



## **2023/24 Nyack Tourism Grant Application**

**Date:** July 10, 2023

**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 27 -29, 2023 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

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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: \_\_\_\_\_