



WELCOMES YOU TO THE
13TH ANNUAL PLACEMAKING CONFERENCE



TRAILS:
NATURE'S PATHWAY TO HEALTHY,
SUSTAINABLE COMMUNITIES



PRESENTS THE

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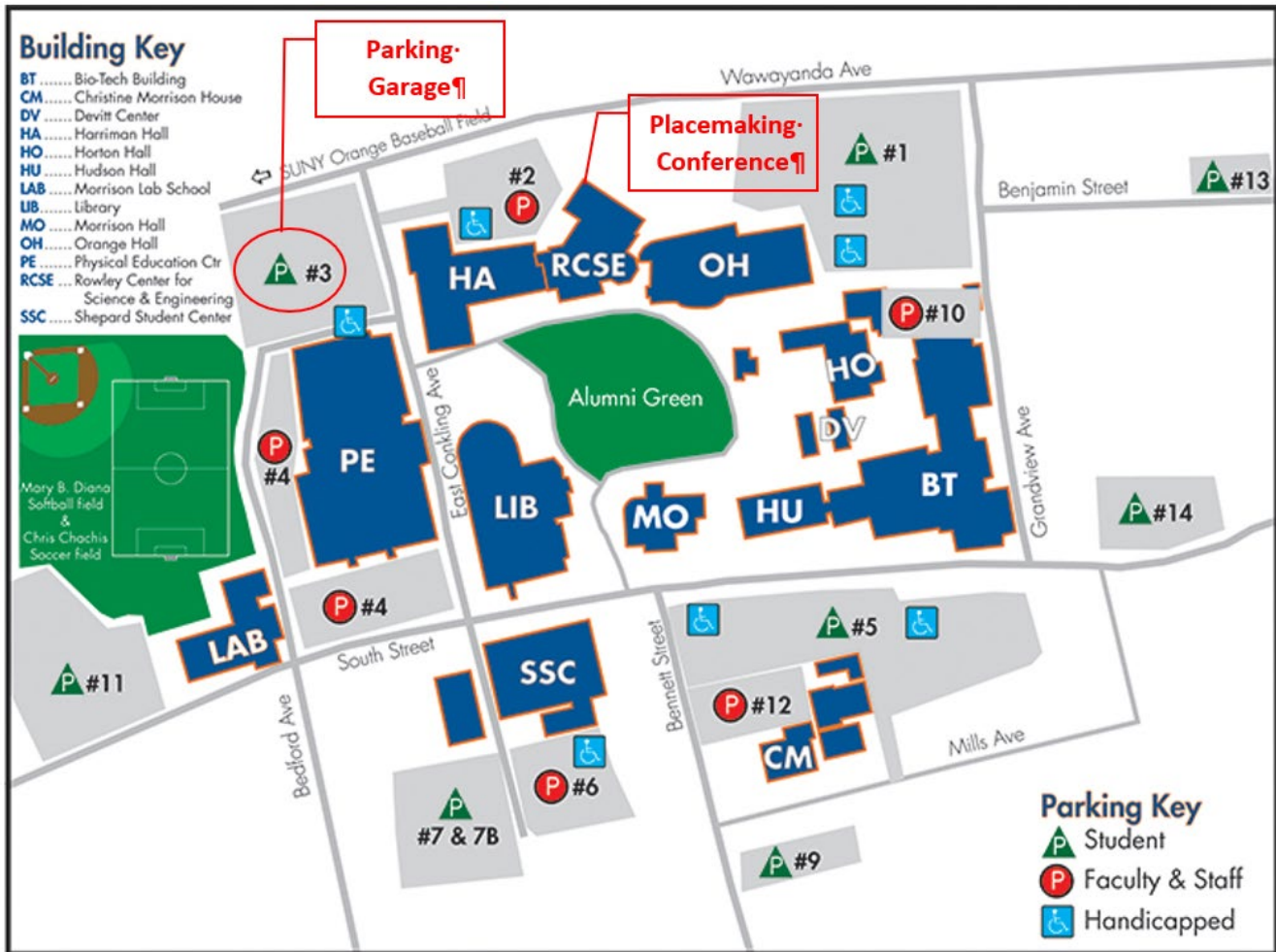
TRAILS: NATURE'S PATHWAY TO HEALTHY, SUSTAINABLE COMMUNITIES

Conference Agenda:

11:00-11:30 am	Registration & Lunch
11:30 – 11:45 am	Welcome & Introductions
11:45 am - 12:30 pm	Keynote Speaker - Paul Steely White Executive Director of Parks and Trails New York

Panel Discussions:

12:30 - 1:45 pm	How to Make Trails a Reality
1:45 - 2:00 pm	Refreshment Break
2:00 - 3:00 pm	Health & Wellness Benefits of Trails
3:00 - 4:15 pm	Trails as a Placemaking Catalyst
4:30 - 5:30 pm	Networking & Happy Hour at Equilibrium Brewery 4 South Street, Middletown NY



GPS address for Rowley Center for Science and Engineering

<https://www.google.com/maps/place/41%C2%B026'21.2%22N+74%C2%B025'38.9%22W/@41.4392222,-74.4274722,18z/data=!3m1!4b1!4m4!3m3!8m2!3d41.4392222!4d-74.4274722>



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Placemaking is the process of creating quality places in which people want to live, work, play, and learn in

<https://www.pps.org/article/what-is-placemaking>

12:30 -1:45 pm

Panel #1 - How to Make Trails a Reality

Panel Objectives:

1. How to Develop a Vision for a Trail System & Identify Available Resources
2. How to Effectively Engage Government Officials & Civic Leaders
3. Successful Site Control
4. How to Access Funding and Secure Land Sources
5. Volunteer Engagement & Non-profit Clubs
6. Trail Development & Design Standards

Moderator: Burt Thelander, NYS Education Department Professional Assistance Program

Panel Members:

- Alan Sorensen - Commissioner of Planning and Development for Orange County, NY
- John Furst - Partner & Practicing Land Use Attorney at Catania, Mahon & Rider, PLLC
- Kerron Barnes - Freelance Grant Writer and Program Administrator
- Colleen Hardcastle - Director and Lifetime Member of the Catskill 3500 Club
- Peter Karis - NYS registered Landscape Architect at Open Space Institute

Question & Answer Session with Audience

Resources:

<https://www.fs.usda.gov/sites/default/files/FSTAG-2013-Update.pdf>

https://nacto.org/wp-content/uploads/2015/04/AASHTO_Bicycle-Facilities-Guide_2012-toc.pdf

<https://www.catskill3500club.com/>

Official Catskill 3500 Club Community <https://www.facebook.com/groups/788457865669504>

1:45 to 2:00 pm

Refreshment Break



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2:00 -3:00 pm

Panel #2 - Health & Wellness Benefits of Trails

Panel Objectives:

1. Mental Health & Personal Wellness Benefits from a Trail User's Perspective
2. Discussion of Trail Centered Programs & Activities
3. Review Clinical Health Benefits of Trails from a Physician's Perspective
4. Review Results of Scientific Studies Pertaining to Exercise

Moderator: Bill Dauster, President, and Chief Philanthropy Officer at Garnet Health Foundation

Panel Members:

- Don Weise - Director of Donor Advising at New York-New Jersey Trail Conference
- Dr. Anjana Poonthota - Medical Director of Women and Children's Services, Director of Wellness and a Pediatric Hospitalist for Garnet Health Medical Center
- Dr. Mary Gillis - Freelance Health Reporter with Doctorate in Applied Physiology

Question & Answer Session with Audience

Resources:

<https://www.nynjtc.org/>

<https://www.nynjtc.org/books/circuit-hikes-harriman>

<https://www.lhprism.org/>

<https://www.nynjtc.org/content/conservation-dog-program>

West Milford 13ers Hiking Group <https://www.facebook.com/groups/567990510619405>

Trail Conference Trail Runs <https://www.facebook.com/groups/1902015199943961>



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3:00 -4:15 pm

Panel #3 - Trails as a Placemaking Catalyst

Panel Objectives:

1. Discuss the Tourism Benefits & Events Focused around Trails
2. Signage & Historical Interpretation along Trailways
3. Describe Economic Benefits of an Active Trail System
4. Local Business Success Stories

Moderator: Lia Fierro, Past-Chair of Vision Hudson Valley & Civil Litigation Attorney

Panel Members:

- Rachel Carr – Tourism Coordinator at Orange County Tourism & Film
- Matt Kierstead – Owner of Milestone Heritage Consulting
- Mayor Joseph M. DeStefano – Mayor of the City of Middletown
- Ron Schnell – Owner & Manager of Orange County Snowboards, Ski & Bike
- Nikki Cavanaugh – Owner & Head of Brewery Operations at Rushing Duck Brewery

Question & Answer Session with Audience

Resources:

Dutchess County Winnakee Land Trust <https://www.winnakee.org/>

Sullivan County O&W Rail Trail <https://sullivanandw.com/>

4:15-5:00

Networking & Happy Hour @ Equilibrium Brewery

Many Thanks to the 2023 Vision Hudson Valley Placemaking Committee:

- Gwen Borsenberger
- Alexandra Church
- Bill Dauster
- Danielle Farrell
- Lia Fierro
- Kaitlynn Lancellotti
- Andrea Nilon
- Jackie Perez
- Jane Samuelson
- Megan Tennermann
- Burt Thelander



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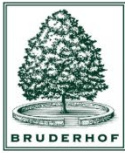


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VENUE



LUNCH



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Andrea Nilon



HAPPY HOUR





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2023 CALENDAR OF EVENTS

07/21

Upstate Art Weekend

07/22

Seligmann Homestead

07/23

23 White Oak Dr, Chester, NY 10918

07/24

08/19

Summer Jubilee

Seligmann Homestead

23 White Oak Dr, Chester, NY 10918

09/22

2023 AgriBusiness Bus Tour

Walkill, Montgomery, Walden

11/03

Bowl-A-Thon Fundraiser

Quinnz Pinz

13 Railroad Ave, Middletown, NY 10940



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Lia Fierro – Past Chair of Vision Hudson Valley Emcee & Panel #3 Moderator



Lia is Past-Chair of Vision Hudson Valley and is presently in her 9th year of service on the Board. Professionally, Lia is a civil litigation attorney with over a decade of experience servicing clients in the Hudson Valley, New York. Lia earned her Bachelor of Arts in Social Science from Hofstra University, graduating *magna cum laude* and Phi Beta Kappa, and her Juris Doctor from Boston University School of Law, where she served as a Note Editor for the American Journal of Law and Medicine and President of the Women's Law Association. She has been named a Rising Star in the field of Business Litigation by SuperLawyers® for the years 2017-2022, was selected as an Orange County Rising Star by Leadership Orange and the Junior League of Orange County in 2015 and was named Outstanding New Attorney by the Women's Bar Association of Orange & Sullivan Counties in 2013.

Lia is active in the Orange County community, serving on VHV's Board, the Board of Directors of Leadership Orange, and on her town's Board of Assessment Review. She is also a member of the New York State Bar Association, Women's Bar Association of Orange & Sullivan Counties, and Westchester County Bar Association.

During her free time, Lia can be found in her garden, at the park, in the woods or on the trails with her husband, Alex, and their two sons, Jonas and Owen.



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Paul Steely White - Executive Director Parks & Trails New York Keynote Speaker



Paul Steely White is the executive director of Parks and Trails New York, a non-profit membership organization that strives to make park and greenway trail experiences part of our everyday lives.

Paul has devoted his career to improving bicycling, walking and public transit. While executive director of Transportation Alternatives from 2004 - 2018, he grew New York City's network of greenways and bike paths and led campaigns to reclaim city parks from automobile traffic. For this work he received (with co-awardee Janette Sadik-Khan) the Rockefeller Foundation's Jane Jacobs Medal, which recognizes those whose creative uses of the urban environment build a more diverse, dynamic, and equitable city. In 2015, Paul was recognized by the New York Academy of Medicine for his work to make streets safer and healthier.

In addition to his work at Parks and Trails New York, Paul currently serves as board president of the New York-based Institute for Transportation and Development Policy, a global organization that works for healthier and more equitable transportation systems in Asia, Africa, Latin America and the US. Paul spends his weekends brick oven baking, bicycling and hiking the parks and trails of the

Hudson River Valley with his wife Zoe and their three rascally children.



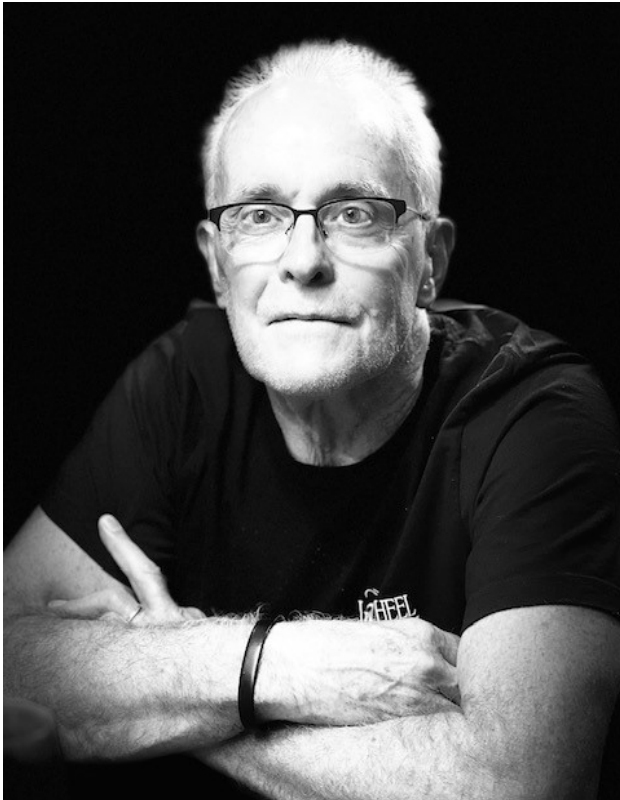
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Burt Thelander – NYS Education Department Professional Assistance Program

Panel # 1 Moderator



Burt Thelander began his career as an RN where he spent 30-years within NYS inpatient/ outpatient mental health/behavioral service system with direct care and senior leadership positions. Mr. Thelander continued his career within urban NYC medical center systems as a part time performance improvement specialist evaluating the quality/safety/reliability of care provided for 10 more years.

Burt is currently a participant in the NYS Education Department Professional Assistance Program evaluating RNs and other disciplines who have substance/alcohol disorders and are participating in recovery programs. He also works in a part-time position evaluating hospital service delivery quality/ safety/ reliability to meet federal CMS standard expectations.

Burt is an avid road bicyclist and participant in the VHV Pathways Committee to promote non-motorized transportation opportunities and trail development within Orange County region. Mr. Thelander is a rural Orange County homeowner with his wife.



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Alan J. Sorensen, AICP - Orange County Planning Panel #1



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Mr. Sorensen is a certified planner with over 30 years of professional planning experience. He is Commissioner of Planning and Development for Orange County, NY, former Assistant Commissioner of Policy for the New York State Division of Housing and Community Renewal and the former Commissioner of Planning and Community Development for Sullivan County, New York.

From 2004-2020, Mr. Sorensen successfully established and operated Planit Main Street, Inc., a full-service planning firm that served communities throughout the Catskills and Mid-Hudson Regions of New York State. Through his

work with Planit Main Street, Inc., he wrote comprehensive plans and implemented a multitude of successful projects including the development of rail trails, downtown revitalization and community development.

During his career, he has also played an instrumental role in the creation of numerous innovative programs including the New York Main Street program and the Main Street Redevelopment Center in Sullivan County. In 2003, he received the statewide New York State Historic Preservation Award from the State Historic Preservation Office. In 2000, he was recognized by Cornell University as the statewide "Friend of Extension" for his role in strengthening the economic and social vitality of Sullivan County. Mr. Sorensen has earned a Master of City & Regional Planning from Rutgers University and a Master of Public Administration degree – with honors – from Pace University.



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John W. Furst - Catania, Mahon & Rider

Panel #1



John W. Furst, is a partner who has been with Catania, Mahon & Rider, PLLC since September of 2014. He is a New York State licensed attorney with over 20 years of practice experience focusing in the areas of real estate, environmental, land use, zoning and municipal law. John represents developers and municipalities throughout the Hudson Valley in the land use review and approval process. He regularly appears before (and represents) local municipal planning, zoning and legislative boards in often complex and controversial approval processes. John has worked with major international corporations and successfully obtained approvals for the construction of cell towers, gas stations, drug stores, banks and big box retailers, as well as single family residential subdivisions and multi-family residential developments. In addition, John has also been involved with approvals for religious and educational uses.

John is able to manage all aspects of the land development process, beginning with negotiating contracts/leases, conducting any due diligence, procuring the necessary land use approvals (including navigating clients through the SEQRA process) and litigating any disputes. John also utilizes his real estate and general municipal law skills to represent numerous municipal housing authorities within the Hudson Valley.



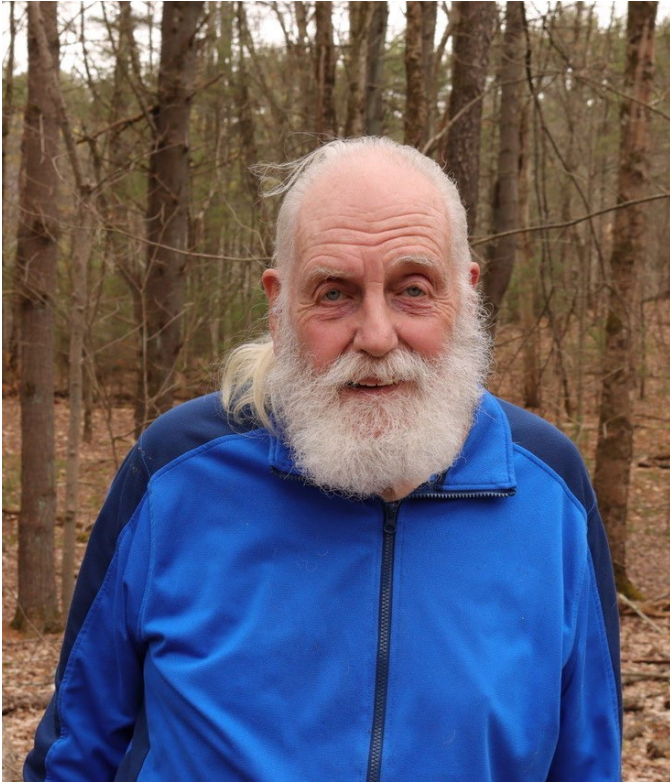
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Kerron Barnes - Grant Consultant

Panel #1



Kerron Barnes has worked in the Community Development profession since 1973. He has managed federal programs in towns, cities and counties in NY, NJ and CT. Mr. Barnes has been a member of NAHRO, the US professional organization in the social housing field since 1978 and its International Research and Global Exchange Committee since 1980. He has spoken at international conferences in Berlin, Cairo, Dublin and Quebec and made study visits to Ireland and Israel, including Gaza and prepared a report on microlending in Jordan.

Prior to this professional career, Kerron served two years as a volunteer community organizer in a Native American community in Wisconsin.

Mr. Barnes holds a BA and MA in English and an MPA (Master of Public Administration). He has written numerous articles for the Journal of Housing and Community Development and other publications,

including the Australian professional journal, Housing Works. He also serves as the NAHRO representative of the Paris based International Urban Development Association.

Since 1990, Kerron has worked as a freelance grant writer and program administrator in the Hudson Valley and for the Town of Mamakating since 2000. His latest projects include a \$1.057 million federal grant for the improvement of the D & H canal trail, improvements to the Town Park and the Bloomingburg Community Center. He also serves as the volunteer leader of guided walks along four canal and rail trail segments.

Mr. Barnes also worked 45 consecutive years as a professional river guide for a whitewater rafting company in Eastern PA. He also led 10 of the week-long Sierra Club National Service Outings including trails in the Adirondacks, Hawk Mountain PA and locally. In 2014, he and the owner of the rafting company established a scholarship fund for college and environmentally related higher education for company employees. Thus far, six scholarships have been awarded.



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Colleen Hardcastle - Catskill 3500 Club

Panel #1



Colleen grew up in Kentucky, canoeing, swimming, and skiing. Colleen's passion for trail maintenance was apparent when she, as a child, brought a broom to the woods behind her house to tidy-up the area where she and her neighborhood friends played house.

She has degrees in Mathematics and Economics, from Vanderbilt University in Nashville, Tennessee, and spent her spring break hiking in the Smoky Mountains. Her career as a technology manager in the Financial Services industry brought her to the New York area.

She is a Director and Lifetime Member of the Catskill 3500 Club, serves as the co-chair of the Club's Trailhead Steward Program and Fundraising Committees, and serves on the Club's Audit Committee. Colleen maintains a trail with the New York New Jersey Trail Conference, coaches for Girls on the Run, bikes, and kayaks.

The Catskill 3500 Club, founded in 1962, continues to uphold the following principles for its members:

- Foster interest in hiking.
- Provide on-going education on outdoor skills; and
- Engage in public service, stewardship, and responsible conservation of our region's natural resources.



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Peter Karis - Open Space Institute

Panel #1



Peter Karis is a NYS registered Landscape Architect and currently oversees the growing Parks & Stewardship Program at Open Space Institute.

With over 25 years' experience in design, engineering, and project management, he has built or transformed over 100 miles of shared use trails in some of the most scenic locations in the Hudson Valley, most notably with the River-to-Ridge Trail, the historic carriage roads at Minnewaska State Park Preserve, and newly upgraded Wallkill Valley Rail Trail, all in Ulster County, NY.

Peter is also leading OSI's recently announced Growing Greenways: West of Hudson Greenway Trails Initiative that envisions a 250-mile network of greenway trails connecting the Empire State Trail to dozens of communities in Ulster, Sullivan, and Orange Counties.



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Bill Dauster – President, and Chief Philanthropy Officer at Garnet Health Foundation Panel #2 Moderator



An avid hiker, fly fisher, bird hunter and canoeist, Bill is a member of the AMC 4000 Footer Club of the White Mountains and the Catskill 3500 Club. He has climbed Ben Nevis, the UK's tallest peak in Scotland and is planning to climb Carrauntoohil, Ireland's tallest peak this fall.

Bill serves on the Constitution Island Association Board and is a Board Member of Vision Hudson Valley. He serves as a New York State Resource Volunteer as a Catskill fire tower steward at Balsam Lake Mountain Fire Tower during the summer months. Bill is trained in wilderness first aid FEMA trained in emergency management as a public information officer and served in regional disasters including September 11. A Rotarian since the 1980's, Bill is a member of the Wallkill East Rotary Club.

Currently President and Chief Philanthropy Officer at Garnet Health Foundation in Middletown, NY, Bill has worked in hospital philanthropy and marketing for over 40 years and helped expand and build new hospitals in New York and New Jersey. A Certified Fundraising Executive, he is a graduate of William Paterson

University, Paterson, NJ and NYU, Brooklyn, NY. He resides in Oakland, NJ where he climbs locally in the Ramapo Mountains.



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Don Weise - New York-New Jersey Trail Conference

Panel #2



Don Weise is currently the Director of Donor Advising at the New York-New Jersey Trail Conference.

Don is a lifelong trail enthusiast with a passion for connecting people with the healing powers of nature. He is a director and past board member of the [New York-New Jersey Trail Conference](#), which engages thousands of volunteers and maintains more than 2,100 miles of trails, including the Appalachian Trail, Long Path, and Highlands Trail. As leader of New York's [Lower Hudson Partnership for Regional Invasive Species Management \(PRISM\)](#), the Trail Conference guides the work of 58 partner organizations and has developed the Northeast's first [Conservation Dogs program](#), to help find and remove harmful invasives.

In his free time, Don has led more than 700 [hikes](#) and [trail runs](#) in the Hudson Valley and has authored two

hiking guides, including Trail Conference best-seller, [Circuit Hikes in Harriman](#). He also serves on the four-state Highlands Summit Planning Team, has helped to create New Jersey's five-year outdoor recreation plan, and serves on his local environmental commission.

Diagnosed with arthritis at an early age, Don credits the health benefits of trails with helping him continue trail racing, mountain biking, and guiding hikes and runs into his early 60s.



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Anjana Poonthota, MD - Garnet Health Medical Center

Panel #2



Anjana Poonthota, MD is the Medical Director of Women and Children's Services for Garnet Health, Director of Wellness for Garnet Health Medical Center, and a Pediatric Hospitalist for Garnet Health Doctors.

Dr. Poonthota received her medical degree from Guntur Medical College, NTR University of Health Sciences, in India. She completed her Pediatrics Residency at Albany Medical Center. She has a Master's Degree in Public Health in Epidemiology and is currently pursuing an MBA Degree.



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Mary Gillis - Freelance Health Reporter Panel #2



Broadcast health, medical and science reporter. Doctorate in applied physiology with expertise in physical activity, chronic disease prevention, health behavior change and the healthcare system to name a few. National Academy of Sports Medicine certified personal trainer with over 15 years' experience in the fitness industry.



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Rachel Carr - Orange County Tourism

Panel #3



Rachel is a life-long Orange County resident and is actively involved in the community. She serves as the Tourism Coordinator for Orange County and has held this role since June 2022. She has devoted much of her time and energy to familiarizing herself with various tourism and economic sectors of the County. She oversees the department's marketing campaigns, including broadband TB, streaming services and across various social media platforms. She works closely with her department colleagues to capitalize on the latest trends to position Orange County as a tourism destination.

One of Rachel's favorite trails in the County is the Craft Beverage Trail (comprised of 30 craft beverage locations) – a perfect afternoon in the OC consists of going on a hike or walking trail followed by a stop on the Craft Beverage Trail.



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Matt Kierstead - Milestone Heritage Consulting Panel #3



Matt Kierstead owns Milestone Heritage Consulting, a history business focused on documenting and interpreting engineering, industrial, and transportation resources for government agencies, stakeholder organizations and the heritage tourism arena. Kierstead has worked in cultural resources for over thirty years with focus on bridges, railroads, and mining. He meets the U.S. Secretary of the Interior's Professional Architectural Historian and Historian Qualification Standards (36 CFR 61). He has provided the U.S. Environmental Protection Agency with National Historic Preservation Act consultation at historic hazardous waste sites since 1999. Matt has completed over three hundred projects throughout the Northeast including public history interpretation projects for parks and trails.

Mr. Kierstead's railroad-related New York public history interpretation projects include signage for the Albany-Hudson Electric Trail, Hudson Valley Rail Trail, and Maybrook Trailway segments of the Empire State Trail; signage for the Harlem Valley Rail Trail; signage for the Hopewell Junction Depot Museum; and a touchscreen display about the 1875 Erie Railroad Portage Viaduct at Letchworth State Park. In Orange County, Matt developed the "Historic Tavern Trail of the Hudson Valley" event series which won a 2017 American Association for State and Local History Leadership in History Award, and created a visitor guide to the historic Orange Mills gunpowder factory site at Algonquin Park in Newburgh. Kierstead consulted on "Roundhouse Park" at Whitman, Massachusetts which won a U.S. Department of Transportation Design for Transportation National Merit Award.

Mr. Kierstead has a Public History M.A. with a concentration in the History of Science and Technology from West Virginia University, and an Art History B.A. with minors in American Studies and Studio Art from Framingham State College. He serves on the Beacon Greenway Trail Committee and the Marlboro Trail Committee.



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Mayor Joseph M. DeStefano - City of Middletown

Panel #3



Joseph M. DeStefano was born in the City of Middletown on May 26, 1958, and has lived here his entire life. He is the third child of four (Carmen, Louis Jr. and Maria) born to Louis and Teresa DeStefano. He and his wife Linda were married in 1987 and share two daughters, Nicole and Alessandra, and four grandchildren: Elijah, Rosie, Manny, and Myles.

He attended St. Joseph's Catholic School and graduated from Middletown High School in 1976. He immediately entered SUNY Orange at Middletown, then transferred to Mercy College in Dobbs Ferry, New York, graduating with a Bachelor of Science Degree in Business Administration.

In 1981, he worked as a staff accountant for Channel Master Inc. located in Ellenville, New York. He then opened a family restaurant with his parents in Middletown's Little Italy section. In 1998 he opened a second restaurant in downtown Middletown, The Olde Erie.

In 1983 he ran for political office, Alderman First Ward in Middletown, and was successful. He was reelected four times. In 1992, he stepped down as Alderman and was appointed as Chairman of the

City of Middletown Planning Board. He also served as Orange County Democratic Chairman from 1992 – 1993. He was elected as mayor in 1993 and served until 2005. He ran for and was elected mayor again in 2009, 2013, 2017, and 2021.

He also serves as Chairman of the City of Middletown Police Commission. He is a member of the Middletown Elks Club Lodge 1097, Middletown Lions Club, and St. Joseph's Parish.



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Ron Schnell - Orange County Snowboards, Ski & Bikes

Panel #3



Ron Schnell is the owner of Orange County Snowboards, Ski & Bikes, located on Rt 17M in Goshen, NY, alongside of the Heritage Trail. He is a lifelong Orange County resident. In 1987, Ron opened his first specialty sports shop, "Landslides Snow Surf & Skate" located in Central Valley, NY. He started a tiny 'Roller Hockey Club' with just 8 kids in 1988. In 1989 he moved "Landslides" to downtown Monroe alongside the popular paved trail that goes around the Monroe Ponds. Inline Skating aka "Rollerblading" had just started to boom, and they sold, serviced and rented the popular skates.

In July 1991 nine businesses in the Village of Monroe were devastatingly destroyed by a fire, including Ron's store. His insurance company stalled paying his claim for 7 years. Along with losing his business, he also lost his income, house and car and many more things that most people for granted. He literally became homeless and lived in a shack in the winter with no heat, electric or running water from October 1991 to April 1992.

That spring Ron turned his roller club into "Bear Mountain Roller Hockey League" and went from 8 players to 35, then to 300 players, which turned into a fulltime business and cured his homelessness! He helped pioneer this new sport, and at its peak there were over 10,000 players at six locations in Hudson Valley and NYC.

Ron has also served as a Volunteer Firefighter for over 15 years, Monroe and Central Valley. His military career service includes 3 years in the New York Army National Guard, 7 years in the Vermont National Guard Mountain Infantry Battalion, and 5 years of Active Duty in the US Army from which he is an Afghanistan War Veteran and retired Sergeant.

Upon returning to the civilian world, Ron reopen his sports business in Middletown, NY as "Orange County Snowboards". After 6 years, he moved to his current location on the Heritage Trail and was able to successfully expand the business to "Orange County Snowboards, Ski & Bikes". This unique location allows them to be centrally located and gave them exposure to the busy Rt 17M corridor. As a huge bonus they also have a train load of bicyclist, dog walkers, joggers, baby pushers, cross country skiers and commuters passing them daily on the rail trail, essentially giving them valuable store frontage in both the front and back of the shop.



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Nikki Cavanaugh – Rushing Duck Brewery

Panel #3



After graduating with a Masters of Social Work and Public Policy from Rutgers University, Nikki started working in the craft beer industry as a bartender in 2009 and continued until 2015 at craft-centric bars.

In 2011, Nikki and her husband, Dan, decided to open Rushing Duck Brewing in Chester, NY where she currently serves as head of Brewery Operations. They opened their doors in 2012 as one of the first breweries in Orange County and are about to celebrate 11 years of being open!

Nikki also served on the Board of the New York Brewers Association representing the Hudson Valley from 2016-2019, promoting tourism and growing craft beer in the state.



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2023 Stuart Turner Placemaking Grant For Placemaking Projects or Events

The Vision Hudson Valley (VHV) (Formerly Orange County Citizens Foundation) Placemaking Initiative annually honors and supports individuals and organizations who are creating great places in the Hudson Valley. We invest in communities, organizations and individuals that work towards creating vibrant places that promote people's health, happiness, and well-being.

Call For Applications and Eligible Participants

VHV is seeking applications from groups, businesses and/or communities interested in using grant funding to assist in implementing placemaking projects throughout the Hudson Valley to transform public spaces into a vital place that spur rejuvenation and improve the local community through:

- Activation of leftover and/or underutilized spaces
- Streetscape improvements
- Art and beautification efforts
- Creation of community gathering spaces
- Planning and executing events that promote gathering of the community

Application Submittal

Completed applications and documentation must be submitted by Friday, **September 29, 2023**. Applications may be submitted via email (PDF format) to jperez@visionhudsonvalley.org or they can be mailed to Vision Hudson Valley:

PO Box 525
23-26 White Oak Drive
Sugar Loaf, NY 10981

Grantees will be notified by **October 20, 2023** and given the funding to begin implementing their projects.

Grant Amounts

A limited number of projects will be selected to receive up to \$2,000 in prize money for implementing community projects that contribute positively to the creation of "places" in which they live and work.

Category

Planned Improvement Project Festival/Event

Project/ Festival Title: _____

Physical Address: _____



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Applicant Information

Applicant/ Group Name: _____

Mailing Address: _____

Primary Contact: _____

Mailing Address: _____

Phone: _____ Email Address: _____

The Applicant/ Group is:

Private Applicant

Non-profit organization

Unit of local government

Other _____

School

Required Documentation

Please assemble the following documents as part of your application.

Planned Improvement Projects:

- Completed application
- Map showing proposed project location
- Project renderings or conceptual plans
- Photographs of site to be improved
- Written permission from property owner
- Letter of support from municipality (if applicable)
- Additional letters of support (optional)
- Other supporting documentation
- Festivals/Events:
 - Completed application
 - Description and history of festival
 - Map showing festival location
 - Photographs of festival site
 - Letter of support from municipality (if applicable)
 - Additional letters of support (optional)
 - Other supporting documentation



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Project Description:

Please provide additional information about your project (festival/event) by answering the following questions that apply to your project. Please use additional sheets if necessary but limit each answer to around one paragraph.

1. Provide a detailed description of your project and what you plan to (or have) accomplished by it.

2. Describe why you feel your project is needed and how it will benefit the community.

3. Describe specific outreach to engage the youth or a diverse or underrepresented population with your project.

4. Describe how your project will be accessible to individuals with disabilities.

5. Describe how you will be reaching out to the community to promote your project.

6. Have you contacted your local municipality to inform and involve them of your project?



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7. Describe any physical maintenance required by your project and who will be responsible for the upkeep.

8. Describe any historical preservation or ties to local history associated with your project.

9. Describe any environmental impacts of your project.

10. If applicable, what permits are required from municipal boards or other local authorities having jurisdiction?

11. What is your estimated budget for completion? How do you intend to raise the funds if they exceed the amount of the grant?

12. For "Festivals/Events", what is your estimated yearly budget? How do you raise the funds?

13. Once the project is implemented, what is the anticipated funding required to maintain the project? Where will this funding come from?

14. If you receive the grant, what do you plan to purchase with the funding?



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Project Scoring Criteria

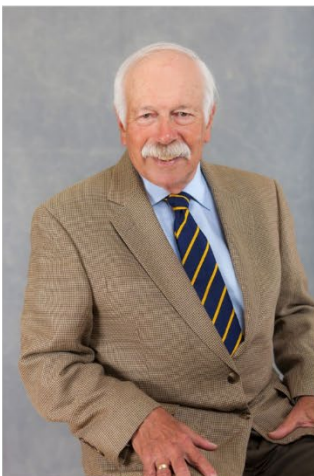
1. **Community Impact** (50 points): The proposed project addresses a clear need and will create positive change.
2. **Community Engagement** (25 points): The project will effectively engage community residents and project users across multiple socioeconomic and demographic groups. Extra consideration will be given to projects that complement an adaptive reuse project and serve children and underserved populations.
3. **Project Delivery** (15 points): The applicant demonstrates the capacity to deliver the project on time and within the awarded budget.
4. **Innovation** (10 points): The project demonstrates creativity, aesthetic beauty, and unusual design or engagement elements and has the potential to inspire community change.

Thank you to our 2023 Stuart Turner Placemaking Grant Sponsor



NELSON POPE VOORHIS

IN MEMORY OF STUART TURNER



The 2023 Stuart Turner Placemaking Grant was established to foster creativity, innovation, and community engagement in placemaking projects.

Stu was a beloved board trustee who saw VHV through the COVID-19 pandemic as the Chair, a valued VHV member who volunteered whenever he could, and the founder of our Placemaking Committee.

He was an exceptional individual whose passion for placemaking and dedication to creating vibrant communities left an indelible mark on all who had the pleasure of knowing him.

The 2023 Stuart Turner Placemaking Grant will not only keep his memory alive but will also contribute to the advancement of placemaking initiatives in a way that would make Stu proud.