

**Subject:** New submission ALBANY Arts, Culture, and Tourism Application**Date:** Friday, June 30, 2023 at 3:20:22 PM Eastern Daylight Time**From:** jnytko@govsol.org**To:** jnytko@govsol.org

<b>General Information</b>
<b>Date of application</b>
06/30/2023
<b>Name of Entity</b>
Albany Institute of History & Art
<b>Entity TIN, EIN or Social Security Number</b>
14-1343061
<b>Entity physical address</b>
125 Washington Avenue Albany, NY 12210 United States <a href="#">Map It</a>
<b>Is the physical address different from the mailing address?</b>
No
<b>Website (if available)</b>
<a href="https://www.albanyinstitute.org/">https://www.albanyinstitute.org/</a>
<b>Primary Contact Information</b>
<b>Primary contact name</b>
W. Douglas McCombs
<b>Primary contact title</b>
Interim Executive Director/Chief Curator
<b>Primary contact phone</b>
(518) 463-4478
<b>Primary contact email</b>
<a href="mailto:mccombsd@albanyinstitute.org">mccombsd@albanyinstitute.org</a>
<b>What is the primary contacts preferred method of contact?</b>
Email
<b>Entity Info and Structure</b>
<b>Which structure best describes the entity?</b>
Non-profit organization
<b>What is the date of establishment?</b>
1791

**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).**

2020 Paycheck Protection Program (PPP): \$172,900  
2020 National Endowment for the Arts: \$50,000  
2020 Humanities New York: \$10,000  
2021 PPP: \$181,499  
2022: NYS Council of the Arts (NYSCA) Recovery Fund: \$10,000  
2023: NYSCA Regrowth & Capacity Enhancement: \$10,000  
2023 Employee Retention Credit: 192,999.70

**General Project Information**

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

The Albany Institute of History & Art (AIHA) connects diverse audiences to the art, history, and culture of the Upper Hudson Valley through its collections, exhibitions, and programs. AIHA's Board of Trustees adopted this mission as part of the museum's most recent Strategic Plan. AIHA is an independent, non-profit museum governed by a Board of Trustees and is an accredited museum with the American Alliance of Museums.

AIHA is New York's oldest museum, with roots dating back to 1791. AIHA serves an area that is separated by topography and histories. Known as New York's Capital Region, major cities include Albany, Schenectady, Saratoga, and Troy. The museum's service area is roughly a 100-mile radius around Albany, and includes programmatic engagement, educational initiatives, and collections sources. As a tourist destination, AIHA welcomes visitors from around the world. Each of the Capital Region's 11 counties (Albany, Columbia, Fulton, Greene, Montgomery, Rensselaer, Saratoga, Schenectady, Schoharie, Warren, Washington) has a distinct heritage and the people of this region are community-based. The history and culture of these communities are preserved in the museum and library collections of AIHA.

**COLLECTIONS:** AIHA's museum and library holdings form one of the richest collections in the United States, documenting the life and culture of the Upper Hudson Valley region from the late seventeenth century to the present day. Although the Institute is famous for its significant Hudson River School paintings, the broad scope of its collections includes fine arts, furnishings, personal objects, documents, photographs, personal papers used by people of all ages, social classes economic conditions, and cultural groups.

AIHA's collections provide an understanding of the social, economic, and political networks within which artisans, merchants, and consumers operated and reflect the distinctive and diverse geographic and cultural forces that shaped this area of NYS. Furthermore, due to this region's central role in the early development of the country and Albany's importance as the state capital, much of the AIHA's collections transcend their regional origins to attain national significance.

**EXHIBITIONS:** AIHA presents six to eight temporary exhibitions annually, which are developed to meet the following goals: balance objects, ideas, and audience perspectives; create a sense of place reflecting regional identity; tell human stories that give audiences the ability to "meet people"; and include multiple perspectives and voices.

**EDUCATIONAL OUTREACH:** Education Programs reach students, teachers, adult learners and families across the Capital Region every year. The museum education department's mission is to connect our community to our collections and exhibitions through life-long learning opportunities that serve toddlers to older adults. We develop programs for school children and their teachers that provide formal learning experiences that support their curricula; and a full range of informal, public programs for our community that helps people of all ages connect to arts and culture and to each other.

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

AIHA is a premier attraction in the City of Albany, bringing over 27,000 visitors annually to the downtown district; this number reaches over 33,000 in years when AIHA presents major exhibitions. Award support will not only benefit the Institute directly in terms of visitor traffic, admissions, and gift shop revenue, but will also encourage patronage at surrounding restaurants, hotels, and cultural destinations, including the Capitol, New York State Museum, Schuyler Mansion, Cherry Hill, and more. Increased traffic supports the quality of place in Albany's commercial districts,

including gateways and all connecting streets. Projects similar to the exhibitions described below have historically increased awareness of/equitable access to the arts and the county's shared culture, for residents of all ages and demographic profiles.

AIHA presents exhibitions with accompanying programming for teachers, students, families, members, and the general public. Re-establishing relationships with members, volunteers, and other long-time constituents is critical to rebuilding quality of life in a world changed by the global pandemic. Programmatic collaborations with teaching artists, curators, historians, and teen docents give agency to underrepresented communities and touch our core constituencies. These constituencies include Capital Region residents, students, families, children, and tourists, including Title I schools, LGBTQIA communities, low-income populations, and individuals with physical and/or cognitive impairments.

An internal study comprised of almost 4,700 AIHA visitors over the first six months of 2021 determined that fully 2/3 of the museum's attendance during the Covid-19 pandemic came from the Capital Region, with over 80% hailing from New York State. While the Albany Institute's mission is wide-ranging, its impact remains primarily within the upper Hudson Valley, with Albany County at the center. However, over the last 20 years, AIHA has had significant success attracting audiences from outside the region and the state with several major, high-visibility and high-impact exhibitions (e.g. Mystery of the Albany Mummies and The Schuyler Sisters and Their Circle). These exhibitions have provided opportunities for AIHA to reach visitors from beyond the museum's traditional service area and tap into growing interest in cultural tourism and increased overnight visits.

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

The Albany Institute of History & Art is intrinsically tied to the city of Albany and Albany County as a whole. The Institute's exhibitions and programs reflect a vibrant partnership between the professional museum staff, board and volunteers with community and business leaders, government officials, educators, advisors, vendors, and other organizations. This model has served the Institute well over its 232 years of existence and made it possible to present major exhibitions of great public interest. This mix of public and private investment has sustained the Institute through both lean and prosperous times and made it possible for AIHA to be an important and unique community resource for everyone who calls Albany County their home.

But this is an ongoing and expensive challenge especially in the aftermath of the Covid-19 pandemic. Operating on a limited budget has curtailed the museum's ability to serve the public to its full capacity. In addition, key staff positions, including the Director of Development, Director of Education, and recently, Executive Director, are currently vacant. The ARPA funds will provide the funding necessary to assist AIHA to achieve its goal of returning to normal operations. This funding will help to offset expenses related to the myriad activities that make it possible to operate the museum, especially the expenses related to the heart of our mission: costs associated with underwriting the museum's exhibitions, education programs and public programming.

**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 had a substantial negative impact on the Institute's ability to deliver artistic, cultural, and educational programming. The museum experienced a decrease in demand, not for lack of the public's interest but as the result of mandated shutdowns in observance of federally mandated safety protocols. In response, AIHA embraced an online outreach model and was successful in continuing to deliver quality programming to the public, however, this contingency did not yield the same result as traditional, in-person programming in terms of attendance, financial support, or public visibility.

The shutdowns significantly curtailed the museum's visitor traffic for the duration of the pandemic, and even today, the museum struggles with its lingering effects. An indicator of demand is admissions revenue, which in 2019 was \$98,443. This fell to \$37,918 in 2020, partially due to the museum's closure for four months. Shop and café sales were \$144,577 in 2019 vs \$55,352 in 2020, leading to the cafe's closure in 2021. Admissions and retail revenue increased in 2022 and are stronger in 2023 but have not returned to pre-pandemic levels.

**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.**

As outlined above, the curtailment of physical museum attendance coupled with the decline in contributed revenues had an adverse effect on AIHA's operational budget. In the years prior to the COVID-19 pandemic, AIHA operated with around \$1,970,000 in contributed and earned income combined. This dropped to \$1,384,249 in 2020 and \$1,815,472 in 2021 when removing COVID-19 specific recovery grants and PPP loans, over \$500,000 in 2020 (approx. 30%) and \$100,000 in 2021 (approx. 10%) in loss of revenue attributed to the Pandemic. We are calculating the losses in 2022 as the community continued to emerge from the Pandemic.

**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.**

In response to the COVID-19 Pandemic, the Albany Institute of History & Art operated on an austerity budget to maintain vital operations. This impacted the museum in various ways. AIHA was closed to the public from mid-March to late July 2020, in order to implement changes to operations for visitors. These changes included timed tickets to limit occupancy in the galleries, mandated social distancing guidelines, including the wearing of masks, and the addition of sanitary stations throughout the public and office spaces. As noted above, admission income was significantly impacted, as well as earned income from the museum shop and café sales, with the latter (which closed permanently as a result in 2021). Two of AIHA's most important fundraisers, the annual spring gala and fall "Work of Art" event, were combined and presented virtually; even though costs to produce this event were lower, overall income was less. Membership declined by 17% between 2019 and 2020 and member giving declined by 15% during this same period.

In 2020, many museum programs traditionally provided on-site shifted to online platforms. In-person school trips, lectures, art-making projects, gallery talks, and performances were suspended for the safety of staff and visitors. Staff quickly pivoted to virtual programming with Museum at Home +, a new digital content initiative. In 2021, the museum began to present some in-person lectures and arts programming to the public alongside hybrid events. In 2022, the AIHA Gala was once again presented in person and at the museum. Although AIHA now operates much as it did before COVID-19 pandemic, some procedures first implemented during the pandemic have continued. For their comfort and safety, we continue to offer visitors masks and hand sanitizer stations. Most programs are held in person at the museum, but some programming is offered virtually. Drop-in art activities are available to bring home or participate in on-site. Museum staff members monitor changing trends as we continue to operate post-pandemic; our experience adapting and evolving during the pandemic will help AIHA pivot with greater ease and flexibility to serve our constituents if faced with a similar future challenge.

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

While visitation has steadily increased since rebounding from the pandemic, AIHA still faces significant challenges. In 2019, the museum welcomed 31,185 visitors through its doors, including 4,671 students for on-site field trips; in 2022, these numbers were 17,586 and 2,306 respectively. ARPA funding will provide investment needed to pursue initiatives and strategic partnerships that will drive visitation to the museum, and as a result, bring much-needed tourism money into Albany County. These funds will bolster the museum's marketing and outreach to attract new visitors both from our community as well as out-of-town guests, with the two-fold result of increasing visitation while supporting local hospitality businesses such as hotels and restaurants. ARPA funding will also allow the museum to pursue community-based projects and partnerships as our local community continues to recover from the changes and impacts of the pandemic. These funds will also support our education and programming initiatives with school groups and other youth in our community.

If these funds are not awarded, AIHA's ability to undertake the activities that will strengthen our continuing recovery from the pandemic will be severely hampered. The museum will continue to operate under a reduced budget and will not have the ability to expand its reach. This will lessen the economic impact of the museum in the greater Albany County community, as visitors to the museum frequent local businesses and increase general foot traffic in the surrounding area.

**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**

The organization's Board includes a seven-person Finance Committee, overseen by the Treasurer who is responsible for control and management of the Institute's financial affairs, including budget development and the management of insurance policies, retirement funds, and the endowment. It is also responsible for the investment and disbursement of Institute funds and securities in accordance with the Board-approved Statement of Philosophy and Investment Policies.

Operational activities are addressed by a third-party vendor, BST Co., working in conjunction with the Board of Trustees, Executive Director, and key department heads. The Institute uses the QuickBooks Online platform to track

revenue and expenses, and to generate reports, invoices, and checks.

## Project Information – Promotion Grants

### Please select whether the proposed project is new or existing

Creates a new 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:

In 2024, Albany will commemorate 400 years of Dutch culture in the region, coinciding with the 400th anniversary of the founding of Fort Orange, the first permanent Dutch settlement that developed into the present-day city of Albany. To acknowledge this milestone, AIHA is developing a major project centered around a partnership with The Leiden Collection, one of the most important collections of 17th-century Dutch art in private hands. This project has several components which ARPA funding would support:

#### 1. 17th CENTURY DUTCH MASTERPIECES IN ALBANY

The Leiden Collection exhibition (September – December 2024) will present a selection of 17th century paintings and objects that celebrate Dutch culture through the five senses. AIHA will supplement The Leiden Collection exhibition with historical musical instruments, historical artifacts, objects of daily life, and paintings borrowed from Oberlin College and Conservancy (Ohio) and various museums. This exhibition featuring Dutch paintings from the 1600s will draw audiences from throughout New York State, New England, the mid-Atlantic region, and New York City metro area.

#### 2. ENCOUNTER & SETTLEMENT

Simultaneously, AIHA will present a complementary exhibition (September 2024 – February 2025) that will celebrate 400 years of the history and culture of the Mohicans, the original inhabitants of the Hudson Valley when the Dutch arrived and began establishing trade settlements in the valley. For this exhibition, the Institute is collaborating with the Stockbridge-Munsee Community Band of Mohican Indians and working with Gwen Saul, Curator of Ethnography at the New York State Museum.

#### 3. RELATED PUBLIC PROGRAMMING

AIHA plans to develop a schedule of diverse, engaging programming for families, adults, and school groups throughout the duration of the two exhibitions. These programs will enrich the content of the two exhibitions and provide additional audience entry points to the context of the subject matter. Funding from ARPA will allow AIHA to create a substantial menu of public programming, far enough in advance to secure the most appropriate speakers and program partners and publicize them most effectively.

#### 4. SUPPORTING MARKETING ACTIVITIES

AIHA knows from experience that effective marketing is an important component of any successful exhibition project. For a project as ambitious as the one envisioned in this proposal, a commensurate level of marketing will be critical. This project has the potential to reach wide audiences far beyond the local community, and in particular, because of the high-profile, accessible nature of the exhibition from The Leiden Collection, it has the potential to be a “blockbuster,” if marketed aggressively and effectively. AIHA has a track record of success with a similar exhibition (see response to question below). ARPA funds would ensure the baseline marketing plan for this project and give the museum strategic leverage to approach other potential funding sources (e.g. corporate sponsorships, CFA grant) to expand our marketing investment in this project. A tentative preliminary marketing plan for this project includes a combination of various media: distribution of physical material such as rack cards with trackable promo codes; print advertisement in publications of national significance such as The New York Times, The New Yorker, and the Boston Globe; and targeted online advertisements in major markets, such as New York City, Boston, and Montreal.

#### 5. PUBLICATION

AIHA intends to produce an illustrated book related to The Leiden Collection exhibition that will record and make available for future generations images and text from the exhibition. ARPA funds would support scholars' fees, image use rights and reproductions, preliminary design, and publication planning.

### 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:

AIHA's Curatorial Department is responsible for all exhibition installations. The department is comprised of a team of experienced museum and exhibition professionals including Chief Curator Dr. W. Douglas McCombs and Curator Diane Shewchuk, along with registrar and exhibition staff who mount 6-8 exhibitions every year. Staff from other



departments will join the exhibition team when appropriate: education, development, security, buildings and grounds, community engagement, and the museum store. To increase the impact of the museum's programming, museum staff work closely with Discover Albany on promotion and programming related to exhibitions. AIHA also partners with other institutions when appropriate. For example, in 2019, AIHA joined forces with Discover Albany, Schuyler Mansion, and Proctors to create unique experiences and walking tours that complemented AIHA's exhibition *The Schuyler Sisters and Their Circle*. AIHA, alongside Schuyler Mansion, leveraged the popularity of the musical "Hamilton" during its run at Proctors with mini-exhibitions in the theatre's arcade which advertised their institutions to thousands of patrons.

AIHA has successfully mounted temporary exhibitions that bring art and historical artifacts to Albany, have broad popular appeal, and bring visitors to Albany. AIHA has a track record of success when given a high level of investment in its programming. The upcoming *Leiden Collection* exhibition draws on the experience gained in 2002, when AIHA mounted *Matters of Taste: Food and Drink in 17th Century Dutch Art and Life*, a special exhibition that was part of a yearlong citywide celebration of the 350th anniversary of the founding of Beverwijck. This exhibition of European paintings borrowed from 22 museums exceeded the expectations of museum staff. In 2002, AIHA was awarded funding through The Cultural Tourism Initiative, a project of the Arts & Business Council and the New York State Council for the Arts, to implement a marketing project in support of its exhibition *Matters of Taste: Food and Drink in 17th Century Dutch Art and Life*. This exhibition saw a total of 16,599 guests over its 12-week run, with an average daily attendance of 296 people (25% of visitors were from out of town), and an economic impact of \$1,132,730 based on the New York State Division of Tourism formula. This represented 40% of 2002's annual attendance of 41,511. AIHA staff vigorously marketed the exhibition, resulting in media coverage across New York, New England, and the mid-Atlantic region. Additionally, educational and public programming and an exhibition catalog complemented the critically-acclaimed exhibition.

**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.).**

Past performance has demonstrated that, with proper investment, AIHA's large exhibitions have a positive impact on tourism in Albany County. Visitation information from Discover Albany reveals 1/3 of total tourism in Albany is in the fall and winter. In fall/winter 2024/25, the *Leiden Collection* exhibition at the Albany Institute, complementary exhibition and related programs will be part of a broader commemoration of the 400th anniversary of the Dutch arrival in North America. This anniversary will be marked by organizations from New York City and beyond, organizing events showcasing various aspects of the Dutch influence in the United States. As interest in the celebration grows, AIHA is positioned, with this project, to be the centerpiece of cultural tourism in Albany and Albany County around the anniversary. The New York City Office of the Consulate General of the Kingdom of the Netherlands through its Dutch Culture USA Program will promote these exhibitions through their vast social media network. The Consulate has created Future 400, a new, multi-year initiative supporting Dutch-American partnerships and artistic collaborations. Future 400 seeks to illuminate the past, while creating space and new pathways to a more diverse, inclusive, and sustainable future. AIHA's exhibitions featuring Dutch and Mohican art and culture are a perfect fit.

Historical visitation data demonstrates that, prior to 2020, AIHA experienced modest annual visitation growth of (less than 3%) in a typical year. However, in the years when the museum presented large scale exhibitions or celebrated large milestones, (e.g. *GE Presents: The Mystery of the Albany Mummies*, the 225th anniversary of AIHA's founding, *The Hudson River School: Landscape Paintings from the Albany Institute*, *Well Dressed in Victorian Albany*, and especially the previously noted *Matters of Taste*) the museum experienced nearly 20% growth in attendance; in each of these years, attendance grew from approximately 27,600 to over 33,000.

**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).**

Success of this project will be tracked in a variety of ways. Attendance and visibility will be the two primary measurements of this project's success, which are strongly linked performance indicators.

**ATTENDANCE:** The attendance impact/success of this project can be benchmarked to other exhibitions and performance during the same time period in previous years. Demographic information will also be collected through a variety of channels and methods: at the front desk and museum shop, guest books in the exhibition galleries, surveys at public programs, website traffic, social media engagement. Our survey tools will capture zip codes, museum visitor status (member, first-time visitor, etc.), visitors' local spending, hotel stays, etc. Rack cards will be used to track out-of-town tourism and visitors from local hospitality businesses.

**VISIBILITY:** We fully expect this project to be highly visible in terms of public awareness through a variety of media and communication channels. Because high visibility can be a key component of driving awareness, which contributes to target market decision-making and participation, it is a key indicator and supporting tactic to drive attendance to the museum for this project. Visibility also contributes to the strategic expansion and diversification of the museum's appeal and reputation among various audience segments and can have a "long-tail" impact of future

museum engagement with new, continuing and repeat visitors.

**What is the proposed project start date?**

October 2023

**What is the anticipated date of completion?**

March 2025

**Please provide key performance indicator(s) demonstrating anticipated results**

Indicator	2024	2025	2026
Visitation Increase	AIHA is ideally positioned to attract visitors heading north and south on the Northway or east and west on I90. Its proximity to Albany Airport and the Amtrak Station makes it easy for out-of-town guests to visit. The exhibitions open to the public in September. The Leiden Collection exhibition closes at the end of December 2024 while the Mohican exhibition closes in February 2025. Based on previous experience, we anticipate visitation to increase by 3,000 visitors monthly, or 20,000 for the year from day trippers and overnight tourists. We estimate that a total of 15,000 people will experience the exhibitions and thousands more will experience its themes through collaborative on and off-site programs at other regional institutions inspired by the exhibition themes.	The Mohican exhibition and related programming will run through Spring 2025. AIHA intends to use this exhibition to develop partnerships with Native American organizations, groups, and others to connect with new audiences. We anticipate growth of 7,000-10,000 guests, representing 34,000 to 37,000 annually.	
Hospitality Impact	AIHA will contract with Berkshire Brochures to print and distribute rack cards with promo codes that will be placed with other cultural organizations, rest areas, restaurants, hotels, etc. A smaller subset will be distributed to local hotels and restaurants. Distribution will begin in summer 2024. Traditionally, 20% of attendance comes from out of area; we anticipate this to increase to 25% based on previous experience. AIHA will work with Discover Albany (our Tourism Promotion Agency) to let those planning conventions in Albany know about the exhibitions. AIHA will inform potential independent and group motor coach operators about the exhibitions, so they organize tours to see them.	Rack cards will continue to be distributed. We anticipate out-of-town visitation at 25% of total attendance for the year with overnight tourists staying a weekend and eating at local restaurants. Later in 2025, the Albany Institute will present a major exhibition of African-American artist Jacob Lawrence, a major figure in 20th century American art, and we will develop and execute marketing activities designed to build on the success of The Leiden exhibition project.	

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

Milestone	Anticipated Timeline	Task Description
Engage Marketing Consultant	October 2023 through December 2025	AIHA will follow best practices to search for and hire marketing expertise for this project. We anticipate that the search process will reveal the best approach to matching the needs of this project to the expertise available (e.g. working with a marketing firm, hiring a contract, temporary part-time contractor with specific related experience, or another model). Responsibilities of this consultant will include developing a marketing plan to best reach target audiences and retainment. They will execute this plan until the end of the project, at which time, focus will begin on retention and growth.

Create and distribute Rack Cards	January 2024 through May 2025	Production of rack cards advertising the exhibitions will begin in January, with distribution in the early summer of 2024. Cards will be refilled as needed throughout the run of the exhibition. To assist with distribution, AIHA will contract with Berkshire Brochure Display to place rack cards in their displays in Columbia, Saratoga, Berkshire, and Albany counties.
Implement Advertising Plan	May 2024 through February 2025	Ads will be designed and placed in strategic publications and on digital platforms.
Develop and Produce Exhibition Publication	January – August 2024	Essays are written and edited, objects and paintings are photographed, book is designed, book is printed, book is in museum store by September 1 and available through the AIHA website.
Exhibitions Open	September 2024 through March 2025	The Leiden Collection and Mohican exhibitions open to the public. Special events, lectures, family programs, gallery tours, etc. will continue throughout the duration of the exhibitions.

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

- [ARPA-Budget.pdf](#)

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

2023	2024	2025	2026
\$25,000	\$65,000	\$10,000	N/A

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

Yes

**If "Yes" above, please specify below.**

AIHA respectfully requests \$25,000 to cover the costs of pre-publication expenses, and for hiring a marketing consultant and production of marketing collateral.

**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 .**

The Albany Institute welcomed over 27,000 annual visitors on average during pre-pandemic years; this number increases to over 33,000 in years when large exhibitions like the Leiden Collection were presented. Visitors have come to enjoy AIHA's impactful and rotating exhibitions which highlight the region's cultural heritage and art germane to the upper Hudson Valley. Beyond this, blockbuster exhibitions like The Leiden Collection have brought the treasures of Europe, the Far East, and ancient civilizations to Albany's doorstep. Visitor traffic is driven by this mix of regional, national, and international offerings, which are vital to meeting the public's expectations and fulfilling the Institute's mission.

ARPA funding towards this project will help AIHA sustain and expand its public facing activities, which drive significant numbers of tourists to the region every year. This support also fosters an environment to encourage future investors to support a variety of cultural and artistic offerings in the heart of Albany. Funding for The Leiden Collection exhibition will help the museum present an exhibition that will thrust AIHA back into spotlight, while boosting the local tourism economy. As visitors return to the museum in pre-pandemic levels and beyond, local hospitality businesses will benefit from their spending. Museum staff and leadership are confident that the growth in visitation will in turn increase earned income via admissions and the museum shop, as well as increases in contributed income via membership, donations, and interest and participation in special events. Additionally, a robust marketing plan will allow AIHA to showcase the exhibitions and programming it presents to the public, helping to maintain visitation gains made around this project.

**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?

To execute an exhibition on the scale proposed for The Leiden Collection exhibition, success relies heavily on major support such as the ARPA funds. The development team has created a targeted list of supporters, foundations, government organizations, and corporate supporters, but major underwriting of this exhibition such as these ARPA funds would provide are instrumental in building the confidence in the success of the project to other funders. An award would also demonstrate Albany County's dedication to the arts and cultural tourism.

The Albany Institute relies on public and private investment to bring internationally prominent exhibitions to the citizens of Albany County. Affording presentations like the proposed project would be difficult, if not impossible, if they were not underwritten by a dedicated cadre of major donors. AIHA has a track record of attracting exhibition support from corporate sponsors, public funding sources, and individuals through our annual appeals. Large, ambitious projects such as the exhibition from The Leiden Collection involve sourcing works from museums across the United States. It would be difficult, if not impossible, as well, to scale back the exhibition and maintain its intended impact. Support from ARPA is necessary with so many works being brought in from afar; transportation, insurance, installation, security, promotion, and marketing will incur substantial costs. If these funds are not awarded, it will lessen the economic impact of the museum in the greater Albany County community: visitors to the museum frequent local businesses and increase foot traffic. Furthermore, ancillary programming which focuses on the experience of the Mohican peoples with the Dutch would be curtailed, limiting the voice of a community often under-represented when discussing the European contact in the region.

In summary, ARPA funding for this project will make the difference between a small exhibit using only locally sourced works, and an entire gallery that brings works of European Old Master paintings rarely seen in the region to the area and artwork and historical objects from the Mohican community—with the supporting marketing activities to have a significant impact on economic impact in Albany County through cultural tourism.

### Tax Information

#### Please upload Federal tax returns for 2019

- [2019>Returns-Albany-Institute-of-History-and-Art.pdf](#)

#### Please upload Federal tax returns for 2020

- [2020>Returns-Albany-Institute-of-History-and-Art.pdf](#)

#### Please upload Federal tax returns for 2021

- [2021>Returns-Albany-Institute-of-History-and-Art.pdf](#)

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

- [Albany-Institute-of-History-and-Art-2023-policy.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

Conflict of Interest (AIHA By Laws, sect. XI); Affirmative Action (AIHA By Laws, sect. XII); Records Retention (Curatorial Dept.); Collections Management (Curatorial/Library)

#### Is the entity properly insured?

Yes

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

Property (Museum & Storage): \$23,018,000; Business Interruption: \$525,000; General Liability: \$2,000,000 (annual aggregate); Crime: \$25,000 - \$100,000; Auto: \$1,000,000; Umbrella Liability: \$10,000,000 (occurrence/aggregate); D & O: \$3,000,000 (aggregate); Fiduciary Liability: \$1,000,000; Worker's Comp: \$1,000,000; Fine Arts: \$20,000,000

**Does the entity have a financial management system?**

Yes

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

The organization's Board includes a seven-person Finance Committee, overseen by the Treasurer, that is responsible for control and management of the Institute's financial affairs, including budget development and the management of insurance policies, retirement funds, and the endowment. It is also responsible for the investment and disbursement of Institute funds and securities in accordance with the Board-approved Statement of Philosophy and Investment Policies.

Operational activities are addressed by a third-party vendor, BST Co., working in conjunction with the Board of Trustees, Interim Executive Director, and key department heads. The Institute uses the QuickBooks Online platform to track revenue and expenses, and to generate reports, invoices, and checks.

**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)**

The Institute has initiated a search for a new Executive Director, following the resignation of the previous ED in May 2023. The Development Office has also undergone a change, with the current Development & Operations Manager joining the staff in December 2022.

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

Yes

**If "Yes" above, please provide details on the Federal funds managed**

Institute of Museum and Library Services (Albany African American History Project: Access to Digital Resources, Part I), 2021-23, \$37801

**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**

W. Douglas McCombs