

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

Date: Tuesday, June 27, 2023 at 2:27:53 PM Eastern Daylight Time

From: jnytko@govsol.org

To: jnytko@govsol.org

General Information
Date of application
06/27/2023
Name of Entity
Shaker Heritage Society
Entity TIN, EIN or Social Security Number
222186087
Entity physical address
25 Meeting House Road Albany, NY 12211 United States Map It
Is the physical address different from the mailing address?
No
Website (if available)
https://home.shakerheritage.org/
Primary Contact Information
Primary contact name
Johanna Batman
Primary contact title
Executive Director
Primary contact phone
(518) 456-7890
Primary contact email
director@shakerheritage.org
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?
1977

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:

Payroll Protection Loan - \$21,612

Community Foundation of the Greater Capital Region/Bender Family Foundation Grant - \$10,000

2021:

New York State Council on the Arts Recovery Fund - \$10,000

General Project Information

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

Incorporated in 1977, Shaker Heritage Society (SHS) protects and promotes the site of America's first Shaker settlement. Established in 1776, the former Shaker village at the Church Family Site is now a small oasis of Shaker buildings in a tranquil, natural landscape. It features nine surviving Shaker structures, an herb garden, and apple orchard. The Shaker Cemetery and burial site of Shaker founder Mother Ann Lee is nearby, across the street from the historic Shaker mill pond. The SHS mission is to enrich the Capital Region by engaging the community with the founding home and enduring values of the Shakers. We seek to transform the site into a thriving cultural destination at the crossroads of preservation and innovation.

Each year, we welcome over 12,000 visitors of all ages to enjoy public tours, lectures, craft fairs, musical performances, public dances, and art exhibits. Many more visitors come to simply enjoy the green space for walking, picnicking, and outdoor recreation; or to visit our demonstration herb garden and farm animals. We continue to develop new and innovative programs to engage more people and new audiences. This year, we are offering a new series of hands-on workshops taught by local artisans and crafters. Public art by Albany and Hudson-Valley based artists now adorns the 1858 Washhouse and 1856 Drying House. We are hosting an original production by the community theater group Confetti Stage in the historic Meeting House. SHS Craft Fairs and the Holiday Market continue to serve as cornerstones of the public program calendar. Located next to Albany International Airport, the property is a natural gateway to regional attractions for tourists from outside our region. Leveraging partnerships long been a key strategy for SHS, allowing us to stretch our financial resources and staff capacity. In partnership with local event company 2Shea Catering, we operate a facility rental program in the 1915 Barn complex and grounds. Weddings, corporate picnics, and nonprofit fundraisers are all occasions that bring new audiences to Albany County. Wedding celebrations are a wonderful opportunity to create memorable experiences for visitors who may not otherwise choose to visit our historic site.

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

This project will showcase a unique historic asset of Albany County, and serve as a meaningful investment in the planning and development of new recreational opportunities and attractions at the Church Family Site. As a County-owned property located adjacent to the Albany International Airport and two highly desirable development sites, investments in visitor amenities and our hospitality program bring inherent economic and cultural benefits to Albany County.

Each event in the Heritage Barn builds awareness of the beauty and rich history of this site with new audiences, but also generates concrete financial investment in local businesses in Albany County. A successful event involves the contributions of a host of hospitality workers, such as planners, musicians, photographers, videographers, chefs, bartenders, and more. Growth in the hospitality program at the Church Family Site will support not only SHS, but a broader network of small businesses, entrepreneurs, and artisans in our community.

Furthermore, wedding guests are true destination tourists, coming from locations around the country or even the world, to spend a weekend shopping, dining, and enjoying local attractions. SHS is conveniently located near numerous hotels, and weddings generate overnight stays that these local businesses are eager to welcome. Guests fly through the Albany Airport; before and after the main event, they enjoy group meals at local restaurants such as those on nearby Wolf Road; they shop locally at Colonie Center, Stuyvesant Plaza, and Crossgates Mall; and they visit other nearby tourist attractions in the County.

The Albany Shaker National Historic District and Church Family Site are also contributors to regional and statewide tourism initiatives. These include the Erie Canalway National Heritage Corridor, Hudson Valley Greenway/National Heritage Area and Mohawk Valley Heritage Corridor, as well as the Heritage Partner network of Discover Albany. These partners help to sustain and amplify Heritage Tourism in our region through shared marketing and grant-making. Studies show that heritage and cultural tourists spend an average of \$1319 per trip and contribute more

than \$171 billion annually to the US economy (The Cultural and Heritage Traveler 2013 Edition, Mandala Research, LLC.) Promotion of arts and tourism activities at the Church Family Site will help strengthen public awareness of Albany County as a rich destination for unique cultural activities, entertainment, and recreation.

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

An ARPA grant will allow SHS to make investments in our hospitality program that will strengthen the financial sustainability of the organization in the long-term. Installation of a bathroom in the historic barn could potentially add \$35,000 to the organization's annual budget. Additional income anticipated from facility rental program growth will be reinvested in facilities maintenance and personnel at SHS. Beautification and improved maintenance of the site will enhance our visibility and reputation as a tourism destination, and improve our ability to attract and serve visitors both local and distant.

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.

Through outdoor craft fairs and restricted attendance, we were able to maintain some sense of programmatic continuity and connection with our community throughout the worst of the pandemic. The heightened need for safe outdoor spaces even created some new opportunities for members of the local community to connect with this site. However, our facility rental program still has not recovered from the disruption. In 2022, revenue from this program was only 1/3 of its pre-pandemic height in 2018. In consultation with our partners at 2Shea catering, we are undertaking efforts to beautify the site, invest in marketing and improved visitor amenities to restore this program to its important role a gateway to history for new audiences, and an earned-income generator for SHS and our partners in the hospitality industry.

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:

Hospitality Program Investments at Shaker Heritage Society
SHS seeks to install modern, ADA-accessible seasonal restroom facilities in 1915 Shaker Barn to support our facility rental program and onsite events. The proposed facilities will be installed in a modest 480 square foot horse stall located within an interior addition. These stalls were constructed after the period of Shaker occupancy, thus preserving the historic character and integrity of the building and minimizing any intrusions from the new construction. Assuming a construction start date in 2024, the total anticipated cost of the project is currently \$237,500.

This project will support our ongoing efforts to facilitate universal access to this historic site, expand the recreation opportunities it affords, and enhance accessibility for our guests and visitors. The project will allow us to better leverage our current partnership with 2Shea Catering to rebuild our rental program and substantially increase use of the facility for facility rentals and special events. This will open the door to new audiences, and help us to highlight Albany County as a destination of choice for tourists interested in cultural attractions, and patrons seeking an authentic, rural venue for events. Revenues from our hospitality program will be reinvested in facilities and personnel, enhancing the long-term financial stability and independence of SHS, as well.

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:

Executive Director Johanna Batman will lead the proposed project and manage the award funds with guidance from members of the Board of Trustees' Site and Finance Committees. SHS has undertaken several rehabilitation projects in concert with Albany County in the past 20 years, including notably a \$400,000 restoration project for the 1915 Barn Complex completed to commemorate the 100th anniversary of the original barn raising. In 2020, design documents and cost estimates for this project were completed by architects at Albany-based firm Thaler Reilly Wilson with support from a Technical Assistance Grant from the Preservation League of NY. We aspire to continue our work with this firm, and draw on their expertise in historic rehabilitation to assist with oversight of the construction phase of the project.

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.).

Although the Heritage Barn at the Church Family Site is regionally unique as one of the only Shaker Barns remaining in New York State, there are several other competing barn event venues regionally. Through this project, coupled with new marketing initiatives, we aspire to compete more effectively with these attractions in nearby Rensselaer, Columbia, and Saratoga Counties.

SHS currently has one accessible restroom in the Meeting House, but rental patrons currently are required to pay an additional fee to reserve an ADA-compliant restroom trailer. This project will eliminate the additional cost of restroom trailers for all events, and importantly, it will also remove a physical and financial barrier for guests who face mobility limitations or other physical challenges.

Following successful completion of the installation, we anticipate an immediate increase in the frequency of facility rental bookings. This will bring hundreds more visitors to Albany County, annually. Many of these visitors will be interstate or even international travelers. Furthermore, by moving the property a step closer towards the goal of universal access, this project will strengthen the perception of Albany County as a welcoming and inclusive destination for all visitors.

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).

To measure the impact of this award and project, we will track the frequency of events booked for the Heritage Barn and compare conversion rates from inquiries and site visits with actual bookings from 2023 forward. Currently, we book 6-8 facility rentals per season. With the addition of restroom facilities, we would aim to increase this to a minimum of 10-12 bookings in the first year, with continuing growth for each of the following three years. This increase in rentals could bring as many as 600 new visitors to the site in the first year, alone. Elimination of the expense of renting restroom trailers will allow SHS to retain a larger share of the property rental fee. In this projection, a short-term 25% increase in bookings could potentially improve profitability by \$35,000 annually for the organization.

Weddings frequently bring together friends and family to celebrate from around the country, or even the globe. For actual events booked at our site, we will track zip codes for couples and hosts, and invite guests to sign a guest book with their hometown, comments, and an opportunity to join our mailing list. This will help us more effectively measure the geographic impact of the program, and gather visitor feedback on their experience as a tourist and guest at our site, and engage with potential new supporters.

What is the proposed project start date?

August 2023

What is the anticipated date of completion?

August 2024

Please provide key performance indicator(s) demonstrating anticipated results

Indicator	2024	2025	2026
Rental frequency	6+	8+	10+
Visitation for events	650+	1000+	1300+
Profitability of Program	\$10,000+	\$45,000+	\$52,000+

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

Milestone	Anticipated Timeline	Task Description
Construction document design	August 2023 – November 2023	Contract with architect and finalization of construction documents. Plans submitted to State Historic Preservation Office, Albany County Legislature, Code Enforcement, and Engineering for review and approval.

Bidding and contractor selection	December 2023-January 2024	Competitive bidding and contract signed with construction firm for work
Construction phase initiated	March 2024 – August 2024	Archaeological survey work, excavation, carpentry, plumbing, mechanical, electrical work completed.
Construction phase complete	September 2024	Restrooms open and accessible for visitors and rentals in time for Fall 2024 tourism season

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

- [SHS-Budget_ARPA.pdf](#)

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

Yes

If "Yes" above, please specify below.

Yes. SHS has only 55% of the necessary funds raised and we are not in a financial position to support the full project costs upfront through general operating funds or loans.

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 proposed project will permanently increase the accessibility, visibility, and use of the site as a venue for public events such as weddings, corporate and nonprofit fundraisers. SHS intends to invest the additional revenue from any increase in rental income in staffing with the goal of making the Society more self-sufficient and reduce our reliance on in-kind support from County staff. This will include future investments in facilities staff as well as community outreach staff to make the site both more attractive and increase the reach of its programs beyond the immediate area.

Funding support for our emerging hospitality program will not only showcase the property as it is, but more critically, it will illuminate for the public what it could become. Through adaptive reuse, we aspire to create a cultural hub for education, arts, commerce, and community. We envision a future for the Church Family Site where thousands of people a year could come to enjoy a memorable celebration in the Heritage Barn. Guests could enjoy a meal in the former Trustees' Office, where Shakers once welcomed visitors from the outside world. Visitors could take a class with members of the Northeastern Woodworkers Association in an education center housed in the former Shaker Washhouse. A variety of public lectures and exhibits could be viewed year-round in the restored Brethren's Workshop. To best honor our past and the legacy of the Shakers, we aspire that the Church Family Site will grow into a campus that honors Shaker values and history, but satisfies desires of contemporary audiences for arts, education, entertainment, and recreation.

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?

Without ARPA support, we will face mounting challenges to secure the necessary funding to complete this project. As costs for materials and labor continue to rise, and giving trends continue to decline in the charitable sector, SHS could be left fundraising for a "moving target" that leaves the project perpetually just out of reach. If the full request is awarded, we anticipate that we may realistically close the final fundraising gap of \$7000-\$10,000 through direct fundraising from our donor community. If less than the requested amount is awarded, we would likely have to postpone implementation of the project, but will continue to aggressively pursue other grant and foundation opportunities. However, in the cultural sector, funding for facilities projects is often more challenging to secure than grants for education and programming.

Tax Information

Please upload Federal tax returns for 2019

- [SHAKER-HERITAGE-2019-TAX-RETURN.PDF](#)

Please upload Federal tax returns for 2020

- [Shaker-Heritage-Society-2020-client-copy.pdf](#)

Please upload Federal tax returns for 2021

- [Shaker-Heritage-Society-2021-Govt-1.PDF](#)

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

ZLHKF3C44N43

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

Financial policies: Records retention, conflict of interest; Personnel policies: nondiscrimination

Is the entity properly insured?

Yes

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

General Liability \$2,000,000 aggregate limit; \$1,000,000 personal injury limit Management Liability (Directors and Officers) \$1,000,000 aggregate Worker's Comp: Bodily injury by Accident \$100,000 each accident; Bodily injury by Disease \$500,000; policy limit; Bodily injury by Disease \$100,000 each employee Disability & PFL

Does the entity have a financial management system?

Yes

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

Quickbooks accounting software used to track income/expense, investment and bank account balances. Financial policies reviewed annually by the board

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)?

Yes

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

SHS has received two National Endowment for the Humanities Grants totaling \$11,000 in the past five years. This would be the first major federally-financed project we have undertaken under current leadership.

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

Johanna Batman