Operations** | July 2019 – Sept. 2019

**Principal Program Manager, Design Systems** | Nov. 2018 – July 2019

I provided operational and strategic guidance to CEO and Design leadership through a significant organizational transition — leading change management, ensuring transparent communications, and stabilizing a 55+ person team following an unexpected senior leadership departure. As Principal Program Manager, I partnered with Engineering and Design to establish WordPress.com's design system from the ground up, driving roadmap prioritization, senior stakeholder management, cross-team adoption, and end-to-end workstream delivery.

## Condé Nast

**Director, Product Development Operations** | Jan. 2018 – Nov. 2018

**Operations Lead, Design & UX** | Aug. 2016 – Dec. 2017

Elevated to Director after serving as Operations Lead — a role akin to Chief of Staff to the VP of Design & UX — I shepherded the execution of a significant organizational transformation, migrating 23 brands onto a single tech stack and realigning the organization's structure, priorities, and ways of working around a unified "one team" operating model. As Operations Lead, I scaled the design team from 12 to 30+ people, implementing planning rhythms, utilization forecasting, and streamlined processes that laid the foundation for org-wide alignment and collaboration across a complex, multi-brand portfolio.

## Smart Design

**Senior Program Manager** | May 2014 – July 2016

**Project Manager** | Oct. 2013 – May 2014

Managed a diverse portfolio of client programs across service design, industrial design, and human-centered research — working across nonprofit, healthcare, and private sector organizations to translate complex challenges into clear, deliverable outcomes. Drove end-to-end workstream delivery across multiple simultaneous programs, managing cross-disciplinary teams, optimizing resource allocations, and cultivating long-term client relationships built on trust and follow-through.

**Notable clients:** Upstream USA, National Campaign to Prevent Teen and Unplanned Pregnancy, Cardinal Health, Regeneron, Sanofi, OXO, Estée Lauder Companies, Schneider Electric, Kimberly Clark, Ford, Google.

Two Twelve

**Business Development & Marketing Manager** | Oct. 2011 – Oct. 2013

Supported the growth of a wayfinding and public information design practice — generating \$6M+ in new business by developing proposals and cultivating long-term relationships across civic, healthcare, and institutional clients. The work was fundamentally concerned with how people navigate and access public systems and spaces, spanning city governments, public parks, medical centers, and university campuses, and deepened my appreciation for the role of clear communication and accessible design in serving diverse communities.

**Notable Clients:** Community of Newport, City of Provo Utah, Shelby Farms, NYU Langone Medical Center, Weill Cornell Medical College, Centers for Medicare and Medicaid, Metropolitan Transit Authority.

NYC Mayor's Office of Long Term Planning & Sustainability

**Climate Policy Intern** | 2008 – 2009

As a Masters candidate in Sustainable Environmental Systems, I was embedded within the Mayor's Office during the development of New York City's Climate Risk Information Report — released by Mayor Michael Bloomberg in February 2009. My role was central to the production process: coordinating with office leadership, climate scientists, and city stakeholders to transform a 300+ page scientific document into a structured, accessible public narrative designed to inform policy and strengthen the resilience of city-wide systems to the impacts of climate change. The experience shaped my understanding of how complex information — when translated with clarity and care — can move institutions and communities toward action.

SPEAKING, WRITING & COMMUNITY

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|                  |                                                                                            |
|------------------|--------------------------------------------------------------------------------------------|
| <b>Present</b>   | <b>ADPList</b>   Mentor, supporting emerging leaders across disciplines                    |
| <b>Present</b>   | <b>Skate the Dip</b>   Owner, a roller skate pop-up rooted in community engagement and joy |
| <b>Present</b>   | <b>Soup Angels Soup Kitchen</b>   Volunteer                                                |
| <b>2025</b>      | <b>Design Conductors, Your Essential Guide to Design Operations</b>   Contributor          |
| <b>2021-2023</b> | <b>Oratamin Community Pool</b>   Co-Board President                                        |
| <b>2022</b>      | <b>Design Leadership Summit</b>   Speaker                                                  |
| <b>2016-2020</b> | <b>Rockland United</b>   Co-Founder, a community and social justice advocacy organization  |
| <b>2007-2011</b> | <b>Parsons School of Design</b>   Architectural Drafting by Hand, Part-time Faculty        |



## **2026/2027 Nyack Tourism Grant Application (Round 7)**

**Date:** June 9, 2026

**Project Organizer Name:** Trade + Prosper LLC

**Address:** 159 Bleecker St, New York, NY 10012

**Contact Name:** Louise Newsome

**Title:** Director

**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:** \$7,000.00

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 production

**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:**

**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
- o Board Member Center for Safety & Change Jan 2026- Present

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 expected outcome:**

**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 Target Audience:**

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.

#### *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



6/9/2026

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: \_\_\_\_\_

**NYACK TOURISM PROJECT PLAN, GRANT BUDGET AND MEDIA PLAN (APPENDIX A) 2026/27 (Round 7)**

**Project Title: Nyack Arts & Crafts Walk**

**Contact Name/Cell Phone: Louise Newsome 1(845) 480-4453**

[illegible]

|       |    |       |
|-------|----|-------|
| Total | \$ | 7,000 |
|-------|----|-------|

# 2026/2027 NYACK TOURISM GRANT APPLICATION (ROUND 7)

*Historical Society of the Nyacks*

## Project Information

**Date:**

June 2026

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**Project Organizer Name:**

Historical Society of the Nyacks

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**Address:**

50 Piermont Avenue, Suite 1A, Nyack, NY 10960

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**Contact Name:**

Dr. Mary Anne Evangelist

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**Title:**

Vice President, Historical Society of the Nyacks

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**Phone:**845-550-0024

**Email:**mevangelist@nyackhistory.org

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

Patricia Esgate / Karen Schick

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**Project Title:**

War on Our Shores: A Revolutionary War Living History Experience

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**Amount Requested:**

\$5,100

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## Grant Purpose

The \$5,100 grant request will fund marketing and promotional activities for War on Our Shores, a new immersive living history experience created by the Historical Society of the Nyacks to mark the 250th anniversary of American democracy. All funds requested will be applied directly to audience development and event promotion, including:

- Professional social media management and paid digital advertising campaign (Facebook, Instagram, targeted regional outreach)
- Printed street banner for downtown Nyack installation
- Event posters for distribution throughout the village and surrounding communities
- Promotional flyers and print materials for distribution through Nyack hotels, restaurants, shops, and partner organizations

## **Project Organizer Background**

Patricia Esgate (Board Member and Project Organizer) brings an exceptional combination of professional experience and deep community roots to this project. Through her consulting practice, Esgate & Associates, Ms. Esgate has spent decades specializing in strategic business development for market platforms that utilize dynamic experiences to build brand loyalty, drive repeat visitation, and increase revenue. Her clients have included the Walt Disney Company, Sony, Universal Studios, Jim Henson Productions, and the McDonald's Corporation, along with an extensive portfolio of domestic and international projects. She has served as faculty at Harvard University's Experience Architecture Forum and as a featured speaker at Pine & Gilmore's Strategic Horizons thinkAbouts — the leading think tank in the experience economy. She also created her own event, The Summit for Experience Creators, which gathered the best of the best together.

Ms. Esgate is the co-author, with Al Lieberman of NYU's Stern School of Business, of two Pearson-published books: *The Entertainment Marketing Revolution* (2002, also translated into Spanish) and *The Definitive Guide to Entertainment Marketing* (Second Edition, 2014). Both works examine how experiential programming drives audience engagement and revenue — precisely the discipline she is now bringing to bear for Nyack.

As a board member of the Historical Society of the Nyacks, Ms. Esgate has applied her professional background to the Society's programming. *War on Our Shores* is the direct result: a fully designed, scripted, and produced living history experience that brings the same techniques used by world-class destination experiences to Nyack's extraordinary Revolutionary War history.

Ms. Esgate lives in Nyack in a historic 1853 home and is deeply invested in the cultural and economic vitality of the village she calls home.

## Description of Event / Experience

War on Our Shores is an immersive, ticketed living history experience set entirely within Nyack and the immediate surrounding area, using the village's actual Revolutionary War sites as its stage.

The experience takes place on October 3, 2026, with two performances: 10:00 AM and 2:00 PM. Each performance accommodates 35 guests. Admission is \$55 per person.

Guests gather at Marydell Faith and Life Center in Upper Nyack — one of the original six farms that made up the greater Nyack settlement, a portion of which has never been developed. From there, they board a bus for a guided journey through four Revolutionary War sites, each featuring live performances by costumed actors drawn from the Elmwood Playhouse acting troupe, Nyack's own community theater.

The four performance stops are:

- Marydell Faith and Life Center (Upper Nyack): Guests receive sealed identity cards assigning them a Revolutionary War-era identity. Two actors portraying real historical figures — Garret Meyers and Elias Dutcher, neighbors divided by the war — open the experience with a confrontation rooted in documented local history.
- Old Stone Church (Nyack): Actors portray Scipio, an enslaved man documented to have escaped to join the British (who promised freedom to enslaved people), and Emeline, a fictional character created as the ancestor of Peter Williamson, the enslaved man who built the church in 1813. This scene places the question of freedom and choice at the center of the experience.
- Sarvent's Quarry (Nyack): The only site of a pitched battle in Nyack's Revolutionary War history. An actor portraying a young Shore Guard member recounts the night Patriots defended Sarvent's sloop against British sailors coming ashore — a moment of real, local, documented conflict.
- Salisbury Point (Nyack): Actors portray Michael and Catherine Cornelison, real historical figures whose home stood on this exact site until the 1950s. Their story — Catherine's solo journey into British-occupied New York to rescue her imprisoned husband — provides the experience's emotional and thematic climax.

On the return journey to Marydell, two actors perform a scene between Mollie Sneden and Hannah Knapp Palmer — women on opposite sides of the conflict — providing a moment of post-war reckoning and reconciliation among the guests on the bus.

Throughout the experience, guests are asked to consider their sealed identity and the question at the heart of the program: given who you were, what would you have

chosen? At the close, they are invited to open their cards and reflect — individually and together — on what it actually meant to be a person in Nyack in 1777, deciding, for the first time, who they were going to become.

War on Our Shores is built to be repeatable. The scripts, production design, and logistical framework are fully developed for multiple future dates, seasonal runs, school group programming, and potential regional touring.

## **Description of Expected Outcomes**

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

War on Our Shores is designed as an evening-adjacent experience that can naturally extend guests' time in the village. Pre-experience and post-experience meals at Nyack restaurants are a built-in behavioral outcome — guests traveling to Nyack for a ticketed, curated experience arrive early and linger. Marketing can explicitly encourage this through partnerships with local restaurants. At \$55 per ticket with 70 guests on opening day alone, the event generates direct spending; the downstream restaurant, retail, and hospitality spending amplifies this significantly.

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

The regional marketing campaign — targeting history enthusiasts, arts audiences, and experiential travelers in the New York metropolitan area, Hudson Valley, and New Jersey — is specifically designed to attract visitors who will make a night of it. Nyack's existing hotel and B&B inventory is well-positioned to capture this demand. Future runs will expand this opportunity across multiple weekends.

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

War on Our Shores places the stories of enslaved people — Scipio, a documented historical figure, and Emeline, a fictional ancestor of Peter Williamson — at the center of the experience, not at its margins. The experience explicitly frames the American Revolution as a moment of decision for every person in this community, regardless of race or circumstance. This is not a token inclusion: it is the thematic spine of the program. The experience also reflects Nyack's Dutch, English, and African heritage across its full arc of characters and sites.

### **Leverage Village assets:**

War on Our Shores is uniquely and entirely site-specific to Nyack. Every stop is a real Nyack location with documented Revolutionary War history. The bus route itself is a tour of the village's historic landscape. Guests who have never visited Marydell, the Old Stone Church, Sarvent's Quarry, or Salisbury Point will encounter these places for the first time — and many will return. The experience cannot be replicated elsewhere; it exists because Nyack's history is extraordinary.

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

The full production infrastructure — scripts, actor relationships with the Elmwood Playhouse, logistical framework, identity card system, and host narration — is designed from the ground up for repeatability. October 3, 2026 is the launch date, not necessarily a one-time event. Future runs can be planned for additional fall dates, with expansion into spring programming and potential school group scheduling. The Historical Society of the Nyacks has the organizational capacity to sustain and grow this program.

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

War on Our Shores is a collaboration from its foundation. The Historical Society of the Nyacks is the producing organization. We are in successful talks with Elmwood Playhouse to provide its acting troupe. Marydell Faith and Life Center is providing its grounds as the gathering and closing point — a location many guests will be visiting for the first time, with natural follow-on interest in returning. The Old Stone Church and Salisbury Point are additional sites of institutional and community significance. Future partnerships with local restaurants for pre-show dining packages are in active development.

## **Description of Target Audience**

War on Our Shores is designed to attract four overlapping audiences:

- Local Nyack residents and Hudson Valley community members with an interest in local history, Revolutionary War history, and immersive cultural experiences. This audience is the core base and the most immediately reachable through local marketing channels.
- Regional visitors from the New York metropolitan area, New Jersey, and Connecticut — history enthusiasts, arts audiences, and experiential travelers who regularly seek out destination experiences within a 1-2 hour drive of the city. This is the audience most likely to generate overnight stays and multi-stop village visits.
- School groups and educational audiences. The experience is ideally suited for middle and high school history curricula, with content that aligns directly with

New York State social studies standards. School group programming is planned for future runs.

- Visitors already drawn to Nyack for other attractions — the Edward Hopper House, the Carson McCullers Center, the waterfront — who can be converted to War on Our Shores attendees through cross-promotional partnerships.

## Collaboration with Other Organizations

Yes.

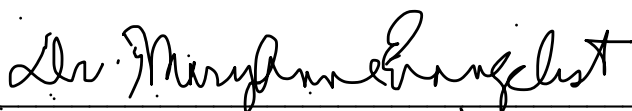
We are in discussion with Elmwood Playhouse (Nyack, NY), Nyack's own community theater. We have already cast one role through them, and expect several more when we deliver final scripts. They will provide actors from its troupe to portray historical characters in the experience. This collaboration gives Elmwood Playhouse meaningful visibility and a new performance platform while ensuring that War on Our Shores is cast from within the Nyack community.

Marydell Faith and Life Center (Upper Nyack, NY): Marydell is providing use of its grounds as the gathering and closing location for the experience. As one of the original six farms that comprised the greater Nyack settlement, with land that has remained largely undeveloped since the Revolutionary era, Marydell is not merely a logistical convenience — it is a historically essential site. Many guests will be visiting Marydell for the first time and are expected to develop ongoing interest in this remarkable place.

The social media campaign will be managed by a professional social media contractor, ensuring consistent content cadence, paid ad targeting, and performance tracking from launch through event date. The NHS email list and existing community relationships with the Elmwood Playhouse, Marydell, and other village organizations will amplify reach through earned and owned channels at no additional cost.

## Addendum A: Project Plan and Grant Budget

A detailed project plan, grant budget, and media buy are attached as Addendum A per application requirements.

Signature: 

Date: 6/14/26



**NYACK TOURISM PROJECT PLAN, GRANT BUDGET AND MEDIA PLAN (APPENDIX A) 2026/2027 (Round 7)**

**Project Title: War On Our Shores**

**Contact Name/Cell Phone: Mary Anne Evangelist/845-558-0024**

[illegible]

|       |    |       |
|-------|----|-------|
| Total | \$ | 5,100 |
|-------|----|-------|



## **2026/2027 Nyack Tourism Grant Application (Round 7)**

**Date:** 6/15/26

**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

**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 this year. We had a couple of food trucks, but would like to have a few more this year. The feedback from attendees was overwhelmingly positive, in fact we got numerous requests to do it more than once a year. We were blessed with beautiful weather, and intend to continue to hold the YogaFest every September as long as the village approves. ☺

**Project Organizer Background:**

I am a Rockland native, having grown up in Palisades, NY, and have strong ties to the community. I own a small business in Nyack, Playful Yogi Space, at 42 Main Street. We have been operating since 2019, survived Covid, and have expanded to occupy about 3000 square feet of space, with two studio rooms, one offering heated yoga and fitness, and the other regular room temperature. We have a wide variety of class offerings for all experiences and levels, including aerial yoga, kids yoga, prenatal and family yoga, Chair yoga, and of course regular mat yoga, as well as some hybrid options with pilates and hand weights. We have a strong, thriving membership of local residents who love our classes and our community vibe, and we are deeply connected to giving back to the community through donations to fundraisers, food and clothing drives and community service.

**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 taught yoga for over 13 years, owned and run a studio for over 9 years, and am deeply dedicated to the practice (since 2001) and the benefits it brings. I have a BA in Comparative Literature from Brown University and have lived abroad and in other parts of the country before coming back to settle in Rockland in 1997. I am a musician and play in a local rock band. Before focusing on teaching yoga I was the Executive Director of Rockland Farm Alliance, a local non-profit that launched Cropsey Community Farm in New City. I oversaw many large-scale events as such, including educational programs with local school-age children, fundraisers with musical acts at various venues, community farm days, etc. I presented at Leadership Rockland and many conferences about the work we were doing to bring local sustainable farming back to Rockland. Previously I worked in translation, editing and copywriting and website design and development.

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

The event will last from 9am to 5pm, offering multiple classes in the park throughout that time. The central class will be on the main lawn, facing the river. There will be 5 other sub-areas to the south side of the park, where there will be smaller class offerings, as well as a kids/family area next to the gazebo with kids/family classes and activities. There will be food trucks on the north side of the park in the parking lot, and vendors lined up along the water. It all worked and flowed beautifully last year, so we plan to follow the same setup, allowing for expansion as we expect a good deal more people attending as well as vendors this year. We will also offer some sound healing experiences throughout the day.

**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 expect the YogaFest to bring increased revenue to the village as it will draw an audience from the surrounding counties. There are very few yoga festivals in our area at this time so we are uniquely poised to attract the demographic that is particularly hungry for this kind of

wholesome and wellness-supporting event in nature. The YogaFest will promote diversity and social inclusion across the spectrum, as yoga is for everyone, and the classes offered will be for all levels and ages to enjoy. The vendors are local businesses or entrepreneurs in the health and wellness space. We were told by the vendors last year that it was their best sales day of the season. Clearly we will be leveraging village assets, such as the park and the waterfront. But also the downtown area, as many of our participants stay in the village for dinner or events that evening. Last year folks with yoga mats could be seen throughout the village for hours after the event!

**Description of Target Audience:**

Anyone who practices yoga, has practiced yoga or has an interest in 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 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.



6/15/26

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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) 2026/2027 (Round 7)**

|                                                        |
|--------------------------------------------------------|
| Project Title: Rockland YogaFest 2026 in Memorial Park |
|--------------------------------------------------------|

**Contact Name/Cell Phone: Naomi Camilleri/845-216-4939**

| 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 | ##### | Dec-26 | COST          |
|---------------------------------------------------------------------------------------------------------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|--------|---------------|
| Secure venue                                                                                                                    | x      |        |        |        |        |        |        |        |        |        |       |        | \$ -          |
| Secure sponsorships                                                                                                             | x      | x      | x      | x      | x      | x      | x      | x      | x      |        |       |        | \$ 3,000.00   |
| Secure instructors/talent/staff                                                                                                 | x      | x      | x      | x      | x      | x      | x      | x      |        |        |       |        | \$ (3,000.00) |
| Secure vendors                                                                                                                  | x      | x      | x      | x      | x      | x      | x      | x      |        |        |       |        | \$ 1,500.00   |
| Admin costs                                                                                                                     | x      | x      | x      | x      | x      | x      | x      | x      | x      |        |       |        | \$ (1,500.00) |
|                                                                                                                                 |        |        |        |        |        |        |        |        |        |        |       |        |               |
|                                                                                                                                 |        |        |        |        |        |        |        |        |        |        |       |        |               |
| 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 | ##### | Dec-26 | COST          |
| <b>Printed Media (Flyers, Posters, etc.) incl. Design - Cost:</b><br>Details: Festival Banners, Poster, Event Signage: Design & | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$     | \$ -   | \$ 300 | \$ -   | \$ -   | \$ -  | \$ -   | \$ 600        |
| <b>Paid Social Media Campaign - Cost:</b><br>Details: FaceBook, Instagram, TikTok, Hudson Valley &                              | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$     | \$ 100 | \$ 100 | \$ 100 | \$ -   | \$ -  | \$ -   | \$ 400        |
| <b>Radio media (:30 second audio ads) - Cost:</b><br>Details: WHUD, The Peak, etc, Hudson Valley & Northern NJ,                 | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$     | \$ 200 | \$ 200 | \$ 200 | \$ -   | \$ -  | \$ -   | \$ 800        |
| <b>PR/Press release/outreach - cost:</b><br>Details: Press release and press pitch, Hudson Valley &                             | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$     | \$ 100 | \$ 100 | \$ 100 | \$ -   | \$ -  | \$ -   | \$ 400        |
| <b>Other Marketing Costs:</b><br>Details: YogaFest website, email blasts, event photography &                                   | \$ -   | \$ -   | \$ -   | \$ -   | \$ -   | \$     | \$ 150 | \$ 150 | \$ 300 | \$ -   | \$ -  | \$ -   | \$ 800        |

|       |    |       |
|-------|----|-------|
| Total | \$ | 3,000 |
|-------|----|-------|