

Subject: New submission ALBANY Arts, Culture, and Tourism Application

Date: Wednesday, July 5, 2023 at 3:29:18 PM Eastern Daylight Time

From: jnytko@govsol.org

To: jnytko@govsol.org

General Information
Date of application
06/28/2023
Name of Entity
Lark Hall Productions, LLC
Entity TIN, EIN or Social Security Number
83-1411345
Entity physical address
351 Hudson Avenue Albany, NY 12210 United States Map It
Is the physical address different from the mailing address?
No
Website (if available)
https://larkhallalbany.com
Primary Contact Information
Primary contact name
Jennifer Miller
Primary contact title
Manager
Primary contact phone
(518) 928-4708
Primary contact email
jenn@larkhallalbany.com
What is the primary contacts preferred method of contact?
Either
Entity Info and Structure
Which structure best describes the entity?
For profit business
If "For profit business" is above, what is the legal structure or your business?
Limited Liability Corporation

If "For profit business" above, what is the primary function?

Arts, Entertainment, Recreation

What is the date of establishment?

July 25, 2018

If applicable, is the entity a W/MAM (Minority or Women-Owned Business Entity)?

Prefer not to answer

Have you or the entity ever received any form of COVID-19 relief funds or loans specific to the negative impacts of the Pandemic?

No

General Project Information

Describe the arts/cultural/tourism activities your organization provides in Albany County.

Lark Hall is a historic performance arts, event and community venue located at 351 Hudson Avenue in Albany, New York. Located in the heart of Albany's Lark Street neighborhood, our 14,000 square foot building was constructed in 1916 by the Daughters of the Eastern Star as a chapter room, meeting space and performance hall.

Owners Jennifer and Justin Miller have carefully restored this venue, which has quickly been established as the Capital District's premier intimate music space and listening room. Lark Hall attracts national touring acts and productions to the Lark Street Corridor, along with thousands of unique visitors and guests each month.

If an award is made, describe how Albany County will benefit. Where possible, please quantify impact.

Lark Hall has established itself as a proven driver and promoter of arts, culture and tourism for Albany County, with a quantifiable track record for drawing unique visitors into Albany County from not only the greater capital district, but also from nearly every state and many foreign nations.

Lark Hall is poised to complete its current phase of renovations this Summer to establish a street-level coffee house, bar and restaurant to complement and be incorporated into Lark Hall's existing performing arts and community venue space. The project will convert the vacated mercantile space into an upscale bar and eatery, with primary elements to include construction of a connecting doorway into Lark Hall, the construction and equipping of a full service main bar, expansion and equipping of existing retail counter space for coffee and lite fare service, installation of window bars, and the build-out of basement space to support cooler and tap lines. The project also includes the construction and equipping of a new kitchen prep area within the Lark Hall lounge area (former yoga studio) for food preparation and catering support.

Lark Hall is now proposing a next phase of facility upgrades with the planning, design, engineering and installation of a building-wide sprinkler system to enhance life-safety systems and increase main venue space capacity from 300 guests to 450 guests per code. This project will have a direct and measurable positive impact on Lark Hall's ability to attract unique visitors and support the arts in Albany County.

If an award is made, describe how the funds will help you to sustain your operations in Albany County.

If an award is made, Lark Hall will be able to immediately commence with planning, design, and engineering for the system and target installation in 2024. Without the award of grant funding from the County, this project would most likely be deferred to 2026 or 2027.

This project will have a direct, immediate and dynamic impact on Lark Hall's programming and operations, which like most venues are tied to overall capacity restrictions.

Describe the extent to which the COVID-19 pandemic increased or decreased demand for your services. As an option, you may attach to this application any optional information that supports you're the service increase or decrease being described below.

Like all venues, the COVID-19 pandemic had a very direct impact on our project, business plan and operations. We were in the midst of construction in March 2020 when the pandemic hit, with a half built elevator and all renovations and building system upgrades in flux. We went from 20+ tradesman working daily to less than 3 due to COVID-19 restrictions.

Our original July 2020 target (re)opening date was delayed over a year as we continued to slowly, but surely nonetheless complete our project, which involved building-wide renovations, an elevator, fire alarm systems, electrical

systems, plumbing, heating, all new bathrooms, bars, production equipment and amenities. When we were finally able to open in April 2021, we were only permitted to have 20 guests in the building for intimate live performances with live streaming on the internet - and significant COVID-19 distancing protocols. Fortunately, the pandemic protocols began to lift in late 2021 and we were able to start producing full scale live productions and private events.

Please select the grant opportunity you wish to apply to

Arts, Culture, and Tourism (ACT) Promotion Grants (Up to \$100,000)

Project Information – Promotion Grants

Please select whether the proposed project is new or existing

Expands an existing initiative or project

Please provide a short summary of your proposed project including a project name, general description, total cost, reason(s) why you are pursuing the project and anticipated impact:

Lark Hall Building Systems Improvement Project. Lark Hall proposes to undertake the planning, design, engineering and installation of building-wide sprinkler systems to enhance life-safety systems and increase venue capacity from 300 to 450 guests. This project is estimated to cost approximately \$150,000 and will include carefully designed architectural elements to maintain Lark Hall's unique historic character. This project will increase venue capacity by 50% and allow Lark Hall to build upon its record as a proven attraction in Albany County.

What amount of funding is being requested?

\$75,000.00

Please describe the entity's capabilities to implement the project you propose including organizational structure, staff members involved, a summary of similar initiatives you have undertaken and the date they were completed:

The owners of Lark Hall have successfully undertaken several phases of renovations to both preserve and enhance this historic structure.

Since acquiring the building in 2018, owners Jennifer and Justin Miller have invested over \$1M in building upgrades and carefully planned preservation projects to establish Lark Hall as a truly unique entertainment venue and asset to the Capital District. If selected for funding, this project can be undertaken in the very near term and will have immediate and direct positive impacts for the County and region as a whole.

Please describe, in detail, the impact your proposed project will have on Arts, Culture and/or Tourism in Albany County. Describe how your project will attract new visitors to Albany County. Where possible use metrics/estimates of impact (i.e. increased visitation etc.).

This Project will allow Lark Hall to immediately expand venue capacity by 50%, which will in turn increase our ability to enhance and contribute to arts, culture and tourism in Albany County. Despite the challenges presented by COVID-19, Lark Hall has within just 2 years scaled up to attracting over 30,00 unique visitors per year to the venue. Our ticketing data and metrics, along with other public and private events have quantifiable visitation metrics not only from within the greater capital district, but from nearly every state and many foreign nations.

Scaling capacity up by 50% will allow Lark Hall to expand programming into larger national acts and productions, and increase the overall positive economic impact we have in the city, County and Region. Current guest statistics of 30,000 visits per year will immediately scale to 45,000+ with room to grow within the venue calendar and frequency of events.

How will you track performance goals and define success? Include at least two key performance indicators and expected annual outcomes/impact during the reporting period (September 2023 - December 2026).

Performance indicators and outcomes will primarily include ticket sales and venue receipts, which are both directly quantifiable and will be increased by the proposed project. Lark Hall can provide ticketing and guest data upon request, along with additional business plan projections and information to support the figure presented.

What is the proposed project start date?

if awarded, 2Q 2024

What is the anticipated date of completion?

if awarded, 3Q 2024

Please provide key performance indicator(s) demonstrating anticipated results

Indicator	2024	2025	2026
Annual Venue Attendance	40,000	50,000	60,000

Please provide key project milestones inclusive of the anticipated timelines and descriptions

Milestone	Anticipated Timeline	Task Description
Project Installation	1-2 months	construction

At the top of this page is a downloadable project budget. Please download the budget form and upload it here.

- [LHP-Albany-COunty-ARPA-Grant-Budget-Worksheet.pdf](#)

Is any upfront funding needed to successfully implement your proposed project?

No

Describe how the funding will support a sustainable Arts/Culture/Tourism initiative that will continue to serve Albany County residents after ARPA funds have been exhausted .

this investment will provide immeasurable returns through a capital improvement that will enhance a known community asset that is a direct tourism and arts driver.

Explain why ARPA Funds Are Needed to Complete the proposed program/project. Would the proposal be Possible Without ARPA Assistance? Describe how your proposal would be impacted if you are awarded a smaller grant than requested?

This funding, if awarded, will allow Lark Hall to immediately pursue this project and accomplish the intended scaling up of operations within the next 12 months. Without this support, the investment would be delayed at least 3-4 years. we are requesting a 50% contribution to the project, with the owners of Lark Hall contributing direct equity for the balance. Every dollar will help and we would continue to pursue the investment, however the timeframes will be impacted without this funding opportunity - which appears to be a perfect fit for our venue.

Risk Assessment

Has the entity adopted and/or implemented policies relating to: records retention, conflict of interest, code of ethics, and/or nondiscrimination policies?

Yes

If "Yes" above, please specify which policies have been adopted

Not formally but some general standards

Is the entity properly insured?

Yes

Does the entity have a financial management system?

Yes

If "Yes" above, please provide details about the financial management system.

Excel with quickbooks.

Has there been any change in the entity's key staffing positions in the last 2 years?

No

The County is careful about identifying and avoiding conflicts of interest, especially with grants awarded through the County. A conflict of interest arises when a person's self-interest and professional interest or public interest intersect. In this situation, there is the potential for biased professional judgment and lack of objectivity which creates a serious conflict when one of the interests can benefit financially or personally from actions or decisions made in the official capacity. A conflict of interest exists whether or not decisions are affected by a

personal interest; there only needs to be the possibility of bias for a conflict. If your organization knows of a possible conflict of interest with your application for funds please disclose that information here. Otherwise write "None."

None

Certifications

US Treasury Reporting & Compliance Acknowledgment 1

- I Have Been Provided a Copy and Understand the U.S. Treasury's Compliance and Reporting Guidance for State and Local Fiscal Recovery Funds (see link or PDF included at the top of page)

US Treasury Reporting & Compliance Acknowledgment 2

- Should the County Allocate ARPA Funds, I am Able to and Pledge to Adhere to ALL Compliance and Reporting Requirements of the U.S. Treasury as it relates to any State and Local Fiscal Recovery Funds

US Treasury Reporting & Compliance Acknowledgment 3

- I Understand the County Will Contact me if/when Additional Information is Needed and that Information will be Promptly Provided to the County to Support Reporting Requirements

US Treasury Reporting & Compliance Acknowledgment 4

- If for Any Reason I am Unable to Comply with the U.S. Treasury's Compliance and Reporting Requirements I will Immediately Notify the County in writing by email or letter

US Treasury Reporting & Compliance Acknowledgment 5

- All Information Submitted in this Application is True & Accurate

Electronic Signature Agreement

- I Agree

Type name

Justin Miller