

Nyack Tourism Grants Recommendations

August 10, 2023

Thomas Schneck, President, Visit Nyack



• Overview

- June 1: Application was released to the public
- June 14: Preliminary indication of interest by applicants
 - 20 indications received
- July 14, 5 pm: Application submission deadline
 - 15 applications received
 - 10 for 2023 events, 5 for 2024 events
- August 1: Presentations of 2023 Applicants to Nyack Business Council and deliberations by Nyack Business Council
- August 10 – Recommendations by Nyack Business Council for 2023 applications to Nyack Board of Trustees
 - Available funds \$31,295.75
- Recommendations for 2024 applications planned for end of November 2023



- **Criteria for selection**

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

• Artsrock

- Candlelight Concert Series
 - Two world-class performances
 - November 11th, Harpist Bridget Kibbey – the “Yo-Yo Ma of the Harp”
 - February 23rd, 2024 Viola da Gamba Quartet - one of the brightest lights in New York’s early-music scene (*The New Yorker*)
 - Location: First Reform Church
 - Audience Capacity: 300
- Proposed Award: \$4,000

- **Laura Graham**

- Thrifting through Nyack
 - Guided shopping tours (groups of 6-10 people) connecting retailers with secondhand offerings (Second Chance, Trilogy, Honor & Blume, Maria's Consignment, Grace Thrift, Rose Lighting, Main Street Beat, Wardrobe Archivist)
 - Planned for one weekend each in October/November
 - Combined with visits at restaurants
 - Expanded into next year when successful
- Proposed Award: \$1,500

- **The Phoenix Festival**

- Phoenix Theatre Company
 - 2nd year of Live Arts Festival
 - Sept 28 – Oct 21, 2023
 - Over 25 performances of twelve productions by six producing organizations
 - On 6 different stages (Hopper House, Hudson House, RCC, Maureen's Jazz Cellar, Nyack Center, Marydell)
 - Goal is to attract over 1,200 visitors
- Proposed Award: \$7,500

- **Mark Mangan**

- Spirit of Nyack

- Expansion of last year's South Broadway Spirit of Nyack to whole village
- Oct 6th, 2023, 5-9 pm
- Kick off to the Halloween season
- A psychic themed Night market
- Sale of seasonal-themed products by merchants and restaurant
- Seasonal themed artwork on display from the Nyack Art Collective and other local artist
- Proposed Award: \$2,000

- **The Local**

- Octoberfest/Lagerfest
 - Octoberfest style event with draft trailer and food vendors
 - September 30th, 12-5 pm
 - Street Closure on S. Franklin between Main & Burd Street
 - Games will be on site (corn hole, family style backyard game types with no permanent structures)
 - Expecting 1000+ visitors
- Proposed Award: \$2,500

- **Hotel Nyack**

- Experience Nyack Package
 - 6 months marketing and PR campaign (starting September 2023)
 - Promoting travel and what Nyack has to offer
 - Targeting Tri-State Area
 - Experience Nyack Package includes stay at hotel plus discounts and experiences at local restaurants as well as other merchants and personal services businesses
 - Will also feature other attractions (Hopper House) and events
 - Anticipation to attract 5,000 additional visitors to Nyack
- Proposed Award: \$6,950

- **Black Parakeetz**

- Nyack Arts, Carafes & Cocktails Festival
 - Featuring Nyack's diverse art, music, dance, and theater scene
 - The experience will highlight local and emerging artists and local art purveyors in a street fair style in downtown Nyack.
 - Street performers would also be invited.
 - The Carafes and Cocktails aspect of the festival will focus on the bars each producing themed wine flights and there would be a cocktail contest among the bars in downtown Nyack for the best "crafted cocktail" award as decided by tourist heavy judge panel.
- Proposed Award: \$1,000 for further development of idea for planned execution in May 2024

- **Rivertown Film Society**

- Jonathan Demme Close-up
 - Event scheduled November 18, 2023
 - An evening of clips from films by Jonathan Demme, chosen by and discussed in person by people who worked with him on his films, including actors and production personnel.
 - The curator and coordinator for the event will be Jonathan Demme's son, Brooklyn. Brooklyn is a filmmaker himself
 - Might include participation of Clinico Estetico which is Jonathan's production company
 - Location: Nyack Center
 - Audience Capacity: 300
- Proposed Award: \$1,400

• **Summary**

- Arts Rock, “Candlelight Concert Series,” \$4,000
- The Wardrobe Archivist, “Thrifting Tour through Nyack,” \$1,500
- Phoenix Theatre Ensemble, “Phoenix Festival,” \$7,500
- Mark Mangan, “The Spirit of Nyack - Halloween Experience”, \$2,000
- The Local, “Octoberfest,” \$2,500
- Hotel Nyack, “The Experience Nyack Package,” \$6,950
- Black Parakeetz, “Arts, Carafes & Cocktails Festival,” \$1,000
- Rivertown Film, “Jonathan Demme Close-Up,” \$1,400
- Total: \$26,850

Thank You For Your Support!

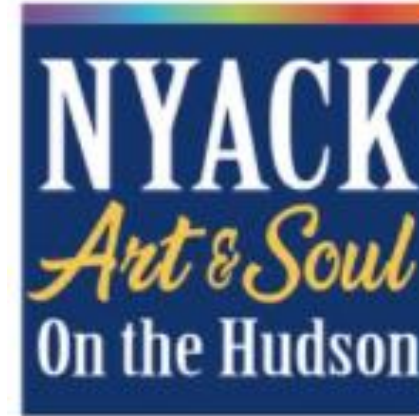


visitnyack.org

Nyack Tourism Grants Update

Village of Nyack
Board of Trustee Meeting
January 25th, 2024

Thomas Schneck, President Visit Nyack



• **Summary 2023**

- Arts Rock, “Candlelight Concert Series,” \$4,000
- The Wardrobe Archivist, “Thrifting Tour through Nyack,” \$1,500
- Phoenix Theatre Ensemble, “Phoenix Festival,” \$7,500
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- Total: \$26,850

• Artsrock

- Candlelight Concert Series
 - Two world-class performances
 - November 11th, Harpist Bridget Kibbey – the “Yo-Yo Ma of the Harp” - 107 guests!
 - February 23rd, 2024 Viola da Gamba Quartet - one of the brightest lights in New York’s early-music scene (*The New Yorker*)
 - Location: First Reform Church
 - Audience Capacity: 300
- NTG Award: \$4,000



• The Wardrobe Archivist

- Re-named from “Thrifting Tour through Nyack” to “Nyack Secondhand Shop Hop”
 - Saturday October 21 11am-3:30, 70 participants!
 - Second one: November 18th, also good success!
 - Collect your Shopper's Pass at Main Street Beat
 - 95 Main Street
 - Guided shopping tours (groups of 6-10 people) connecting retailers with secondhand offerings
 - 7 unique spots (Second Chance, Trilogy, Honor & Blume, Grace Thrift, Rose Lighting, Main Street Beat, Lemmonade)
 - Special offers at each shop for participants
 - Secondhand finds for all ages and sizes
 - Food and beverage discounts
 - Eligible participants qualify for a prize package valued at over \$200
- NTG Award: \$1,500

 Visit Nyack
October 13 · 🌐

Vintage Buyers - This event is for you! It's Nyack's First-ever Secondhand Shop Hop on Saturday, October 21st from 11am - 3:30pm.

Collect your shopper's pass at MAIN STREET BEAT and Shop your way through 7 unique shopping spots in historic, riverfront Nyack, with special offers at each shop for participants.


Make a day of it with food and beverage discounts, and eligible participants qualify for a prize package valued at over \$200.... [See more](#)



INSTAGRAM

Nyack Vintage (@nyackvintage) • Instagram photos and videos

From Instagram

 Learn more

• The Phoenix Festival

- Phoenix Theatre Company
 - 2nd year of Live Arts Festival
 - Sept 28 – Oct 21, 2023
 - Over 25 performances of twelve productions by six producing organizations
 - On 9 different stages (Hopper House, Hudson House, RCC, Maureen’s Jazz Cellar, Nyack Center, Marydell)
 - Goal is to attract over 1,200 visitors
 - Over 1200 tickets sold!
- NTG Award: \$7,500

Phoenix Theatre Ensemble Sponsored · 🌐

Experience world-class Live Arts performances in an idyllic location...Nyack, NY.

The Phoenix Theatre Ensemble presents a celebration of arts & culture in Nyack. The events take place September 28 through October 21st.

Click [LEARN MORE](#) to get your tickets today.

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LIVE ARTS IN NYACK PHOENIX FESTIVAL
Experience · Explore · Enjoy the Hudson Valley.

Live Arts in Nyack
September 28 - October 21
LIVEARTSINNYACK.COM

RETURNING FOR A SECOND SEASON!

- 40 world class NYC actors and artists
- 20 different shows to choose from
- 8 Nyack stages: indoors and tented outdoors
- 25 performances
- 11 matinees
- 14 evening shows
- 24/7 free access to phone-based, augmented reality walking tour of Nyack

LIVE ARTS IN NYACK PHOENIX FESTIVAL
SEPTEMBER 28 - OCTOBER 21

...AND MORE! VISIT THE WEBSITE TO SEE THE COMPLETE SCHEDULE

FOR PROGRAM DETAILS AND TICKETS:
LiveArtsInNyack.com
BOX OFFICE 833-681-4800

I ❤️ NY
iloveny.com

I ❤️ NY
iloveny.com

- **Mark Mangan**

- Spirit of Nyack
 - Expansion of last year's South Broadway Spirit of Nyack to whole village
 - Oct 6th, 2023, 5-9 pm
 - Kick off to the Halloween season
 - A psychic themed Night market
 - Maura's Kitchen - Harry Potter themed event
 - DJ Morgana
 - Evening hours outside South Broadway: Optical Shop, Glitter Thicket, and others
- NTG Award: \$2,000



• The Local

- Bloktoberfest
 - September 30th
 - Family games, DJ, Food & Beer
 - Approx 600 visitors
 - Great atmosphere
 - NTG Award: \$2,500

the Local
TAP HOUSE OF NYACK

Bloktoberfest

NYACK Art & Soul On the Hudson

PAULANER MÜNCHEN

18 TAPS OF PAULANER & AMERICAN CRAFT LAGERS

FOOD • GAMES • MUSIC

09.30.23 | 12-5pm

Jägermeister

4 S. FRANKLIN ST. NYACK, NY
STREET CLOSURES BETWEEN MAIN ST & BURD



• Hotel Nyack

- Experience Nyack Package
 - 6 months marketing and PR campaign (planned to start week of Oct 23)
 - Promoting travel and what Nyack has to offer
 - Targeting Tri-State Area
 - Experience Nyack Package includes stay at hotel plus discounts and experiences at local restaurants as well as other merchants and personal services businesses
 - Will also feature other attractions (Hopper House) and events
 - [Hudson Valley Hotel Deals | Hotel Nyack \(hyatt.com\)](https://www.hyatt.com/hudson-valley-hotel-deals)
 - Anticipation to attract 5,000 additional visitors to Nyack
- NTG Award: \$6,950



MEDIA CONTACT:
Risa B. Hoag, GMGPR, 845-627-3000, risa@gmgpr.com

Hotel Nyack Introduces Exciting Fall and Winter Getaways in the Heart of Hudson Valley Focused on Showcasing Nyack Thanks to a Grant from the Village of Nyack

[Nyack, NY] December 4, 2023 – Hotel Nyack is proud to announce the launch of its fall and winter getaway package, Discover Nyack, featuring everything the Village of Nyack has to offer. Perfect for individuals or couples seeking a blend of adventure and relaxation, this special package is designed to highlight the charm and history of Nyack, New York and is generously underwritten by a tourism grant from the Village of Nyack.

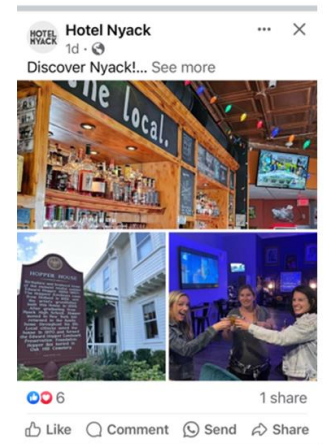
Guests of the hotel who register for the Discover Nyack package will receive a complimentary VIP tour of the [Edward Hopper House](#), Edward Hopper's birthplace and childhood home. One of America's most renowned artists, Edward Hopper's artwork has been displayed in the White House, the Whitney Museum of American Art, the Met, the Art Institute of Chicago, and many more museums around the world. This exclusive experience offers an intimate look into the life and work of Edward Hopper, providing an artistic perspective on Nyack's cultural landscape.

In addition, the Hotel Nyack package includes 15% off tickets at [Black Parakeetz](#) so guests can explore their creative side. Black Parakeetz Paint, Swig & Sing is a locally owned boutique paint and sip studio, offering a unique art-based entertainment experience.

The package also includes a complimentary late-night beverage at [Local](#), a popular establishment owned and operated by a native of Nyack/Rockland County, adding a taste of local flavor to the experience. The restaurant is open 7 days a week until 2:00 AM and 4:00 AM on weekends.

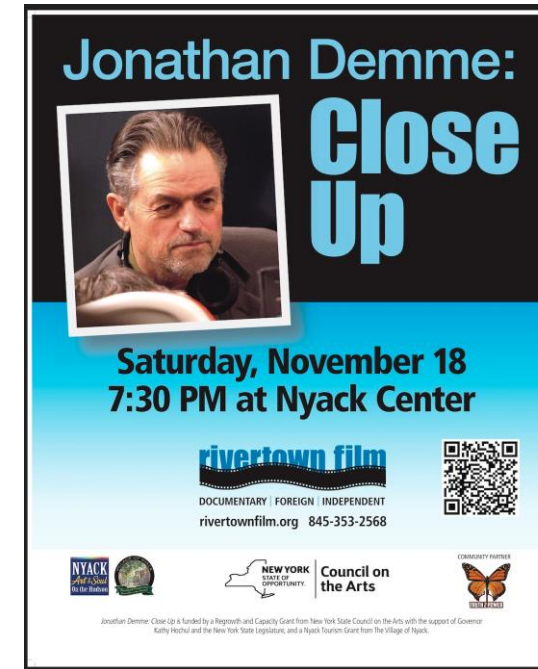
"We at Visit Nyack are excited about the Discover Nyack initiative of Hotel Nyack. This offering allows any tourist and guest to have a wonderful "Hudson Valley Village" experience, combining many Nyack attractions such as the Edward Hopper House, eclectic shopping as well as some of our great restaurants and bars while staying at an exceptional hotel," stated Thomas Schnek, President of Visit Nyack, Inc. "We are looking forward to welcoming many guests here in Nyack who take advantage of this offering and start exploring our beautiful town."

Guests are invited to discover why Nyack is the hidden gem of the Hudson Valley with a specially curated self-guided scavenger hunt that takes visitors through many historic parts of the Village. This journey features stops at significant underground railroad sites and the serene Nyack Memorial Park, allowing guests to connect with the town's rich heritage. Those who complete the scavenger hunt will receive a complimentary appetizer or drink at the bar/restaurant, FARM inside the Hotel.



- **Rivertown Film Society**

- Jonathan Demme Close-up
 - Event on November 18, 2023
 - An evening of clips from films by Jonathan Demme, chosen by and discussed in person by people who worked with him on his films, including actors and production personnel.
 - The curator and coordinator for the event was Jonathan Demme's son, Brooklyn. Brooklyn is a filmmaker himself
 - Included participation of Clinico Estetico which is Jonathan's production company
 - Location: Nyack Center
 - Audience Capacity: 200
 - Event was sold out, 200 audience members!
- NTG Award: \$1,400



- **Black Parakeetz**

- Nyack Arts, Carafes & Cocktails Festival
 - Featuring Nyack's diverse art, music, dance, and theater scene
 - The experience will highlight local and emerging artists and local art purveyor in a street fair style in downtown Nyack, Street performers would also be invited.
 - Assembly of participants (restaurants, bars, artists, etc) until end of October, Kick off meeting beginning of December (incl flyer, logo, presentation, sign up
 - Proposed Itinerary:
 - Day 1 – Friday Evening: Show at 8pm – Phoenix Ensemble
 - Day 2 – Saturday Noon - Arts & Crafts Vendor Showcase – Local Artists Evening at Black Parakeetz Paint, Swig & Sing! – Specialty Cocktails Contest
 - Day 3 - Musical Performances – Hosted by The Rock Shop
 - Silent Auction at all Partnership locations – 10% commission on art sold from Black Parakeetz Professional Art Collection. Includes oil paintings and sculptures.
 - Bids to be announced.
 - NTG Award: \$1,000 for further development of idea for planned execution in Spring 2024

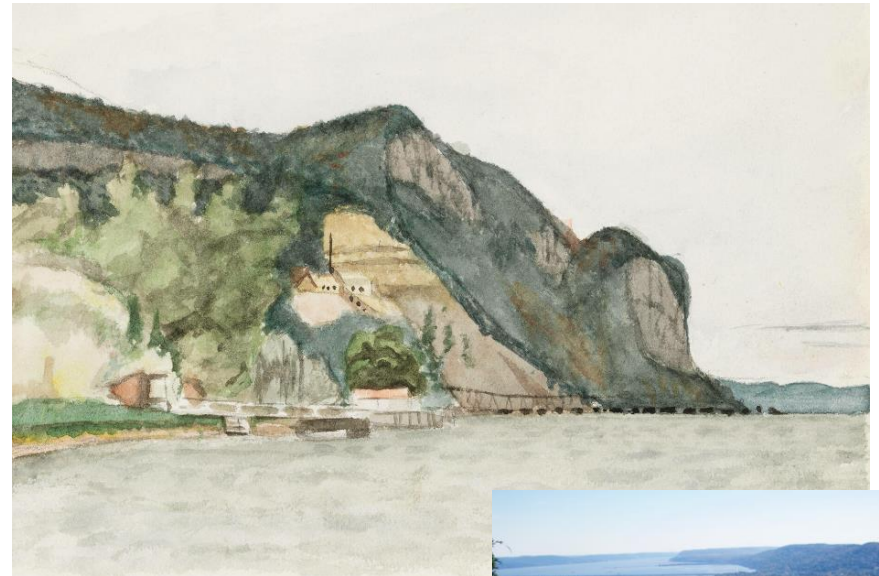


• **Nyack Tourism Grants 2024**

- Edward Hopper House, “Intimate Impressions: Nyack Plein Air Festival,” \$5,000
- The Wardrobe Archivist, “Thrifting Tour through Nyack,” \$4,500
- Nyack International Film Festival, “Nyack International Film Festival,” \$7,000
- Rockland Fashion Week, “Fashion and Dogs on Broadway”, \$6,000
- Maureen’s Jazz Cellar, “Dancing on the Streets,” \$2,500
- Black Parakeetz, “Arts, Carafes & Cocktails Festival,” \$5,000
- Joe G Food Tours, “Hudson Valley Foodie-scursion Weekends to Nyack,” \$5,000
- Total: \$35,000

- **Edward Hopper House**

- Plein Air Festival
 - Event scheduled for weekend in May 2024 (exact date tbd)
 - Artists of all skill levels are invited to bring their own supplies and materials to paint and sketch outdoors around Nyack and the vicinity just as Edward Hopper did in his youth in the village
 - Participants may also register for artist-led workshops and events throughout the day.
 - Location: Edward Hopper House and sites around Nyack and vicinity
 - Projected Attendance : 100+
- Proposed NTG Award : \$5,000



• The Wardrobe Archivist

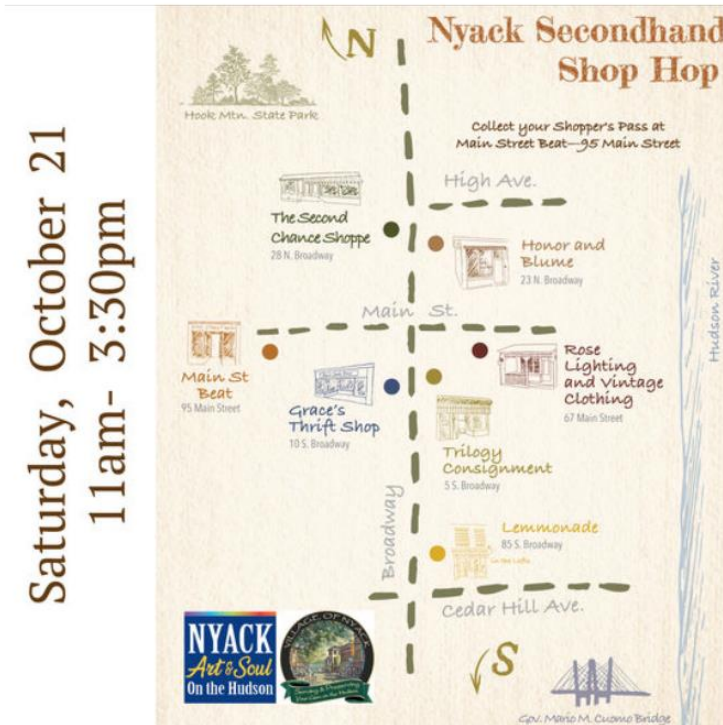
- Re-named from “Thrifting Tour through Nyack” to “Nyack Secondhand Shop Hop”
 - Main organizer: Lemmonade (formerly The Wardrobe Archivist)
 - After good success in 2023, expansion to 6 more tours in 2024
 - Guided shopping tours (groups of 6-10 people) connecting retailers with secondhand offerings
 - 7 unique spots (Second Chance, Trilogy, Honor & Blume, Grace Thrift, Rose Lighting, Main Street Beat, Lemmonade)
 - Special offers at each shop for participants
 - Secondhand finds for all ages and sizes
 - Food and beverage discounts
 - Eligible participants qualify for a prize package valued at over \$200
- Projected audience: 500+
- Proposed NTG Award: \$4,500

 Visit Nyack
October 13 · 🌐

Vintage Buyers - This event is for you! It's Nyack's First-ever Secondhand Shop Hop on Saturday, October 21st from 11am - 3:30pm.

Collect your shopper's pass at MAIN STREET BEAT and Shop your way through 7 unique shopping spots in historic, riverfront Nyack, with special offers at each shop for participants.

Make a day of it with food and beverage discounts, and eligible participants qualify for a prize package valued at over \$200.... [See more](#)



INSTAGRAM

Nyack Vintage (@nyackvintage) • Instagram photos and videos

From Instagram

[Learn more](#)

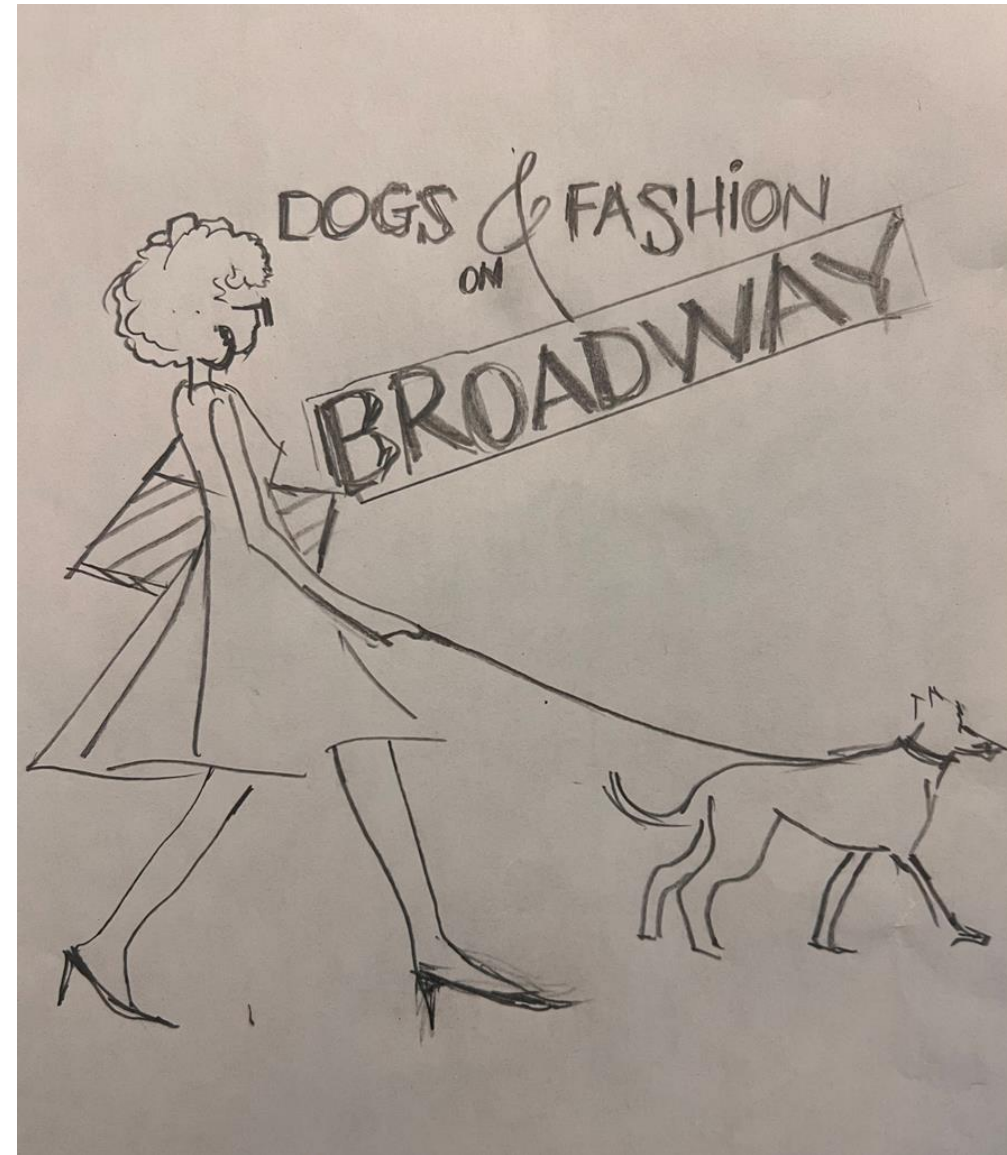
- **Nyack International Film Festival**

- Nyack International Film Festival
 - 7 days event held at Hotel Nyack from April 1-7, 2024
 - Plan to show 70+ Movies and announce 17 awards
 - Drives overnight stays as many guests come from outside Rockland
 - Expected Audience: 1,200+
- Proposed NTG Award: \$7,000



- **Hope Wade**

- Dogs and Fashion on Broadway
 - 1 day event in April/May (tbd), 3 hours each day to showcase the diversity of the small business community and walkability of Nyack
 - A runway will be set up on a central location (tbd)
 - Models showcase clothing and wares of the Nyack retail community
 - Non-clothing stores' logo will be placed on runway and on backdrop
 - Dog fashion show highlights Nyack as a place of dog lovers and as a walkable town
 - Projected Attendance : 500+
- Proposed NTG Award: \$6,000



- **Maureen's Jazz Cellar**
 - Dancing on the Streets
 - Date: TBD April/May
 - Family-friendly music festival at the heart of downtown Nyack with
 - Artisan vendors, kid activities, food trucks and 5 hours of free music in the heart of downtown Nyack.
 - Projected Attendance : 1000+
 - Proposed NTG Award: \$2,500



- **Black Parakeetz**

- Nyack Arts, Carafes & Cocktails Festival
 - Dates: June 7-9 or June 14-16
 - An Annual Celebration of Downtown Nyack’s cultural community and the artists who inspire the villahage’s creative spirit.
 - Proposed Itinerary:
 - Day 1 – Friday Evening: Nyack Center: Juneteenth Pre-Celebration
 - Show at 8pm – Phoenix Ensemble
 - Day 2 – Saturday Noon - Arts & Crafts Vendor Showcase – Local Artists Evening at Black Parakeetz Paint, Swig & Sing! – Specialty Cocktails Contest
 - Day 3 - Musical Performances – Hosted by The Rock Shop.
 - Proposed NTG Award: \$5,000

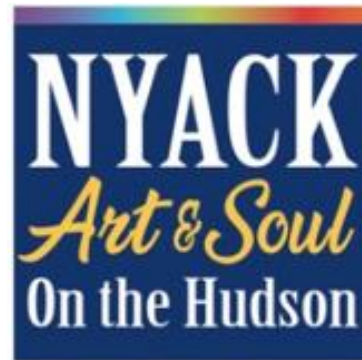


- **Joe G Food Tours**

- Hudson Valley Foodie-scursion Weekends to Nyack
 - “Classic Nyack Food Tour” starting in April and maintaining a full schedule of Saturdays through early September, includes visits at five culinary landmarks.
 - Murder Mystery Dinners with Hotel Nyack:
 - “Stayin’ ALIVE – A 1970’s Murder Mystery Dinner Extravaganza – January & October
 - “Be Glitzy & Gay – A 1920’s Murder Mystery Dinner Extravaganza – March &
 - Between \$25-30k redistributed to participating restaurants
 - Projected attendance: 300+
 - Proposed NTG Award: \$5,000



Thank You For Your Support!

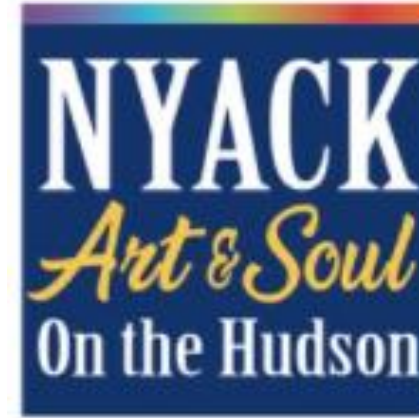




Nyack Tourism Grants 2024/2025 Proposal

Village of Nyack
Board of Trustee Meeting
July 11, 2024

Thomas Schneck, President Visit Nyack



- **Nyack Tourism Grants 2024/2025 proposals**

- Elmwood Playhouse, “Uniting Artists in Nyack”, \$1,500
- Emotions Physical Theatre, “Rockland Cultural Dance Festival”, \$2,000
- Hotel Nyack, “Tito Puente Jr. Concert”, \$4,500
- Laura Graham, “Nyack Secondhand Shop Hop”, \$1,500
- Lily Greenberg, “Nyack Writes – Literary Weekend” \$4,000
- Long Path Outfitters, “The Hike Nyack Experience,” \$4,000
- Maureen’s Jazz Cellar, “Nyack Jazz Festival,” \$3,000
- Music for Life, “Music for Life’s Night out”, \$1,500
- Nyack International Film Festival, “Nyack Drone & Phone Film Festival, Nyack SciFi Supernatural & Horror Film Festival”, \$2,500
- Phoenix Theatre Ensemble, “Phoenix Festival”, \$4,500
- Rockland Community College, “ALON Tour Operator Market Place”, \$1,250
- The Local, “Blocktoberfest”, \$2,000
- The Rock Shop, “Rockin’ Concert Series”, \$2,750
- Total: \$35,000

- **Elmwood Playhouse**

- Uniting Artists in Nyack
 - Promoting the cooperation with Nyack Art Collective ...
 - ... for the 5 Elmwood shows in 2024/25 season
 - Nyack Art Collective provides (or sometimes creates) art pieces which are aligned to the theme of the current Elmwood show
 - Art pieces are shown in pop up art gallery in the lobby of the playhouse
 - Audience can enjoy art pieces before, after and during intermission
 - Also, cooperation with Scott & Joe who cater and co-host a cheese and wine reception for opening nights
- Projected Attendance : 1000+
- Proposed NTG Award : \$1,500



- **Emotions Physical Theatre**

- Rockland Cultural Dance Festival
 - April 11-12, 2025 at Nyack Center
 - April 11:
 - 10 Rockland and Orange County dance companies will showcase an eclectic mix of dance styles – from modern and ballet to hip-hop and traditional Chinese dance
 - April 12:
 - Free workshops for adults and children for ...
 - ... Ballet, African, Hip-Hop, Traditional Chinese, Mexican, Modern
- Projected Attendance : 100+
- Proposed NTG Award : \$2,000



- **Hotel Nyack**

- Tito Puente Jr. Concert
 - Date: A Friday evening in June 2025
 - In the ballroom of Hotel Nyack
 - Tito Puentes Jr. is a very well-known musician and has a large local following
 - Ticket option will also include a room package
- Projected Attendance : 100+
- Proposed NTG Award: \$4,500



- **Laura Graham**

- **Nyack Secondhand Shop Hop**

- After very good success in 2023 and first half of 2024, expansion to 2 more hops in first half of 2025
- Guided shopping tours connecting retailers with secondhand offerings
 - 7 unique spots (Second Chance, Trilogy, Honor & Blume, Grace Thrift, Rose Lighting, Main Street Beat, Lemmonade)
 - Special offers at each shop for participants
 - Secondhand finds for all ages and sizes
 - Food and beverage discounts

- Projected audience: 500+

- Proposed NTG Award: \$1,500



- **Lily Greenberg / All Ways Writing**

- “Nyack Writes” Literary Weekend
 - Weekend celebrating literary arts in Nyack
 - Date: Oct 18-19, 2024
 - Oct 18
 - Poetry Slam, hosted by Rockland Poets
 - Oct 19
 - Free-of-charge version of popular, weekly Writing Circle
 - Happy Hour at Nyack Social with former NY State Poet Laureate Marie Howe and poet Megan Pinto
 - 5 local writer spotlights
 - Guest Authors readings
- Projected audience: 400+
- Proposed NTG Award: \$4,000

Write with us.

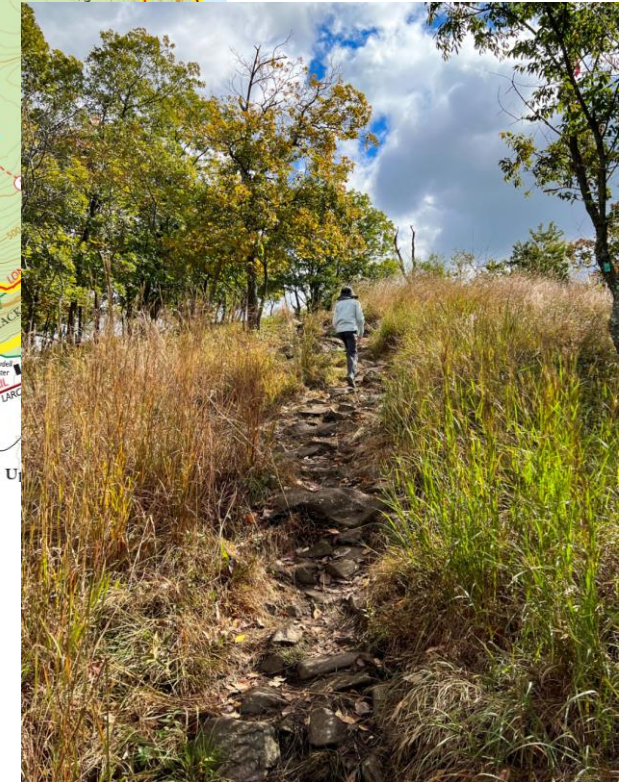
Writing Circles

Workshops

Readings

- **Long Path Outfitters**

- The “Hike Nyack” Experience
 - Create Digital Strategy to increase Nyack’s Digital presence as an ideal outdoor recreational destination
 - Deliverables include
 - Search Engine Optimization (SEO)
 - Targeted Digital Ads
 - Creation of “Hike Nyack” map (paper format)
 - “Hike Nyack” microsite on Long Path Outfitters and Visit Nyack websites, features digital Map as well as links to
 - restaurants who can provide pack lunch/after hike meals (Scott&Joe, DPNB, Hartells, Salonniere already committed) and
 - non-profits which maintain green spaces (Friends of Riverhook, Keep Rockland Beautiful, etc.)
- Starts in October 2024
- Proposed NTG Award: \$4,000



- **Maureen's Jazz Cellar**

- Nyack Jazz Festival

- Date: September 15 (rain date: September 22)
- Family-friendly music festival at the heart of downtown Nyack with ...
- ... artisan vendors, kid activities, food trucks and 5 hours of free music
- This year featuring world-class musicians including Gunhild Carling and Ravi Coltrane

- Projected Attendance : 2000+

- Proposed NTG Award: \$3,000



- **Music for Life / Jeffrey Friedberg**
 - Music for Life’s “Night Out”
 - Date: October 2024 (exact date TBD)
 - 2-hour variety show including singing, bands, comedy and musical theatre
 - Held at the First Reformed Church (The Angel Nyack)
 - Featuring teen and young adult performers with all skills, abilities and events
 - The event is targeted to the neurodiverse community in Rockland, Westchester and Bergen County as well as NYC
 - Special arrangements with restaurants for “day of show” deals
 - Expected Audience: 300+
 - Proposed NTG Award: \$1,500



- **Nyack International Film Festival/Richard Quinn**
 - Nyack Drone & Phone Film Festival, Nyack SciFi Supernatural & Horror Film Festival
 - 2 events
 - Nyack Drone & Phone Film Festival, August 23-24
 - Film submissions produced with smart phones and drones
 - Nyack SciFi Supernatural & Horror Film Festival, October 24-25
 - Supernatural and Horror Films scheduled to coordinate with the Nyack Halloween Parade festivities
 - Both events held at Hotel Nyack
 - Expected Audience: 300+
 - Proposed NTG Award: \$2,500



- **Phoenix Theatre Company**

- Phoenix Festival
 - 3rd year of Live Arts Festival
 - Sept 12 – Sept 22, 2024
 - Every day one performance
 - All performances will be held in the Village of Nyack at various locations
 - First time, free-of-charge, family-friendly performance in Memorial Park
- Expected audience: 1,000+
- NTG Award: \$4,500

2024 Festival - Theatre

Click the links to learn more about each event.



AT THE NYACK CENTER
A TROJAN WOMAN



AT THE NYACK CENTER
BOY MY GREATNESS



AT BIG RED BOOKS
NURSE!



AT THE NYACK LIBRARY
THE PORTABLE DOROTHY PARKER



AT BIG RED BOOKS
VITA AND VIRGINIA



THE NYACK CENTER
OUT OF THE HAT



AT FIRST CHURCH
AUTUMN SERENADES

- **Rockland Community College**
 - ALON Tour Operator Market Place
 - Date: October 8, NYC Water Cruise, Pier 23
 - Goal is to convince tour operators to include Nyack as part of their itineraries
 - Opportunity to showcase Nyack as destination to key international and domestic travel trade buyers (e.g.; tour operators)
 - “Speed dating” format allows for impactful one-to-one conversations
 - RCC and Visit Nyack have been working on tour operator itineraries since 2022
 - Proposed NTG Award: \$1,250



9 am - 10 30 am	Transfer from NYC	Nyack
10:30 am - 11:15 am	Tour of Edward Hopper House	Edward Hopper House, Nyack
11:15 am - 12:30 pm	Walking Tour: From Civil war to the Gilded Age	Historic Walking Tour through
12:30 pm - 2 pm	2 Course Light Lunch at one of Nyack's Speciality Restaurant	Nyack
2 pm - 4 pm	Shopping in the eclectic village of Nyack	Nyack
4 pm - 6 pm	Option 1: Enjoy a 2 hour walk on top of Hook Mountain and see the Manhattan Skyline	Nyack Beach State Park
4 pm - 6pm	Option 2: Boat tour on Hudson	Nyack, Hudson
4 pm - 6pm	Option 3: Joe G' Walking Tour to explore the culinary delights of Nyack	Nyack
6 pm - 8 pm	3 course Dinner at one of Nyack's Speciality Restaurants	Nyack
8 pm - 9 pm	Transfer back to NYC	Nyack, NYC



- **The Local**

- Blocktoberfest

- Date: End of September/October (exact date TBD)
 - Family games, DJ, Food & Beer
 - Expected audience: 300+
 - Proposed NTG Award: \$2,000



- **The Rock Shop**

- Rockin' Concert Series
 - Dates for Concerts: Fall 24, Holiday Season 24, Spring 25 (exact dates TBD)
 - Local musicians, students, bands and adults share their skills and perform their musical choices for the entire community
- All concerts are held at Nyack Center
- Projected Attendance : 1000+
- Proposed NTG Award: \$2,750



- **Nyack Tourism Grants 2024/2025 proposals**

- Elmwood Playhouse, “Uniting Artists in Nyack”, \$1,500
- Emotions Physical Theatre, “Rockland Cultural Dance Festival”, \$2,000
- Hotel Nyack, “Tito Puente Jr. Concert”, \$4,500
- Laura Graham, “Nyack Secondhand Shop Hop”, \$1,500
- Lily Greenberg, “Nyack Writes – Literary Weekend” \$4,000
- Long Path Outfitters, “The Hike Nyack Experience,” \$4,000
- Maureen’s Jazz Cellar, “Nyack Jazz Festival,” \$3,000
- Music for Life, “Music for Life’s Night out”, \$1,500
- Nyack International Film Festival, “Nyack Drone & Phone Film Festival, Nyack SciFi Supernatural & Horror Film Festival”, \$2,500
- Phoenix Theatre Ensemble, “Phoenix Festival”, \$4,500
- Rockland Community College, “ALON Tour Operator Market Place”, \$1,250
- The Local, “Blocktoberfest”, \$2,000
- The Rock Shop, “Rockin’ Concert Series”, \$2,750
- Total: \$35,000

Thank You For Your Support!

