

Hors'n Around Saugerties Public Art Project

2010 Financial Plan

"Hors'n Around Saugerties" is a public art project owned and managed by the Saugerties Area Chamber of Commerce. Artist-decorated horses (approx. 50) will be displayed throughout Village and select Town locations from roughly July 4th until early September. Sponsors will fund the horses, artists are selected to paint the horses (based on submitted proposals) and the culmination of the project is the "Unbridled Fun" Gala and Auction, to be held Friday, September 10th.

The Saugerties Area Chamber of Commerce manages and has 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 Hors'n 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 agreed-upon costs for the season-ending gala and 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 gala and auction as follows:
 - o 34% of the auction income is allocated to select not-for-profit organizations. This year, because the Cahill School PTA has taken on the operations and organization aspects of the event, they will receive half of this 34% of the auction income. The Chamber will designate the organization(s) to receive the other 17%.
 - o 33% the auction income is allocated to the participating artists. (Each artist receives 33% of what their horse's bid was.)
 - o The remaining 33% will be divided among:
 - Reasonable and agreed-upon expenses from the co-participants in this project (the Town Economic Development Committee, the Village of Saugerties, etc.). These expenses in general include materials, but any labor is gratis, and is considered 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.
 - Other Chamber Special event and other fund allocations (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)).