

Hors'n Around Saugerties Public Art Project

2009 Financial Plan

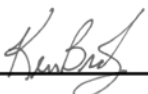
"Hors'n Around Saugerties" is a summer-long public art project sponsored by the Saugerties Area Chamber of Commerce and the Saugerties Economic Development Committee. Artist-decorated horses (approx. 42 of them) will be displayed throughout the Village (and select Town) locations from mid-May until early September. Sponsors will fund the horses, artists are selected to paint the horses (based on submitted proposals) at a cocktail party to be held on January 22, 2009, and the culmination of the project is an auction, to be held coincidentally with the HITS "Merry-Go-Round Gala", September 12, 2009.

The Saugerties Area Chamber of Commerce agreed to assume financial and communication responsibilities for this project, and as such has come up with the following general plan for funding and for the handling of any income related to Horsn' Around Saugerties:

- Account established for Hors'n Around Saugerties – November 2008
- Incoming sponsorship money and other donations have been and will continue to be deposited into this account
- The account serves to fund:
 - o Purchase, shipment, art supplies and finish-coating of the horses
 - o Advertising
 - o Installation of the horses and plaques for the horses
 - o Events such as the cocktail party for artists' selection and the gala event (auction)
- As the financial sponsor of the project, the Saugerties Area Chamber of Commerce assumes responsibility for the ongoing funding of the event. As necessary, the Chamber may need to fund short-falls from its Hors'n Around Saugerties account from its primary budget line. Any such transfers require a majority vote of the board. And any such transfers must be compensated once the auction money has come in.
- The Chamber will handle income from the auction as follows:
 - o 50% of the income is allocated to the Saugerties Council of Churches, for their Food Pantry and other charitable ventures
 - o 25% of the income is allocated to the participating artists. (Each artist receives 25% of what their horse's bid was.)
 - o The remaining 25% will be divided among:
 - Reasonable and agreed-upon expenses from the co-participants in this project (the Town Economic Development Committee, the Village). These expenses in general include materials, but any labor is gratis, and a show of support for the project.
 - Funds for the Chamber's "Hors'n Around Saugerties" account, which should include seed money for the following year's project.

Any additional allocation of funds (ideas that have been discussed are the full funding of the "Discover Saugerties" brochure, the full funding of other Chamber special events (Flea Markets, Summer Sunset Concerts, Holiday in the Village).

Financial plan finalized and approved by the Saugerties Area Chamber Board – 1/7/2009


_____ (Chair)