

Subject: New submission ALBANY Arts, Culture, and Tourism Application**Date:** Thursday, June 29, 2023 at 2:23:32 PM Eastern Daylight Time**From:** jnytko@govsol.org**To:** jnytko@govsol.org

General Information
Date of application
06/21/2023
Name of Entity
The Pine Hollow Arboretum
Entity TIN, EIN or Social Security Number
26-1815321
Entity physical address
34 Pine Hollow Rd. Slingerlands, NY 12159 United States Map It
Is the physical address different from the mailing address?
Yes
What is the mailing address?
PO BOX 446 Slingerlands, NY 12159 United States Map It
Website (if available)
https://www.pinehollowarboretum.org
Primary Contact Information
Primary contact name
Gabrielle Sant'Angelo
Primary contact title
Executive Director
Primary contact phone
(518) 992-2033
Primary contact email
pinehollowarb@gmail.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?

07/25/2007

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?

Yes

If "Yes" above, please specify the type(s) and amount(s).

The Pine Hollow Arboretum (PHA) had received two PPP loans. The first PPP loan was received on May 21, 2020 for \$16,477.56. The second draw was on February 23, 2021 for \$17,473.42.

General Project Information

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

The Pine Hollow Arboretum (PHA) is a 22-acre, Level I Accredited Arboretum located in Slingerlands, NY in Albany County. PHA is free and open to the public 365 days a year from dawn until dusk. Founded in 1966, by Dr. John W. Abbuhl a local pediatrician in the Capital Region, PHA is a "living library" of over 3,300 unique species of trees and woody plants from around the world, 3 miles of maintained hiking trails and 11 ponds. We are the only Arboretum in Albany County, putting us on the map as a tourist destination. PHA's mission is to preserve, manage and enhance native and introduced species in a natural and aesthetic environment. In alignment with our mission, we offer hands-on environmental education opportunities and promote health and wellness activities.

Throughout the season, our organization hosts guided tours, programs and classes for all ages, field trips for Albany City school districts and family festivals. Based on visitor sign-in logs, website views, our social media following, volunteer groups and events, the arboretum sees well over 2,500 visitors annually. Most of our visitors are from New York, however we see an estimate of 500 people from neighboring states every year.

There are approximately 300 arboretums and public gardens throughout the country, 23 of which are in the State of New York, and only one (1) in Albany County, the Pine Hollow Arboretum. Arboretums, botanical and public gardens attract a whole segment of individuals who are nature and tree enthusiasts. Whether it's for research, education, design, gardening practices, or just recreation, PHA is a destination for all different types of people with unique interests. Since 2021, PHA has become a venue for small weddings, baby showers, therapy sessions, art showings, birthday parties, retreats, fundraisers, conferences, and meetings due to its natural beauty and central location. Most recently, PHA has become a hub for many organizations seeking a venue for their annual meetings, such as the Garden Club of America and different NY State Departments.

Lastly, Pine Hollow Arboretum brings art and culture to nature through collaborations with other organizations. PHA often partners with the Albany Barn to display art throughout the arboretum (i.e., Weaving in Nature Exhibit and Sculptures by JAS) while offering art programs such as paint & sips, weaving classes and kids sun and tree art. Our organization also partners with individuals and organizations bringing different cultural opportunities to the arboretum. Examples include South American Cacao Ceremonies, Historic Architecture Walks, Poetry Readings, Kripalu Guided Forest Bathing, and yoga classes.

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

If the Pine Hollow Arboretum is honored with this grant, Albany County will continue to benefit by having an educational and recreational community resource that is free to the public. PHA will be able to make enhancements to its visitor center, improve our educational opportunities and offer more guided tours, events, and mission-related programs. A few projects we are looking forward to accomplishing are creating an ADA compliant trail loop, redesigning our Founder's Garden, and renovating the house on-site so it can accommodate more people and become a more formal venue for school field trips and weddings. These projects will show an increase in tourism to Albany County. We will quantify this by reviewing our collected visitor data from the sign-in sheets at the arboretum, social media and website visits, event and program attendance and staff observations.

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

In award is made to PHA, we would reinstate our school field trips offered to all Albany County elementary schools in the area (1,000+ students annually). We would once again be able to hire our contract educator to lead these students out into the arboretum to learn about the natural world. This will allow PHA to begin to receive annual sponsorships, grants, and corporate contributions from those donors with an educational focus, that were lost during the pandemic. PHA would also be able to host its larger fundraising events, at a caliber and fundraising level that we

have not done since February and March of 2020. These are our primary sources of income, which allow us to improve the arboretum, enhance our mission, and support our general operating costs.

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.

The COVID-19 pandemic greatly increased the demand for our services. The arboretum was the busiest it has ever been. We found that the Capital Region community was seeking an outdoor venue for events and networking purposes, while also using the trails for recreational purposes. During the pandemic, we held numerous groups and set them up outdoors (in our Magnolia Field) with tents, tables, and chairs where they hosted meetings or small birthday parties. PHA staff worked overtime trying to ensure that our trails were safe, tree work complete and that we had enough volunteers to support the influx of visitors hiking the grounds. During this time, PHA became a haven for people to connect with nature during a mentally and physically trying time.

Please select the grant opportunity you wish to apply to

Arts, Culture, and Tourism (ACT) Recover Grants (Up to \$50,000)

Project Information – Recovery Grant

What amount of funding is being requested?

\$49,415.00

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

The total amount of lost revenue from March 2020 to May 2023, was \$49,415 that is attributable to the COVID-19 pandemic. The Pine Hollow Arboretum would have been able to make this amount if we were able to host our annual fundraising events, host school field trips, tours, educational programs, art programs, poetry readings and more. Due to the pandemic, we could not hold any of these functions.

Due to the pandemic, the arboretum was unable to host its annual fundraising events. These events sustain us so we can pay our staff, maintain equipment, execute tree work, provide educational opportunities and other operational functions that help us fulfill our mission. A big portion of our mission that generated income through sponsorships and grants, was field trips. All field trips were cancelled; thus, the educational portion of our mission was not able to be fulfilled. Due to this, many of our sponsors, corporate donors and members were unwilling to support the Arboretum. What kept us afloat was our ability to cut expenses and defer many necessary projects. Our organization has attached a few documents showing our income and expenses for our fiscal year prior to March 2020 (4/1/2019 to 3/31/2020). This year, we received \$12,427 more than we anticipated.

We have also attached the income and expenses for the following fiscal years with some explanations.

- 2020 (4/1/2020 to 3/31/2021): Financially, this year we did not have a deficit, largely in part to the two PPP loans we received (totaling \$33,951). In addition, we were only paying 1 staff person for a portion of this year, greatly reducing our expenses. Lastly, some of our fundraising income spilled over from last fiscal year, as the Pine Hollow Arboretum holds its largest fundraising event in March. We will not ask for any recovery funds for this fiscal year.
- 2021 (4/1/2021 to 3/31/2022): Financially, this year we budgeted a deficit of -\$35,088, and unfortunately, our deficit was even worse. Our final numbers show a deficit of -\$35,704, which was mainly due to our inability to host fundraising events because of the pandemic (loss of \$23,820).
- 2022 (4/1/2022 to 3/31/2023): Financially, we had budgeted for a deficit (\$-35,126), but came ahead by \$9,494, but we were still in the negative. To breakeven, we would have had to made \$25,632 more. This year, we greatly felt the effects of no fundraising events and corporate contributions. Our membership also dropped dramatically, as funds were tight for the public. As you can see, our anticipated income was \$25,595 less than we needed.

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.

The Pine Hollow Arboretum adapted by becoming very strict on budgeting, especially when it came to expenses. We deferred anything that was not a priority. We relied very heavily on volunteers to help us with basic maintenance projects such as trail clearing and light tree work. PHA also learned how to successfully collaborate with other organizations, especially those with limited outdoor space. For example, during the pandemic we hosted two outdoor art shows in collaboration with the Albany Barn and a music concert with the Albany Symphony. We also became a CDTA Nature Bus destination in collaboration with the CDTA and Mohawk Hudson Land Conservancy. In the long-term, COVID has helped shape our organization to have the budget in mind when it comes to all expenses, the value of volunteers and the value of working with the community. We aim to be accessible to all, as seen during the pandemic, those who had limited access to natural space had a harder time mentally and physically during this crisis.

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

The Pine Hollow Arboretum is struggling to catch up from our deferred maintenance that occurred during the pandemic. If we were honored with these funds, they would allow us to get to the tree work and visitor center upkeep that was pushed aside during the pandemic. These are two areas that could negatively impact the visitor experience, and without the necessary upkeep could be the reason a visitor does or does not return. PHA would also reinstate our school field trips offered to all Albany County elementary schools in the area. We would once again be able to hire our contract educator to lead these students out into the arboretum to learn about the natural world. This will allow PHA to begin to receive annual sponsorships, grants, and corporate contributions from those donors with an educational focus, that were lost during the pandemic. PHA would also be able to host its larger fundraising events, at a caliber and fundraising level that we have not done since February and March of 2020. These are our primary sources of income, which allow us to work on improving the arboretum and enhancing our mission.

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, the Pine Hollow Arboretum utilizes Quickbooks for financial management of our organization. We will be able to manage any ARPA funds within this system. In addition, our Executive Director and Treasurer meet every month to review the arboretum's financials, including grant sources and expenses. Lastly, PHA does use an accountant for reconciliation and review.

Tax Information

Please upload Federal tax returns for 2019

- [The-Pine-Hollow-Arboretum-2019-Public-Disclosure-Copy.pdf](#)

Please upload Federal tax returns for 2020

- [Form-990-2020-PHA-Public.pdf](#)

Please upload Federal tax returns for 2021

- [The-Pine-Hollow-Arboretum-2021-Public-Disclosure-Copy.pdf](#)

If available, please provide your Unique Entity Identifier (UEI) from SAM.gov

We are working on this!

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

records retention, conflict of interest, nondiscrimination policies

Is the entity properly insured?

Yes

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

D&O, Workers Compensation (up to \$500,000), General Liability (up to \$1,000,000)

Does the entity have a financial management system?

Yes

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

PHA utilizes Quickbooks Online as their financial management system. We also outsource from of accounting to BST & Co, CPA's.

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

No

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

Gabrielle SantAngelo