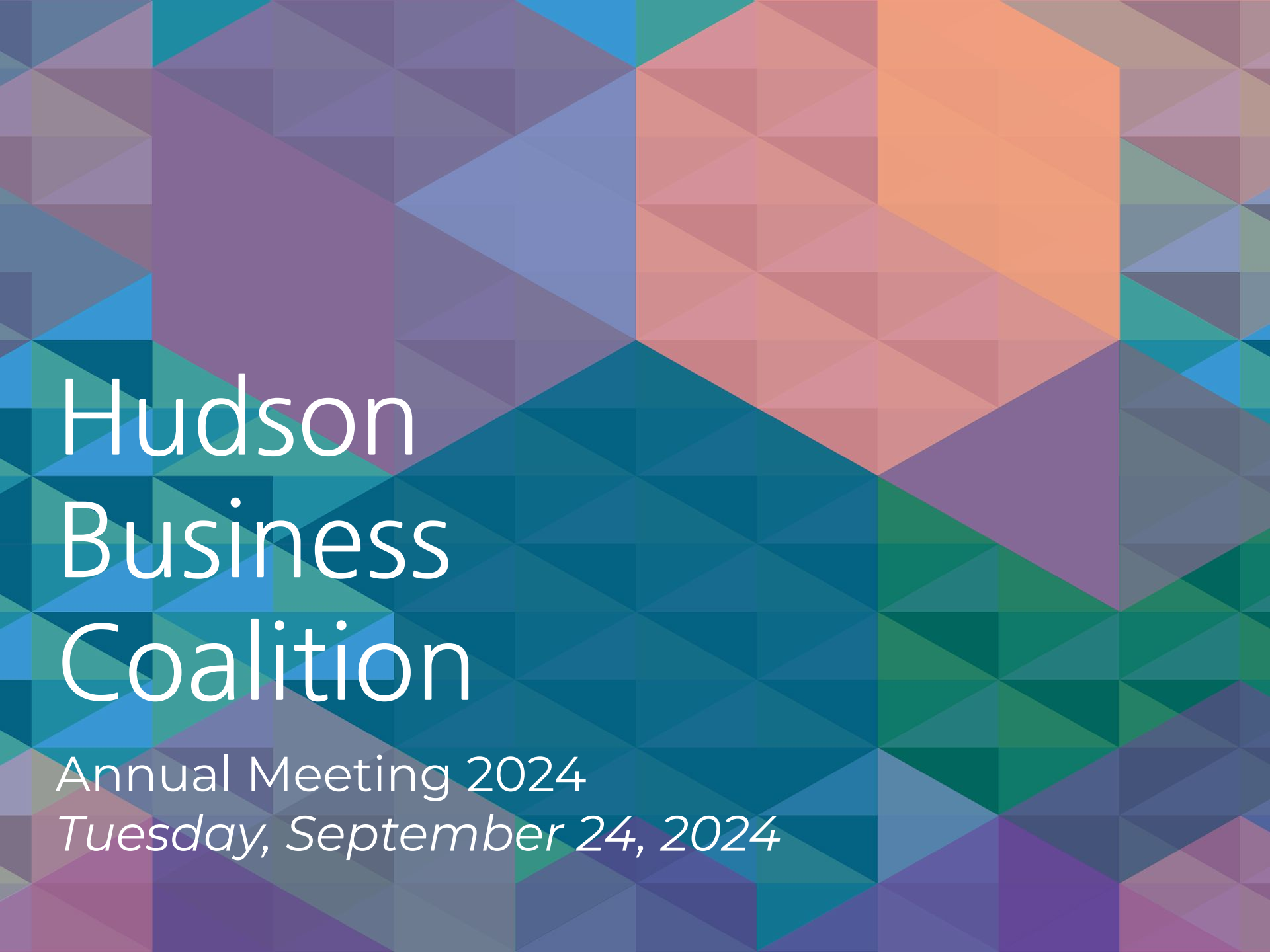




Hudson Business Coalition

Annual Meeting 2024

Tuesday, September 24, 2024

Hudson Business Coalition

Our Mission

...is to stimulate and maintain a vibrant commercial district in Hudson, NY with programs to attract and promote a diverse mix of businesses to local, regional, and international audiences.

Our programs include special community events and promotional activities, as well as the design and production of printed and online materials such as an annual visitors guide for the business district. We also support and coordinate activities with other community groups and organizations that strive to energize the culture and commerce of Hudson and the surrounding communities.

Hudson Business Coalition

Is YOUR Organization!

Our Board

Alexandre J. Petraglia,

Board President;
Hudson City Digital

Billy Blowers, *Membership
Director and Treasurer*

Eric De Feo, *Vice-President;*
Made x Hudson

Ivy Dane, *Secretary;* Rebus

Kristan Keck, Wm. Farmer
and Sons

Shanan Magee, Park
Theater Hudson

Elizabeth Moore, Elizabeth
Moore Fine Art

Peg Patterson, DISH
Hudson

Elina Tunyan, PlayPop

MaryVaughn Williams,
Hudson Clothier

Our Committees

Community & Events

Plans and carries out HBCi events, such as public meetings, fundraisers and festivals. Works with community organizations to help promote their own efforts or develop strategic partnerships.

Marketing

Chief projects include development of the Visit Hudson NY website and social media channels, the printed Walking Guide, and other public-facing promotional campaigns. Develops brand messaging and “look and feel” for HBCi to use in marketing and PR.

Membership & Outreach

Interfaces with the Hudson business community, encouraging broad engagement in and participation with HBCi activities to ensure a diversity of interests are represented. Develops relationships and builds partnerships with businesses and local organizations.

Advocacy

Interfaces with relevant government and other official parties, ensuring that the interests of Hudson business are communicated and represented appropriately.

HBCi 2023 Expenses

	2023 Spend
Marketing and Advertising	\$11,024.00
Walking Guide Cost of Production	\$12,825.30
Membership Events	\$8,616.47
Website Design and Development	\$1,963.82
Professional Services	\$3,729.00
Organizational Expenses, Fees, Insurance	\$4,840.00
Misc. Expenses	\$2,662.59

HBCi 2023 Expenses

Misc. Expenses

5.8%

Organizational Expenses, Fees,

10.6%

Professional Services

8.2%

Website Design and Development

4.3%

Membership Events

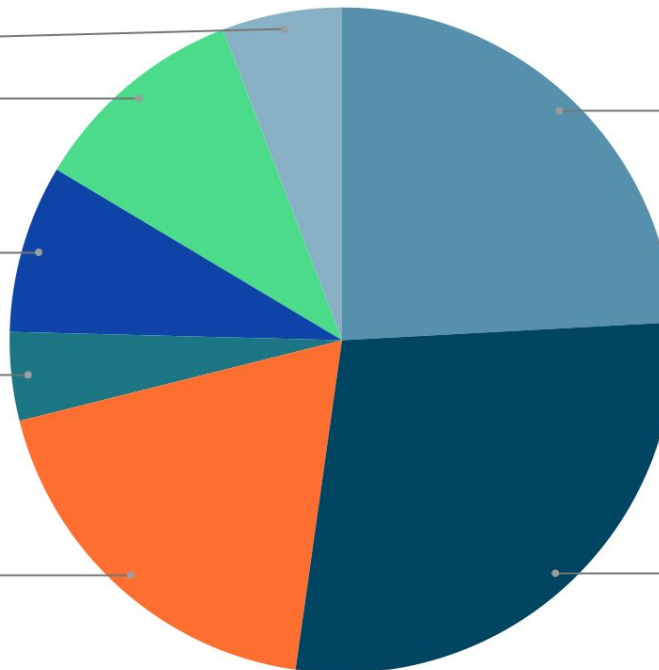
18.9%

Marketing and Advertising

24.1%

Walking Guide Cost of Production

28.1%





Membership & Outreach

Membership Tiers

Proprietor Membership

Our primary membership type is Proprietor Member. Those businesses with a physical presence located within the city of Hudson, NY qualify for Proprietor Membership. The rate is \$200/yr

Service Provider, Micro-business, or Startup Membership

For those who don't have a physical or public presence; who are based in or outside the city of Hudson; who are makers, startups, or solo entrepreneurs; or who provide services to clients or customers. The rate is \$150/yr

Explore Membership

Those businesses or organizations who exist outside of Hudson but don't compete directly with those in Hudson in our Shop; Eat/Drink; or Stay categories. For example, farms and farmstands, cultural and historical destinations, vineyards or distilleries, etc. The rate is \$150/yr

Affiliate Membership

Affiliate Members support both our organization and our members by underwriting the cost of marketing and outreach, the organization and promotion of events, and helping to foster a greater sense of community in and around Hudson. The rate is \$1,200/yr

Our Affiliate Members



THE MOUNTAINS



MID-HUDSON Cable

Chamber of Commerce Partnership

Dual Membership

Proprietor Members who also join the Columbia County Chamber of Commerce at the same time save \$50 off their HBCi membership and about 30% off their Chamber membership

Co-Hosting Member Events

We co-hosted our summer mixer with the Chamber this year and fall member mixer with the Chamber last year

Other Chamber Benefits

The Chamber helps to spread information on HBCi events and initiatives through their email blasts and social media



Member-Exclusive Social Events

HBCi has hosted nine total member-exclusive social events in 2023 and to-date in 2024

Mixers, like our summer and fall parties, tend to be a bit larger in scope, and we have partnered with HDC and the Chamber to co-host them

After Hours are more casual, and are meant to be post-work get togethers at some of our favorite spots in town

Overall, we've had over 150 unique participants at these events, and are great opportunities for business owners, those employed by local non-profits and creatives to meet and spark creative connections



Business Roundtables



In partnership with HDC, we hosted our first series of business roundtables in 2024

Our first four roundtables were held this spring, focused on—

- Retail (at the Chamber of Commerce)
- Tourism (at Park Theater Hudson)
- Workforce Development (at The Caboose)
- The Creative Economy (at Hudson Hall)

Video recordings of all these programs can be found on our website at hudsonbusiness.org

We'll be announcing a new series of roundtables, in partnership with HDC and the Chamber, very soon

B2B Communications

HBCi serves as a conduit for B2B communications in the following ways:

HBCi Listserv

About three or four dozen conversations each year, with about 400 members— great for businesses looking to introduce themselves, ask for help, or offer support, materials, or goods or equipment for sale

HBCi Facebook Group

Stay connected with HBCi and other local business owners on Facebook

HBCi Instagram @hudsonbusinessco

Get updates on your favorite social media platform direct from HBCi— learn about upcoming events and new promotions we're working on, plus see updates from other businesses in our Stories



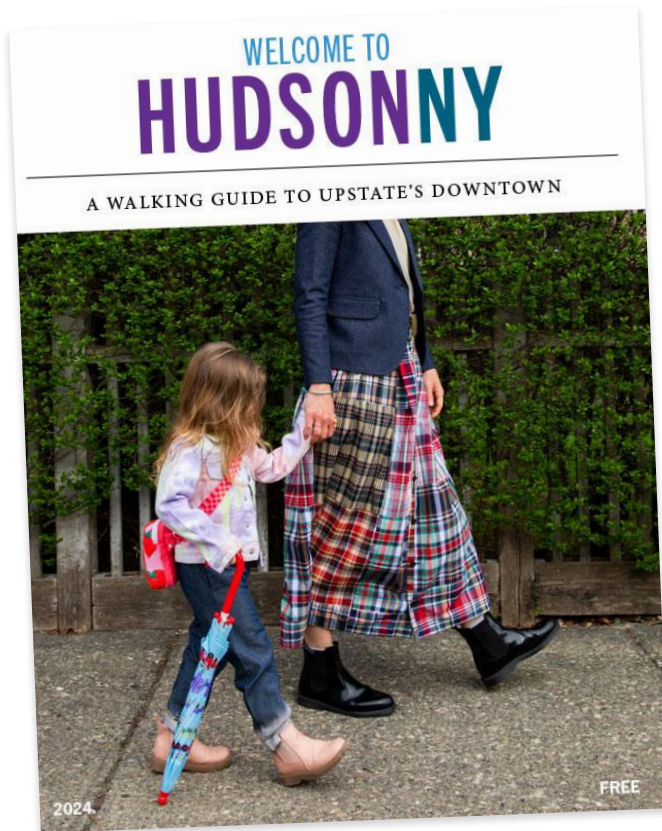


Marketing

Walking Guide

We released our 12th edition of the Walking Guide just prior to Memorial Day weekend

Our longest-running and most successful project, this year's Walking Guide...



- Was 'family-focused,' with the first cover to feature a mother and child; the centerfold map illustrated by local children book writer/artist Esme Shapiro; and featuring PlayPop and Rebus
- Was the most profitable to-date, with the proceeds going back into awareness campaigns to promote Hudson
- 16,000 copies produced in total, shared in and around Hudson, and about 1,000 copies mailed so far in 2024 (and 2023)



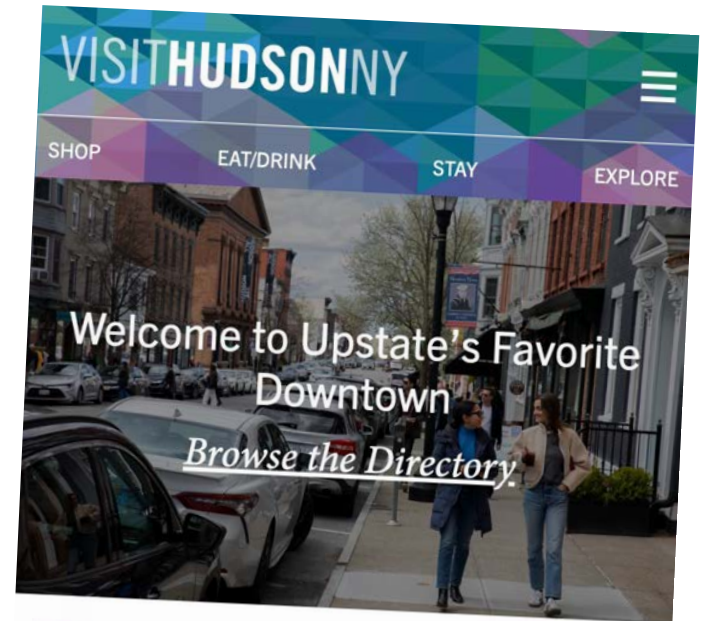
VisitHudsonNY.com Website

One of our greatest assets, the VHNY website includes information for visitors, a business directory, events calendar, and blog “Inspiration”

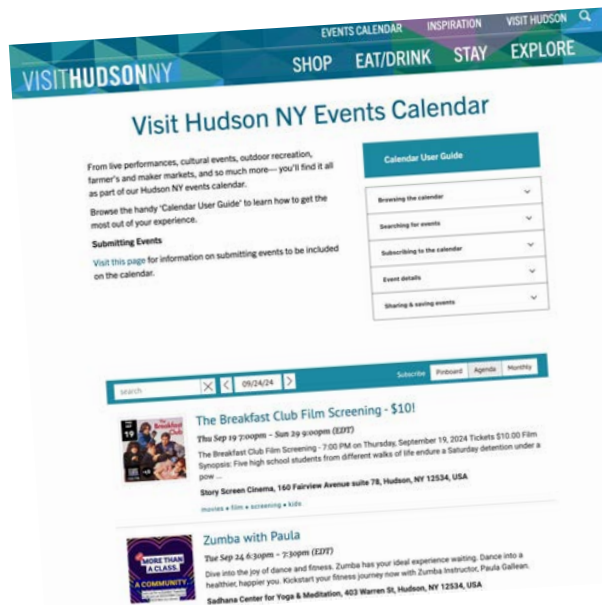
All businesses are included in the directory, regardless of their membership status (don't forget to check your listing from time to time!)

In 2023, we served 400,00 page views to 70,000 unique visitors. In 2024, we've had about 27,000 sessions on average each month.

We get about two dozen messages each month through the contact form on the site— from people looking for recommendations for their visit, requesting a Walking Guide, and asking for more info on specific businesses.



VisitHudsonNY.com Website (Continued)



Our **new Events calendar** has served over 33,000 views in the last 12 months. We've posted over 700 unique events in the first two years, and now organizers can submit their events for approval through a web form.

Our **blog, or "Inspiration"** section, features First Looks at new businesses, photo galleries from events, and Proprietor Profiles, which all members are encouraged to submit.



VisitHudsonNY.com Website (Continued)

Up next...

- Redesigned home page and directory pages
- Event resources directory
- Guides
- Banner ads
- More content!



Welcome to Hudson, NY



Find Your Way to Hudson

Hudson, New York, is located on the east side of the Hudson River in Columbia County, 120 miles north of New York City, 45 miles south of Albany and 160 miles west of Boston. The city is surrounded by the town of Greenport to the north, east and south, and by the Hudson River to the west.

Welcome to Hudson

While our population is equivalent to many small towns, Hudson is, and behaves much more like, a city, with an historical richness and contemporary vibrancy far bigger than its size would suggest. Hudson's compact urban core makes it an eminently walkable city—one linked by rail to a great metropolis, built beside one of America's great rivers, and situated at the heart of an agricultural district at the head of the farm-to-table movement. This mix—history, farming, art, culture—makes Hudson an extraordinary city to visit, offering history, sights, sounds, curiosities and great food around every corner.

A Colorful Past

How did a city so far upriver become a whaling port in the 1700s? Simple—it was a matter of necessity being the proverbial mother of invention. As the British shut down ports along the coast, two enterprising Nantucket brothers—Seth and Thomas Jenkins—sought a port that could get ships out to sea without drawing the attention of the Royal Navy. This they established on a piece of land known as Claverack Island. The name of



Driving from New York City and points south

If going on the Taconic



Advocacy

Our Approach

We work, above all else, to promote and advance the interests of Hudson's business community

We take a balanced approach, knowing that our organization and our members often need to have direct dealings with local government

Advocacy work is always ongoing, and can be protracted and seemingly invisible

We're all stronger when we speak with one voice!

Major Issues in 2024

Formula business law

11 Warren St.

Lodging Tax

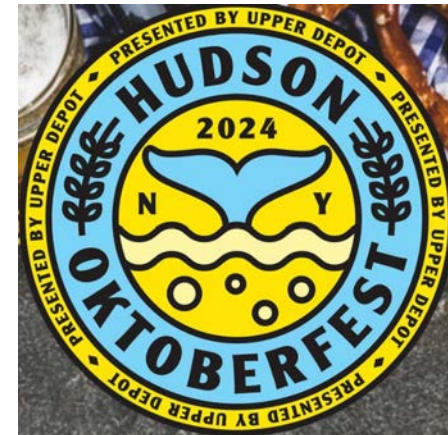
Good Cause Eviction



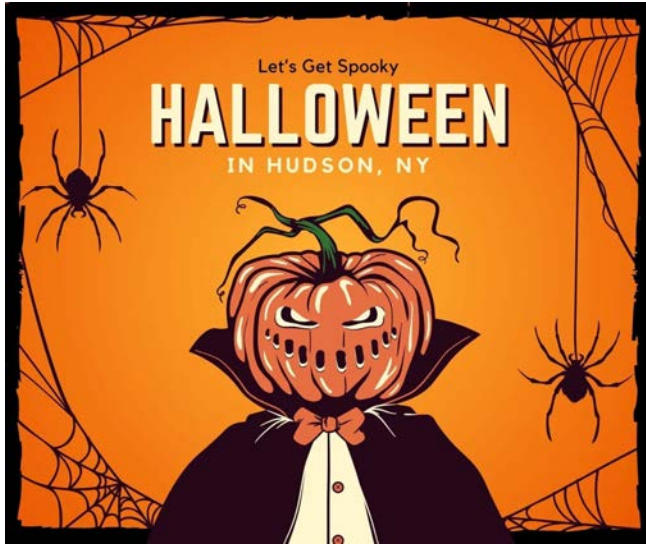
Community & Events

Who We Supported in 2023 and 2024

Hudson Film Festival



Hudson Halloween 2024



Special Events

Parade and costume contest; trick or treating; Ghostly Gallop; movie series at Story Screen

Landing Page on Visit Hudson NY site

We'll once again have the 'Halloween in Hudson NY' landing page on the site, which will act as a clearinghouse for information

NEW THIS YEAR- Find the Ghouls

Similar to the 'Where's Waldo' promo, young visitors to Hudson can find all the ghouls in participating businesses, have their cards stamped when they do, and redeem them for prizes





HUDSON FOR THE HOLIDAYS

A Word on Winter Walk

Salute to Hudson Hall

What Can Still Happen This Year

In-store promotions, performers, and event listings

Larger Hudson for the Holidays campaign

Print and collateral and digital campaigns, in partnership with other organizations and businesses

Design Hudson 2025



House Tours and Opening Night Soiree

Highlighting the local design and artistic talent

Pop-ups, special events, and lectures

Throughout Hudson

All kinds of Design

Fashion to furniture, industrial to interior

Happening Memorial Day weekend

Planning and organizing will start immediately!



What Comes Next

Focus for 2025

New business welcome guide

A printed and digital guide to navigating being a business owner in Hudson—everything from who your local elected officials are, to where you can turn for financing, to how does trash collection work

More investments in content, social, and digital marketing

The best way to communicate what makes Hudson uniquely Hudson

Growing membership among non-Proprietor members

While B&M will always be our focus, we know there are so many other kinds of businesses and businesspeople in Hudson



How You Can Get Involved

Become a Block Captain

Our 'eyes and ears' on the street—learn about the needs and concerns of businesses on your block, communicate out HBCi messages, and help distribute materials

Serve on a Committee

Our Membership & Outreach; Community & Events; Marketing; and Advocacy committees all take up much of the work of the organization, and meet monthly

Serve on the Board of HBCi

The Board meets monthly, and this is the way to have the greatest impact on the organization. Bring your unique experience and perspectives

Tell a Neighbor

If you like what we're doing at HBCi, tell a neighboring business! Word of mouth is one of the most effective ways to secure new members, and helps us to create a sense of community

Participate in advocacy efforts

Partake in HBCi's advocacy efforts—share your perspective, sign petitions, and write letters to our elected officials. We're all stronger when we speak with one voice!

Annual Meeting 2025

Happening in spring next year

We'll be doing more of a deep dive into the Coalition's bylaws and voting on various initiatives, so your continued involvement is paramount!

REMINDER

If you haven't yet, please visit the workshop room to provide us with your feedback



Questions?



Thanks for attending!

Enjoy the Fall Member Mixer
on the Third Floor