



2024/2025 Nyack Tourism Grant Application

Date: May 20, 2024

Project Organizer Name: Mary's Music Shop

Address: 200 Broadway, Nyack, NY

Contact Name: Mary Decker

Title: Owner

Phone: 1-(845) 535-3033

Email: mary@mmusicshop@gmail.com

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

Phone: 1-(845) 456-7890

Project Title: Nyack Youth Music Festival in Memorial Park

Amount Requested: \$ 5,500

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

Grant purpose:

Promoting a youth music festival on Oct 25 -27, 2024 in Memorial Park attracting over 600 visitors over the 3 day weekend from the Tri-State Area

Project Organizer Background:

Mary's Music Shop has been a music retail shop since 2018 in downtown 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)

I have been in the music industry for the last 15 years. First as an employee of a music school in Brooklyn from 2008 until 2018. Since then as the owner of Mary's Music Shop.

Description of Event/Experience in detail:

The planned Nyack Youth Music Festival will feature over 20 young musicians and groups/bands (aged 14-25) of various music genres from the Tri-State Area. The festival will have offerings during the day for families while being focused on an adult audience in the evening. The programming will entice families as well as individuals to stay throughout the whole festival weekend

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 planned Nyack Youth Music Festival will be a major event which will attract visitors over 600 visitors from the entire Tri-State area. Given the programming timing, visitors will find it rewarding to stay overnight to take in the evening performances and to enjoy Nyack in general. The visitors will have a lot of opportunity to spend time in the village to visit our retailers, restaurants and personal services businesses in the morning and early afternoon as the festival only starts in the mid-afternoon. As part of the programming we will also feature local talent which will reflect the ethnic diversity of Nyack. The event will happen in Memorial Park which is close to the Nyack Downtown district. We expect that - assuming the success of this event in this year - the Nyack Youth Music Festival will become a signature event for Nyack in the future. When planning and executing the Nyack Youth Music Festival we will invite Nyack business owners (hotels, restaurants, retailers, personal services businesses) to invite Festival guests with special offers and promotions. We will also reach out to various non-profits to help with programming and promotion.

Description of Target Audience:

NYC Metro Area (focus on 5 Boroughs, Rockland, Westchester, Bergen)
Target Age: 8 -65

Does your request include a collaboration with another organization? Yes_x___ No___

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

Visit Nyack: Promotion
Chamber of Commerce: Promotion
Hotel Nyack/West Gate: Accommodations
Artsrock: Programming
Restaurants/Retailers/Personal Services: Promotions

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: _____