

Subject: New submission ALBANY Arts, Culture, and Tourism Application**Date:** Friday, June 30, 2023 at 4:53:47 PM Eastern Daylight Time**From:** jnytko@govsol.org**To:** jnytko@govsol.org

General Information
Date of application
06/29/2023
Name of Entity
Albany Food & Wine Festival, Inc.
Entity TIN, EIN or Social Security Number
271439426
Entity physical address
1971 Western Avenue #264 Albany, NY 12203 United States Map It
Is the physical address different from the mailing address?
No
Website (if available)
https://www.albanywinefest.com
Primary Contact Information
Primary contact name
Marcus Pryor
Primary contact title
President, Board of Directors
Primary contact phone
(518) 930-4532
Primary contact email
marcuspryor@albanywinefest.com
What is the primary contacts preferred method of contact?
Email
Entity Info and Structure
Which structure best describes the entity?
Non-profit organization
What is the date of establishment?
06/04/2010

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

No

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.

The Albany Chefs' Food & Wine Festival: Wine & Dine for the Arts was created in 2010 when the City of Albany was forced to eliminate all Arts grants to the myriad Arts non-profits in the City of Albany. At the time, Capital Repertory Theatre, a LORT-D (League of Resident Theatres, Class D) theatre and the only professional theatre in the region, was the City's largest grant recipient in the amount of approximately \$60,000. Replacing a single grant of this size would have been impossible during the recession, and the economic impact to the City would have been significant. A small group of Albany boosters came together, proposing to organize and host a Food & Wine Festival in downtown Albany, with all the proceeds going to benefit Capital Repertory Theatre. In the first year, more than \$40,000 was raised, rescuing Capital Repertory Theatre. In the second year, 3 more beneficiaries were added. 14 years later, the Festival has been responsible for promoting hundreds of restaurants throughout the Capital Region, and has provided sustainable funding of more than \$1.5 million to 15 different Arts organizations. The Albany Food & Wine Festival, Inc., is the non-profit entity behind this success.

We present a 3-day food & wine festival in downtown Albany comprised of at least 10 events. 7-14 non-profit arts organizations are highlighted, 50 different restaurants and chefs participate, and about 1,500 people attend over the course of the 3 days.

Our mission is to provide sustainable funding to support and preserve the not-for-profit arts community in Albany, NY through an annual 3-day Food & Wine themed Festival that markets our restaurants, chefs, and their innovative cuisine; educates consumers on healthy, sustainable agriculture; and donates all net income directly to deserving non-profit arts organizations.

We support not only Arts organizations in Albany County, specifically the City of Albany, but local restaurants and chefs, as well.

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

The COVID-19 pandemic has significantly impacted the Arts, as well as our local restaurants who have traditionally supported the Arts. The Board of Directors of the Albany Chefs' Food & Wine Festival are committed to sustaining the Arts in Albany emerging from the pandemic. 100% of net proceeds from our festival will go toward our mission to provide sustainable funding for the not-for-profit arts community in Albany, NY. Our marketing and promotion of the culinary arts provides unique and valuable support to the restaurant industry in Albany County. There are few, if any, other organizations or events that provide as broad and visible promotion of Arts, cultural, and tourism organizations as the Albany Chefs' Food & Wine Festival does, attracting more than 1,500 attendees, sustaining hundreds of restaurants and jobs throughout.

Each year the festival selects art beneficiaries from an application process highlighting and rewarding diversity, collaboration, and ingenuity. Prior to the pandemic, 14 beneficiaries were chosen each year. In 2023 the Festival chose 7 Albany arts organizations. While the festival directly benefits Albany based arts organizations, the events throughout the weekend are all held in the city of Albany, specifically in hard hit downtown Albany. Our hotels, restaurants, and small businesses all benefit from the approximately 1,500 attendees utilizing their establishments before and after our events, purchasing their products and services.

Moving forward, we will be partnering with Discover Albany to track the economic impact and visitor data.

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

While we are an all-volunteer board of directors, we need to fund a full-time Executive Manager and a part-time assistant position. The funds will also help pay for a marketing consultant, Relentless Awareness, to assist in marketing the festival, it's beneficiaries, and restaurants. Through increased staffing and event promotion, we'll be able to sustain the growth necessary to recover from the negative impacts of COVID.

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.

When the pandemic shut downs occurred, Arts organizations were hit extremely hard hit. Not only did they have to close their doors, many had to lay off staff as well. Many Arts organizations have still not been able to return to pre-covid numbers even now. Restaurants have suffered similar fates, and with inflationary costs rising, marketing and advertising budgets have been reduced or eliminated. Our promotion and highlighting of both Arts organizations and our participating restaurants has been essential to their recovery. Our grants have been critical to keeping our non-

profit Arts organizations alive. In fact, for many our funding was the only revenue they could rely on, as they were forced to close, eliminating operating income.

Please select the grant opportunity you wish to apply to

I wish to be considered for both (see below note)

Project Information – Recovery Grant

What amount of funding is being requested?

\$50,000.00

Provide the total amount of lost revenue/additional expenses attributable to the COVID-19 Pandemic.

Our 2020 year end revenue was \$211,817. Our 2021 year end revenue was \$805, representing a loss of \$211,012 over the prior year.

Sustainable Operating Model: Describe how your organization adapted its operations to respond to (a) the immediate impacts of the COVID-19 Pandemic and (b) any long-term trends brought about by the COVID-19 Pandemic.

As we could not hold an in-person Festival in 2021, we had to develop new strategies to continue to help sustain non-profit Arts organization in the City of Albany. We developed a new event called "Wine & Dine and COOK!" where we brought our brand virtually to the living rooms of our attendees homes. We developed a live online television show broadcast from A Different Drummer Kitchen in Stuyvesant Plaza, where we taught virtual attendees how to make gumbo from scratch. Ingredient boxes including all the items to cook with were available for safe pickup or delivery to homes. While the show was primarily a cooking show, it delved into relevant social justice topics, as well.

In April of 2022, only 6 months after the "Wine and Dine & Cook!" show, we were able to host a "Grand Gala Dinner," a single component of our full 3-day festival. Despite paring the event down to allow for social distancing and safe COVID-19 protocols, the event sold out with approximately 400 tickets sold.

In January 2023 we returned to our full 3-day festival. Pandemic related supply chain issues and inflationary cost increases have directly impacted our operating expenses. However, through increased marketing and promotion, our attendance numbers have increased. 2023 saw close to 1,700 attendees to our festival. The vast majority of visits were from outside the City of Albany, and many were from outside Albany County.

Describe how requested funds will help the entity recover from the negative impacts of the COVID-19 pandemic.

While we are an all-volunteer board of directors, we need to fund a full-time Executive Manager and a part-time assistant position. The funds will also help pay for a marketing consultant, Relentless Awareness, to assist in marketing the festival, it's beneficiaries, and restaurants. Through increased staffing and event promotion, we'll be able sustain the growth necessary to recover from the negative impacts of COVID.

Does the entity possess a financial management system that provides records that can identify the sources and application of ARPA funds if an award is made? Please explain below:

Yes

If "Yes" above, please provide details about the type of financial system that is utilized by the entity

Yes, we have a finance committee led by a KPMG accountant. The committee utilizes Quickbooks to internally manage finances, with further review by a paid outside accounting firm, DALE Accounting.

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:

Our business operates in Arts and Tourism/Restaurants, two industries hit hardest by the pandemic. While we're an all-volunteer board of directors, to operate efficiently we recently hired a part-time Executive Manager at a cost directly reducing the funds available to grant to our non-profit Arts beneficiaries. These funds will allow us to bring create a full-time Executive Manager position, as well as help fund an additional part time assistant. It will also help pay for a marketing consultant, Relentless Awareness, to market the festival, it's beneficiaries, and restaurants. The project, "F23 Festival Enhancement," will cost \$105,060. Funding this program will directly reduce operating

expenses, increasing the net available distribution to our beneficiaries. It will also directly increase our ability to market the festival, highlighting the County's Arts and Cultural offerings, increasing the number of festival attendees and visits to partnering Albany County Arts organizations and businesses.

What amount of funding is being requested?

\$100,000.00

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 Albany Food & Wine Festival, Inc., has a volunteer board of directors comprised of 15 community leaders and business people. We have several committees with board and non-board members that directly correspond to the different activities and events we undertake. We have engaged an Executive Manager and will also hire a part-time assistant to aide in day to day preparation and operation. Planning is already underway for our next festival to be held in January 2024. We've held an annual 3-day festival each year since 2010, with the exception of 2021 & 2022. Each year has been successful.

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.).

All net proceeds of our festival are granted to non-profit Arts organizations located within the City of Albany. Our beneficiaries rely on our funding to remain viable. Our festival markets and promotes both our Arts organizations and participating chefs and restaurants. This drives visitors to our festival and to our partnering Arts organizations and participating and restaurants. Many local local economic development groups (e.g., Discover Albany, Downtown Albany Business Improvement District, etc.) point to our festival frequently as one of the benefits Albany has to offer to groups considering relocating to or expanding in Albany County.

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).

We project granting \$150,000 total to 7 organizations in 2024 with 1,850 attendees. In 2025, we project granting \$160,000 total to 7 organizations with 1,850 attendees. In 2026, we project granting \$175,000 total to 7 organizations with 1,850 attendees. Our distribution formula calls for 4 "Premier" level organizations to split 80% of the proceeds, with 3 "Spotlight" organizations splitting the remaining 20%. Moving forward, we will be partnering with Discover Albany to track the economic impact and visitor data.

What is the proposed project start date?

8/1/2023

What is the anticipated date of completion?

6/30/2024

Please provide key performance indicator(s) demonstrating anticipated results

Indicator	2024	2025	2026
Grants	150000	160000	175000
Attendees	1,850	1,850	1,850

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

Milestone	Anticipated Timeline	Task Description
Staffing	8/1/23-ongoing	Hire staff
Marketing	8/1/23-6/30/24	Implement marketing plan
Festival	1/25/24-1/27/24	Festival
Grant distribution	6/30/24	Distribute grants

If you are funding a multi-year initiative, please provide a breakdown of funding level per year below*:

2023	2024	2025	2026
100000			

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

Yes

If "Yes" above, please specify below.

50,000 for staffing and promotion

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 .

Funding the expansion of our management staffing and marketing will provide us with the opportunity to grow the organization. It will give us the ability to reduce expenses and increase earned income, while creating the capacity to generate new sources of contributed income.

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?

ARPA fund are needed to assist in recovering from significant lost revenue, as well as to fund capacity building. It would be difficult to manage the festival successfully without hiring staff and increasing our marketing capabilities. If we received a smaller amount, we would need to reduce the amount of staff hours offered and marketing initiatives planned, directly impacting our overall reach and success.

Tax Information

Please upload Federal tax returns for 2019

- [AFAW9426_2019_ArchiveTaxReturn90.pdf](#)

Please upload Federal tax returns for 2020

- [AFAW9426_2020_ArchiveTaxReturn-Signed-Form-990.pdf](#)

Please use this space to upload any additional documents that you feel would support your applications (optional)

- [ACFWF-W-9.pdf](#)

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

Yes, records are securely retained to the extent required by law. We have adopted conflict or interest, code of ethics, and nondiscrimination policies. Board members are required to update and acknowledge the same annually.

Is the entity properly insured?

Yes

If "Yes" above, please specify which types of insurance(s) are held and the limit(s).

Yes, we carry directors and officers insurance in the amount of \$1,000,000, General Liability insurance in the amount of \$1,000,000, and workers' compensation insurance with no limits.

Does the entity have a financial management system?

Yes

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

Yes, our finance committee utilizes Quickbooks, and reports monthly to the Board of Directors.

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

Yes

If "Yes" above, please specify which position(s)

Yes, we hired a part-time Executive Manager in 2022

Has the entity previously done work for the Federal government (i.e. Is the entity experienced in managing Federal funds)?

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

Marcus Pryor

