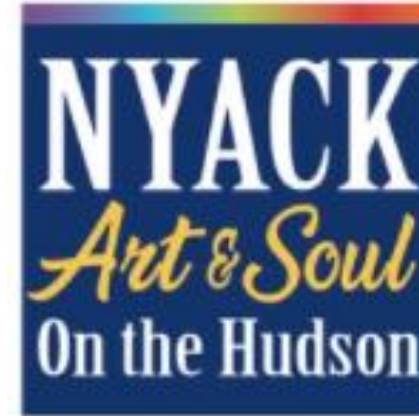




Nyack Tourism Grants Update

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
- 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

• 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

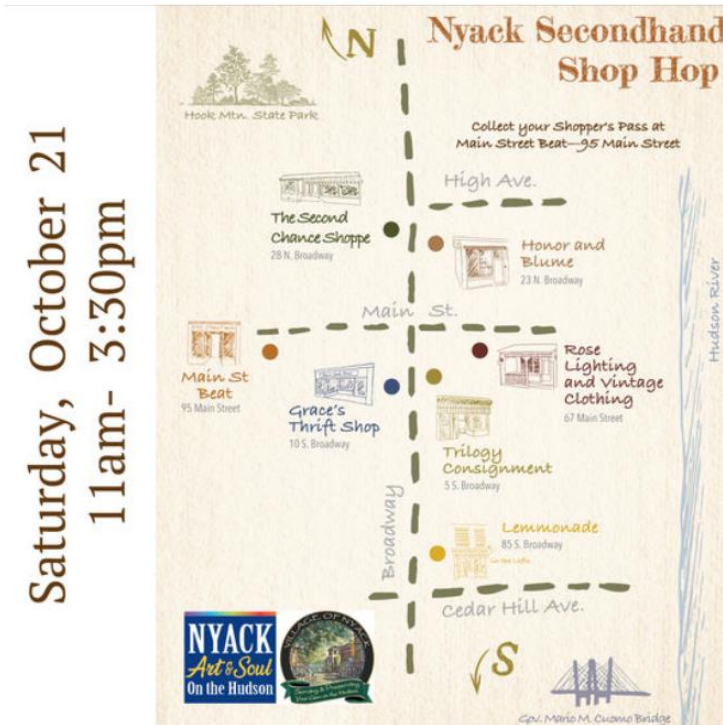
- Re-named from “Thrifting Tour through Nyack” to “Nyack Secondhand Shop Hop”
 - Saturday October 21 11am-3:30, 70 participants!
 - Second one: November 18th, also good success!
 - Collect your Shopper's Pass at Main Street Beat
 - 95 Main Street
 - Guided shopping tours (groups of 6-10 people) connecting 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

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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

Bloktober *fest*

NYACK Art & Soul On the Hudson

18 TAPS OF PAULANER & AMERICAN CRAFT LAGERS

FOOD • GAMES • MUSIC

09.30.23 | 12-5pm

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

PAULANER MÜNCHEN

Jägermeister

the Local TAP HOUSE OF NYACK



• 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, GM/PR, 845-627-3000, risa@nmpgr.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.

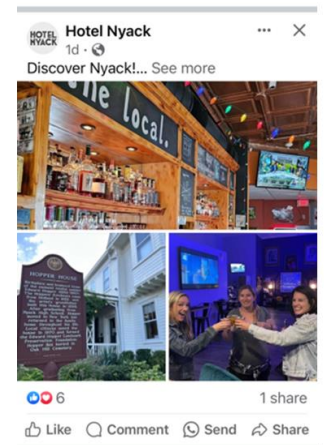
Guests of the hotel who register for the Discover Nyack package will receive a complimentary VIP tour of the [Edward Hopper House](#), Edward Hopper's birthplace and childhood home. One of America's most renowned artists, Edward Hopper's artwork has been displayed in the White House, the Whitney Museum 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.

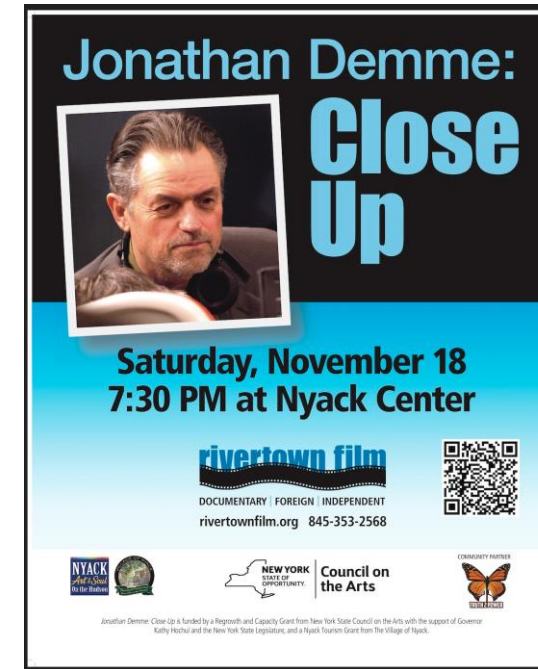
"We at Visit Nyack are excited about the Discover Nyack initiative of Hotel Nyack. This offering allows any tourist and guest to have a wonderful "Hudson Valley Village" experience, combining many Nyack attractions such as the Edward Hopper House, eclectic shopping as well as some of our great restaurants 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

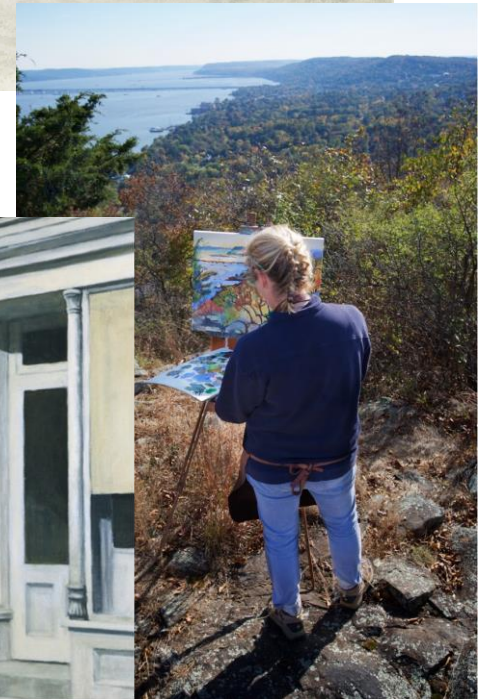
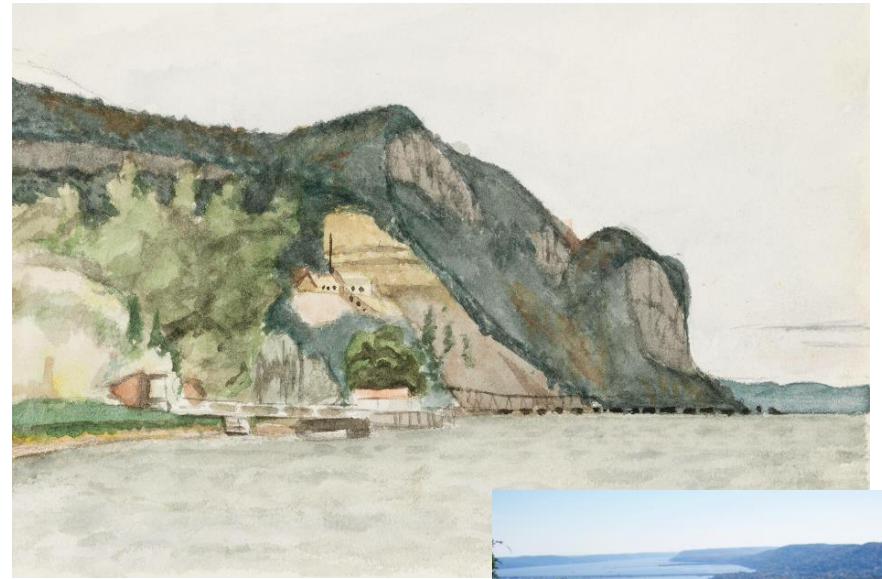


• **Nyack Tourism Grants 2024**

- 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

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October 13 · 🌐

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Saturday, October 21
11am - 3:30pm

INSTAGRAM

Nyack Vintage (@nyackvintage) • Instagram photos and videos

From Instagram

[Learn more](#)

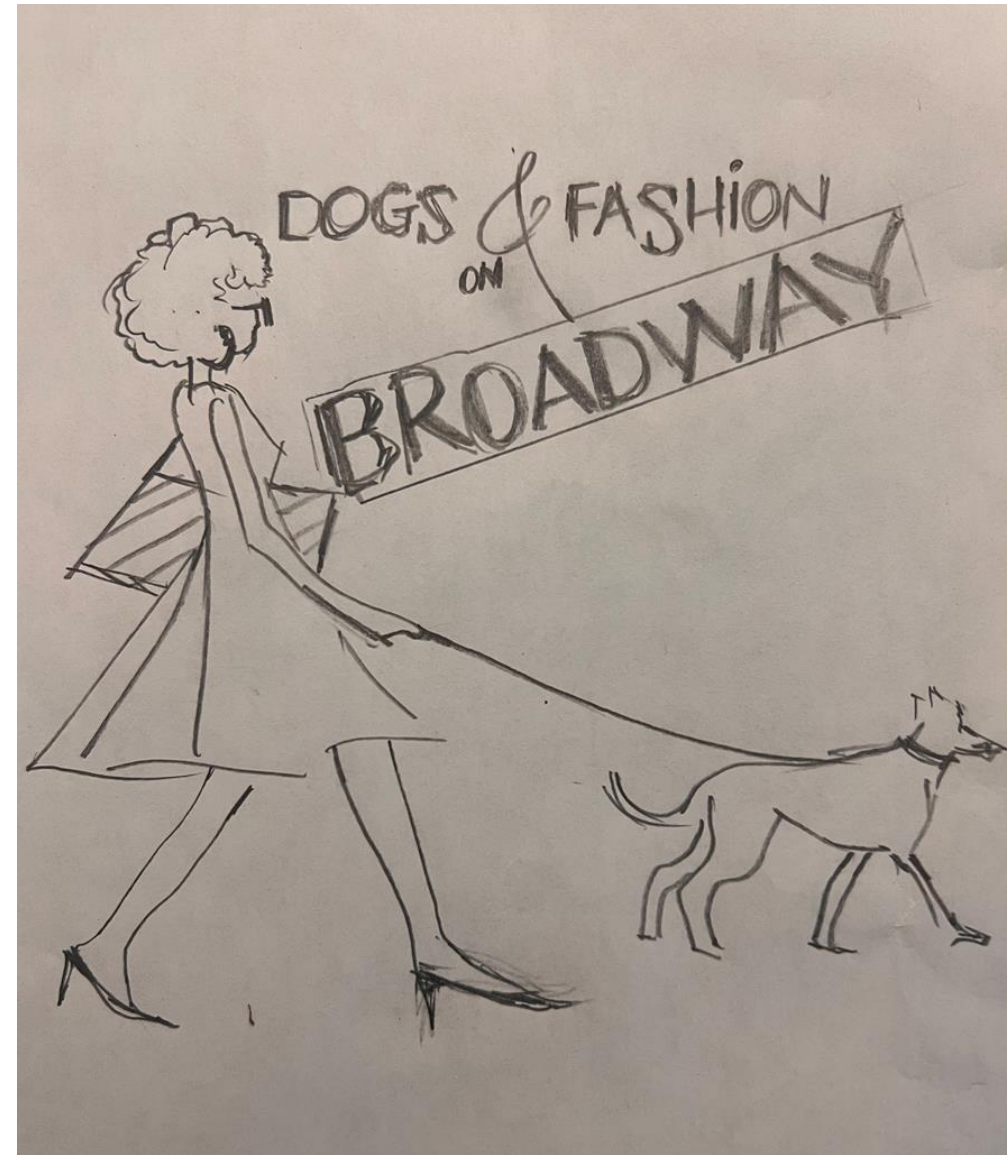
- **Nyack International Film Festival**

- 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!

