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Alright, good afternoon, Good morning and good evening.

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My name is Makiko Matsuda Healy, Managing Director of tourism market development at NYC and company. So I hope to each of you and your families as well.

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And on behalf of NYC and company and my colleagues Reginald Charlot and John Marshall, I'd like to welcome you all the fifth installment of our all the NYC webinar series, how art and culture shape our city.

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My really favorite topic inner city so I'm really excited today.

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The culture of New York City is really reflected in its size and diversity and continue to an art and culture organization in the city really continue to inspire the world and its really large and small organizations, and they continue to innovate and

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to redefine what art and culture means, and also what means to the meaning of New York City itself, I think, and we all, and you know all of you in the audience and and me, can be a part of this art and culture, community of New York City by visiting

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their cultural organizations and interacting with art and culture, and help really others to do the same. So, you all have such an important role in this community.

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Before I take you through the run of the show for today's webinar. And let's warm up, and we have the quick poll question.

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So here it is with the updated travel regulations restrictions and vaccination distribution. How do your clients expressed interest in traveling to New York City.

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Please click on one of the answers we wanted to hear from you.

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Great.

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Excellent. So thank you so much so today we will provide you with the latest updates on new york city and with incorporate 19 updates. Following the New York City updates we have five wonderful members who will share the diverse culture experiences of

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New York City, and we have, David Filipiak, Director of Sales Fotografiska New York, Manya duHoffman, Vice President of Sales and Marketing Triumph Hotels, Sheryl Victor Levy, Vice President of Marketing and Communications Museum of the city of New

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York, Meredith Sladek Marketing and Communications Manager snug harbor Cultural Center, and Regina Bain executive director of Louis Armstrong House Museum.

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So interesting company pushes to be more accessible during our webinars so zoom platform is accessible by screen reader in capturing. So if we wanted to turn your closed captioning off, you can do so at the bottom of your screen, next to the to unable

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to.

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So you will see the live transcript. Once you click on that, you will be able to show or hide captioning. And we will also be providing the full transcript of this webinar, and along with the recording and all presenters contact information.

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In our follow up email, you will receive within a few days. So during this webinar, please feel free to use the q amp a function at the bottom of your screen and ask questions anytime.

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So after all the presentations are completed, we will bring back or presenters for 10 minutes, q&a session and address all of your questions at the same time, you have a specific question for one of the presenters please indicate this when you write to

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your question.

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So, we will not be going over the details of the topic 19 safety protocols and initiatives of NYC and company, we have the dedicated webinar for that and then that's available on our website NYC.

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on the most recent travel advisory changes. There are many updates this month so you know please pay attention and review some of the important tools and resources for you and talk a little bit about art and culture in New York City before inviting our

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fabulous presenters to speak. So, now, my work husband Reginald Charlot will give you the important updates of New York City, original.

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Take it away.

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Thank you Makiko my work wife greatly appreciate it. So, as many of you know, NYC company is the official destination marketing organization for the five boroughs of New York City.

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Our mission is to maximize travel and tourism opportunities throughout the city built economic prosperity and spread it and image, image of New York City around the world.

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The New York for one initiative was created by Governor Andrew Cuomo.

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As a reminder, visitors workers and residents, safety is the first priority of New York City's recovery plans.

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Governor Cuomo has announced new guidelines allowing travelers to New York to test out of the mandatory 10 day quarantine for asymptomatic individuals travelers from the states of New Jersey, Pennsylvania, Connecticut, Massachusetts, Vermont are exempt

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from the travel advisory however covered travelers must continue to fill out the traveler health for the guidance also applies to any person who has traveled to CDC level two and higher health notice countries, under the coded risk assessment.

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Now, I'll air passengers coming to us, including us citizens are required to have a negative coven 19 test result or documentation of recovery from coven 19 before they bought a flight to the US, the US President Biden has recently signed Executive Orders

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restricting for nationals who have been in any of the following countries. During the past 14 days from entering the US. Those are China, Iran, Europe's Shang in region, the UK, the Republic of Ireland, Brazil and South Africa.

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For any traveler to New York State, not from New Jersey, Pennsylvania, Connecticut, Massachusetts, or reminds us territory, or CDC level two, in higher country.

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The new guidelines for travelers to test out of a mandatory 10 day quarantine or as such.

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Those travelers who were out of New York State for more than 24 hours. Chavez was obtained a test within three days of departure prior to arrival in New York, the traveler must upon arrival in New York, quarantine for three days.

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On day for the coin team to try the must obtain another Cuba test.

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If both tests come back negative the travel eggs according to early. Upon receipt of a second negative test.

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And for those travelers who were out of New York City, New York State for less than 24 hours, the traveler does not need a test prior to their departure from the other state, and does not need to report teen upon arrival in New York State.

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However, the other less fill out the traveler form upon entry into New York State, and take a coven diagnostic test, four days after their arrival, New York, and local health department must make contact with the state, the travel came from to ensure

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contact racing proceeds there as well, all travelers must continue to fill out the traveler form upon arrival in New York State to contribute to New York State's a robust contract racing program.

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Now here we are some exciting key updates. Now, over 200 hotels have reopened in New York City, including the Rockaway hotel and element New York Times Square West, and there are many many more hotels that plan to open this year.

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Indoor dining will resume, hooray, tomorrow on February 12 at 25% capacity, outdoor dining takeout and delivery continuous normal.

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Now attractions such as the edge and museums, such as a museum that about to have reopened and shops such as Bloomingdale's and Saks Fifth Avenue, as well as shopping centers, which are the shops of Columbus Circle and Brookfield Place are opened with

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limited capacity.

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New York pop ups, at our festival featuring hundreds of free pop up performances will launch February 20 to September 6 of 2021 Broadway sales I suspended through May 2020 may 30 2021.

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However, the free collection has just announced their days and hours, and time ticketing for the new temporary home for Madison, located on Madison Avenue, which will open on March, 18 events tickets will become available starting on February 19.

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Now with great fanfare and excitement, yesterday Governor Cuomo announced that starting February 23 any Stadium, or we know what the total capacity of 10,000, or more can reopen at 10% capacity.

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In addition, negative PCR tests are required within 72 hours of event face coverings. She also discussing temperature check is also required as well as mandatory assigned is socially distance seeding, the Barclays Center in downtown Brooklyn is the first

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area to open the first game with fans will be held on that day February 23, or the Brooklyn Nets my team will play the Sacramento Kings mesas where a garden has said also that they will open reopened the fans, with the capacity of roughly 2000 per game.

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The first game will be on February 23, also with the New York Knicks will play the Golden State Warriors, followed by the New York Rangers February 26 versus the Boston Bruins.

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Now, a few NYC and company initiatives first is what's open in NYC.

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You can check what's open in NYC by accessing the what's open in NYC section on nyc.com. The information can be filtered by borough neighborhood category in business.

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Another initiative is the stable pledge to help the five boroughs reopen responsibly. We are asking tourism and hospitality businesses and their guests to stay to take this Steve up and yc pledge that by public health protocols.

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Another one of our initiatives is virtual programs. We continue to offer a variety of virtual programs such as virtual NYC shopping NYC dot NYC and virtual NYC side tours and virtual field trips.

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We also have one of our one of our claim to fame restaurant weeks ago, initiate an effort to continue to stimulate the local restaurant industry, our signature NYC Restaurant Week program called NYC restaurant to go where you can order lunch or dinner

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for takeaway or delivery for $20 and 21 cents has been extended through February 28. So go ahead and get some food.

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Next to all in NYC is our brand new validation campaign.

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It's a rallying cry for New Yorkers to capture the infinite experiences in New York City.

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Let's hear from the valve Brian quickly from the Brooklyn Museum.

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My name is Lavelle Bryant Quigley, and I am the Director of Marketing here in Brooklyn.

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I grew up across the street from Brooklyn Museum, and it was honestly a game changer for me now, I found out about the world and what surrounds me through art.

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I started this director position while the pandemic is having the museum, often as a backdrop for activism, it gave me purpose.

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We have a food pantry for people that are in need, you can come to the back of the museum, no questions asked will give out food.

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We believe in having courageous conversations around, art, but I think it's also important to make sure that we're listening to the pulse of New York City at means something very much a value, both to me working here and also being a part of the Brooklyn

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community.

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That's great. And now for the travel training for your travelers here's some tools and resources for you. So with all the frequent changes the most important thing is to know is that where you can find the most updated and accurate information.

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You cannot get the useful links and updates related to cover 19 and NYC go calm coronavirus.

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And as mentioned it before the beginning safety practices and other webinars are available in the webinar section of the code.com slash travel trade.

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Some are available in other languages as well.

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Please make sure to sign it to sign up for the travel trade e newsletters that you can get important updates automatically, our digital library now has images of mass clearing of social distance people that you can use.

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Now, let's talk about today's webinar theme, arts and culture. But before we do a quick poll about arts and cultural experiences.

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As you can see here, the question is, choose a statement that best describes you and your company.

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Right.

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I think we're set.

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Thank you Susan.

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So, York City is known for its Robust arts venues and cultural institutions, as well as celebrating arts and culture.

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Now, with February upon us one of New York City's biggest annual cultural highlights is Chinatown's Lunar New Year, which begins tomorrow February 12.

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This year we celebrate the year of the ox.

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Now the events and festivities may be slightly different this year, but the community will welcome the new york the new year with hope and A through Z so you can also celebrate Lunar New Year events in the cities, other Chinatown's, which are located

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in Sunset Park in Brooklyn, as well as flushing in Queens.

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Another celebration is Black History Month.

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During the month of February we recognize and acknowledge the continued contributions that black people have made in the US, and New York City.

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In fact, on Tuesday, NYC and company launched a new landing page called the Black experience in NYC.

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On this page, it celebrates it amplifies New York City's black experience in the community was cultural contributions have a bird reverberated around the globe.

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Now, through these cultures from Africa, such as Ethiopia Ghana, the Ivory Coast Kenya Nigeria, the Caribbean, Barbados, Grenada, Haiti, Jamaica Trinidad Tobago, for the afro Latino culture in Cuba, Colombia, Dominican Republic, Panama, Puerto Rico Venezuela,

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as well as California, Georgia, Illinois, Louisiana Texas and New York.

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Black people in these cut back people from these continents regions and states have all contributed to the melting pot of black culture in NYC.

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On this page, you'll find information about black culture, and history.

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You'll find images and videos as well as black owned neighborhood guides and love letters to New York City, just to name a few.

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The black experience in NYC page you will live, not only during Black History Month, but will be a permanent feature on our website.

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Let's take a look at this video that showcases the various image images of black culture in New York City.

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I am obsessed with the music from that video, but let's continue what cultural activities are at the core of New York City's travel tourism sector.

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These statistics I'm going to share with you are from 2019.

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Because unfortunately as we all know, 2020 did not exist. So, in 2019 over 34 million visitors attended at least one cultural event performance or institution across the five boroughs, cultural visitors accounted for more than half of all chips in New

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York City. that's 51% between 19.

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Also that same year, domestic us visitors accounted for 24.4 million cultural visitors with 44% of them visiting museums and art galleries, the top five states were in New Jersey New York Connecticut Pennsylvania and Massachusetts.

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And the metropolitan areas of New York Metro, Philadelphia, Boston, Washington DC and Houston.

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Domestically, the states and metro areas are mainly daytrippers and drive market, except for Houston.

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Now on the international side, international visitors accounted for 9.7 million cultural visitors with an astounding 75% visiting museums and art galleries, international visitors stayed longer, so they can participate in multiple cultural activities.

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The top 10 markets for cultural activities were the UK, Brazil, China, France, Germany, Italy, Australia, Spain, Argentina, and South Korea.

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Now as I stated before, New York City is known for its our venues and cultural institutions and visit as always have a lot of activities to choose from.

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For example, the International Center of photography, with exhibition, but still it turns recent photography from the world running from February 4 through May night.

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The Jewish museums exhibition modern look photography and American magazine, running from February 19 through July 11 Japan society exhibition. When practice becomes form carpentry tools from Japan.

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March 5 through June 13, then the met their exhibition has Alex, Alice Neel people came first, from March 22 through August 1. What was exhibition, I was in a colder.

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The Rubin Museum of Art Exhibition awaken the Tibetan Buddhist journey toward enlightenment. March 12 through January 3 2020 to the Whitney Museum exhibition.

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That would be an American project, which runs from April 16 through September 12, the Guggenheim exhibition, the Hugo Boss prize 2020.

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Deanna Lawson may sweating from a seven through October 11.

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And last but not least, Tribeca Film Festival which is running from June 9 until June 20.

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But of course this is New York City. So, there are many many more arts and cultural events, until the end of the year.

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Now all that to say that, arts and cultural experiences aren't important component to visitors coming to New York City.

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Each one of them will share with you, new and exciting developments and updates. This will for all of you the opportunity to create new NYC arts and cultural experiences that speaks to your clients passions, or to update your existing arts and culture,

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cultural products with foot of photography Scott New York tramp hotels Museum of the city of New York. Snug harbor Cultural Center and Louis Armstrong House Museum.

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So now without further ado, let's introduce to you our first presenter, David Filipiak, Director of Sales at Fotografiska, New York, David.

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Thank you, Reggie Hello everybody, thank you for being here. I'm very happy to also be here today, and introduce you to the new photography museum called Fotografiska, New York.

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The Museum presents world class photography, along with experiential programming retail food and beverage, all in a space that is not like your ordinary museum.

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It's a welcoming inclusive place for everyone. We want you to have a relaxed good time, but most importantly photographic SCA aims to inspire a more conscious world through photography culture and hospitality, we showcase and always changing rotation

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of new exhibitions collaborating with well known and emerging artists. So photograph is got first opened in Stockholm, Sweden in 2010, where it was be quickly become a major cultural destination.

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We also have a museum in Tallinn, Estonia, and just before the pandemic we opened our third museum here right in New York City. So, knowing I would be speaking with you today, I took my iPad into the museum last Friday and recorded a little preview tour

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just for you so let's watch that.

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Here we are in midtown Manhattan in the Flatiron District at 22nd Street and Park Avenue South in front of New York City's newest Art Museum photograph is good New York photograph Frisco opened last December, 2019 was only open for 90 days before New

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York City had to close down, we reopen this past August. It is a New York City landmark building built in the late 1800s, it's been dormant for many years and underutilized, and now it has new life.

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Many years in the future. Can't wait to take you inside and show you.

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Jacqueline chambers our Director of guest experience, Jacqueline tell us about what the visitors and guests are doing experience here. Well they're in for a treat because photograph is definitely not your ordinary nice and we've got music on every level.

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We love it when people come with their guests we always say you will be just here to have a great cause really fun and engaging experience. So we have all the safety measures.

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You got a health check actually when you take your temperature ask you some questions. We plexiglass at the front desk with lots of sanitizer. Of course, always wear a mask while you're in the building.

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What about people who have trouble maybe getting around and worried about the landmark building but it has been totally renovated to be completely a DA compliant.

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Right. So this is not just the lobby to get your tickets. It's also a retail shop. It is a beautiful shop I actually say that the shop has been curated justice, not only as the exhibition.

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As you can see, because beautiful posters, those are very top selling items, but what some of your favorite personal items that's not necessarily photography.

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You ever hear we have some great design items, and guess I love this section this is one of my favorite places to shop, these candles are super fun I gave them to everyone on my list was here for Christmas.

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What does that say, smells like good vibes and fresh gossip. That's New York City. Thank you, Jacqueline well we're going to go inside into the galleries and check out the rest of the museum.

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Great.

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So photographs good New York has four floors of exhibitions installations, let's go into one of my favorites, following.

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One of our exhibition managers Maria Sprouse happens to be hanging out here so let's have a chat room. Hi Maria How are you, good, good. So we're both here in one of my favorite space station is particularly powerful.

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First of all, welcome RP Scott always tries to put forward photography that says something, but it's not only about portraiture it's about the street photography fashion photography.

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Take a look at the place that it's about exhibition design work with the artists we take pride in really a collaboration, our group that's super important for design these wallpapers specifically for photographs.

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So they're not just artists and photography they want to mature the whole exhibition was communicating the message that they wanted to create an audience.

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So tell me about one of your favorite photographs with Cooper and worker, right here, but it's one of my into these features is.

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It's one of mine to these features is rough. She is a very humble man born in Sweden, but to Syrian refugee.

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So it is about her sense of constructing the sense of women, finding pieces in place and of identity and is red dusted by actually helping refugees in Syria that are undergoing very similar conditions that her parents do.

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So here she is caring for children, there's probably medicines inside here, there's things that people lack, she's bringing to them, honoring Bushnell, to which is such an important message in story that is behind such a beautiful work of art that seems

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This is such an important message in story that is behind such a beautiful work of art that seems to be the photograph is gonna wait about but there's always something to story behind it, to inspire them in creating.

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I'm so glad that one of your favorite photograph is is one of mine is this exhibition he is truly beautiful. Thank you, Maria Good to see you. My pleasure.

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So, the top floor for the Grammys.

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It's, it's a great space right now coming on really good there is some bad meditation ticket a part of it.

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private events and meetings, you can see we're switching over from the meditation back to the photography installation is here. I hope you enjoyed this tour of photographs good New York, can't wait for you to come back to New York City, and come to the

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newest museum here in New York City.

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Thank you.

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Alright, I hope you enjoyed that short tour and it gave you a little taste of what we're about. So right now photograph is good New York is open Wednesdays through Sundays, 11am, to 9pm 9pm.

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And as soon as we can will resume to our usual schedule of seven days a week, and open even later into the evening with live music and DJ is on certain nights.

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Also we can't wait to be able to resume our food and beverage offerings, including a cafe, a fine dining restaurant called Veronica, and bar and cocktail service.

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One of the things that makes us different is that you can take your drinks everywhere in the building so your guests can sip a glass of wine or champagne is a visit and exhibition.

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Just one more thing that makes photograph is good, not your ordinary museum. So we can't wait to welcome your guests for visit, thank you for your time.

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Thank you, David. I love the mindfulness Friday, and you also have the private photo shooting session for St. Valentine's Day, which is really exciting.

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I recently visited your museum and I described in my particular fiscal experience as moving and and really powerful.

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The architecture is studying as well I love the top floor with the beans and everything and really thank you again, David. So now, just 10 minutes of stroll from Fotografiska, we have the beautiful Evelyn Hotel in the neighborhood of Nomad

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and the hotel is a part of the Triumph hotels, which has the many great hotels with close association with the arts and culture community of New York City.

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So Manya duHoffman, Vice President of Sales and Marketing will take us through the world of triumph hotel.

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So Monica, the floor is yours. Thank you so much. My name is Manya duHoffman, I am excited to take you on a whirlwind walking tour through New York City, through the lens of triumph hotels.

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So all I have to say is I hope you have comfortable shoes on.

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Take it away.

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Hello from New York City, I'm with Trump hotels, six historic landmark hotels here in Manhattan, which was owned and operated by native New Yorkers who have a passion to ensure their hotels are always authentic to their original era, and today's culture,

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the hotels are such art that streetwise begins there walking tours from our lobbies to immediately set the tone for the neighborhoods.

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We start from downtown the vibrant culturally rich neighborhood Tribeca steps from Wall Street and the new Freedom Tower, a print from 1851 bearing the name Frederick hotel can be found at the Museum of New York City, it shows a red brick structure with

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neo-gothic trim, which was all the rage of the period.

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Today this longest continually operating Hotel in New York City was renovated to invoke a contemporary edge with into touches of stylish Art Nouveau in mid century modern decor.

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The hotel, which has always been on the forefront, it was amongst the first to have in room telephones and Otis brother elevators pre most the glam neighborhood speakeasy as a nod to the neighborhood's understated power and wealth.

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These rooms board a gold rush miners judges and prominent politicians like Abraham Lincoln, and during 911, we gave refuge to rescue workers or reminder that New York City emerges from the crisis of each era stronger and more interesting than ever.

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traveling up to Madison Square Park the Nomad district will find Evelyn hotel built in 1903. At the time the area was going Tin Pan Alley the epicenter of the American music industry.

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This recent street art plays homage to the history of the area which continues the buzz with creative industry music labels tech firms textiles and my personal favorite food hub.

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Evelyn hotel was renamed after our Muse the 1903 it girl, Evelyn Nesbitt whose charisma and beauty is infamously remembered for being an original pin up girl.

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Recent transformation preserved, all the right pieces and has launched Evelyn to once again be New York City's eight girls stunning and irresistible.

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Where we are reminded that the city never sleeps Times Square in 1931 the Edison hotel was launched with Thomas Edison himself, turning on the lights skyrocketing motels glittery future.

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In 1991, our own artists and residents Arnie Charnock created these murals depicting the progress of the city, through the areas, such as success 29 years later he added for more murals as New York, always has more story to tell, a well deserved museum

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A well preserved museum with art deco architecture, it is no surprise that the hotel has been used as a backdrop for numerous movies, including the Godfather, and inspiration for the set for 45 seconds to Broadway, so excited for Broadway relaunching

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later this year as I have a list of shows in my queue, leaving the noise of Times Square is a 250 yard strip coin club row, the hub for New York City elite, the Iroquois hotel built in 1902 was the peer to tear for those working in the city, but living

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on the outskirts.

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James Dean lived at the hotel for two years, and the clash lived at the hotel while they were rock the Casbah.

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Today, the many loyal guests feel the Iroquois as a residence more than a hotel as generations of families have made it their home away from home.

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In 1903 the newest posh neighborhood the Upper West Side nestled between Central Park and Riverside was being developed the hotel Bell Claire was the skyscraper on Broadway, and was unlike anything new york city had ever seen.

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The young architect Emory Roth became a legend for setting the tone for the look and feel of this budding neighborhood, famous for being home to creative tastemakers through the years, with residents such as literary luminaries Mark Twain maximum Gorky,

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and even baseball legend Babe Ruth. To this day, the dual function of full time creative residents mingled with leisure guests from around the globe continued to create a local flavored Metropolitan vacation hotspot health and safety, our top concern.

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We had our hotels g back certified and strictly adhere to the guidelines set forth by the World Health Organization when choosing cleaning products, such as electric sprayers increase ventilation, and even simply pausing rooms 24 hours between gas, check

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Visitors will try and hotels feel the at a history rich New York experience before even stepping outside the door to explore.

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Hope to welcome your travelers soon.

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Great. Thank you so much, Manya.

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Really from the border style to all day co architectural details are also part of how visitors can enjoy your hotels internet, great, really thank you so much.

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So now. Next up is Sheryl Victor Levy vice president of marketing communication of Museum of the city of New York.

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how the museum showcases the past, present, and future of New York City, so Cheryl, take it away.

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Thank you Makiko I'm really excited to be here, and I think I have plenty to tell you on my video so why don't we just get started.

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Welcome to the museum of the city of New York. We were founded here as avant garde who broke away from the New York Historical Society in 1923.

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After being housed in Gracie Mansion, the museum moved into our Georgian style building at 100 and Third Street and Fifth Avenue, which was specifically built to be the Museum of the city located at the top of the museum mile across from Central Park.

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We are the first Museum in the United States, we interpret celebrate and document the city's past, present and future, our tagline for tourists is begin your journey here.

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Welcome, welcoming more than 300,000 on site and virtual visitors annually. The museum offers special exhibitions and our permit, award winning New York at its core, documenting New York City's 400 year history, New York, New York at its core welcomes

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both adults and students and this is the perfect introduction for those who are visiting New York City for the very first time.

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We also offer special exhibitions past exhibitions include them, Greg.

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Jackie Robinson Mod New York.

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Blue Man Group

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resume and power.

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City is campus at more.

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Right now, you can see our blockbuster basketball exhibition city game, Brooklyn photography featured in a city within an opening this summer. New York New sound, 1980s and 1986, which highlights the downtown music scene, and the launch of MTV.

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We have beautiful spaces to hold events. we hold corporate events, weddings, bar mitzvahs for groups, and nonprofit gatherings. We successfully helped socially distance for this summer, and have booked in the spring.

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They're also location for the Gossip Girl relaunch on HBO Max, and we currently have many commercial TV and film shoots and production museum also host private virtual tours now an onsite tours, starting this summer.

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Come join us for a virtual group tours and the museum strives to accommodate visitors of all abilities, including ramp access wheelchair Lyft action. closed caption exhibition videos and noise reduction headphones.

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And what could be better but to take a memento of your new experience home with you. Puzzles postcards books, apparel, and more.

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But our visitors are in at our building. They stay connected through Facebook, Instagram, Twitter, and more. The museum also offers virtual programming week weekly with MC my live curators from the couch, our podcast your hometown, as well as our online

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exhibitions and special events.

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Thank you for visiting with the Museum of the city of New York.

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Yes, and we are open five days per week. Tuesday through Sunday. You can find out more information at mc ny.org and I believe you'll be receiving my contact information.

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So if you're interested in a group tour, we start booking now, and we are offering for New York at its core city game as activists New York, and more.

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So I look forward to hearing from you.

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Thank you, Sheryl.

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Thank you also talking about the museum shop.

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Some of my favorite items in your museum shop or the Docker file GP in and RGB magnet. So it's really awesome. Thank you.

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Great. So next we travel from North the museum mile to south and Meredith Sladek Marketing and Communications Manager of snug harbor Cultural Center will tell us about the culture in nature experiences of New York City, Meredith, the floor is yours.

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Thank you so much for Makiko.

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um, Hi everybody, thank you so much for having me here I am so excited to be able to share with you one of my favorite places snug harbor Cultural Center and Botanical Garden snug harbor is an 83 acre historical site on the

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North Shore of Staten Island. It's an urban Oasis with dynamic art galleries, three different museums, 14 distinct Botanical Gardens 26 historic structures, including six of New York City's first landmarks and a two and a half acre urban farm which is

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dedicated to relieving food insecurity in our community. One of the major highlights of our site is the New York Chinese scholars garden, which, in addition to our main outdoor grounds is currently open to visit tour and enjoy, and you'll learn all about

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that right now.

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Hi everyone, welcome to The New York Chinese college.

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Harvard Cultural Center and Botanical Gardens, located in Staten Island, New York, to get here from Manhattan, you would take this that Island Ferry, which is free, and then you can get on either the 40 or 44 bucks, our grounds are at three acres, and

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have everything from a new house contemporary art gallery to a heritage farm 12 Botanical Gardens, a weapons, museums, and so much more.

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When two rabbits Mikado, you can purchase your ticket. The New York Chinese scholars garden at cottage, eat alone cottage row. Tickets are $5 for adults, $4 for seniors and students, and children five and under are free.

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Currently, and until the middle of April. We are open Saturdays and Sundays at 10am, to 4pm, and from the middle of April until the beginning of October, will be open, Tuesdays through Sundays from 10am, until dusk.

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Snug harbor code and policies require that all visitors wear a mask when they're on the grounds. Follow social distancing news and stay home if you're not feeling well.

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Snack harbors garden is the first authentic classical outdoors call this garden built in the United States. The intent and purpose behind a scholars garden is based on both traditional folklore and realistic philosophy.

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It is believed that bad luck or evil forces can only go on a straight path on a flat plane. Therefore, in order to keep all the good luck within your garden and yourself, you would incorporate winding paths and changes in elevation.

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Now from a realistic philosophy. These winding paths and changes and elevation are forcing you to slow down, taking your surroundings and form a deeper sense of appreciation for the beauty that surrounds you, these gardens were created as a place for

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scholars to escape from daily stress. The beauty found here is rooted in symbolism from the Ming Dynasty, that represents characteristics that we would want to internalize for ourselves.

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You can find the symbolism and everything from the bamboo that represents an unbreakable spirit to the Guangxi rocks that are the bones or foundation of the garden.

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The contrast with the light and dark colors deciduous and evergreen plans and the hardness of the rocks next to the softness of the water represents how objects that are perceived as opposite work beautifully in harmony, the meaning behind why the gardens

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were built, and the symbolism all throughout is ever more relevant and necessary in our current times, the New York Chinese scholars garden is a vital place for respite, and to connect to both nature and ourselves.

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To find out more about our new york Chinese goddess garden or to book a tour, please go to our website at snug, harbor.org, or email us at education at snug harbor.

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org. We are currently offering, both in person and virtual public tours and workshops, in addition to private small group tours and classes, the number of people now in the workshop to our class will vary based on the current current regulations.

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During warmer months harbor eats the outdoor cafe on Cottage Grove, right across from the New York Tony scholars garden is open, and we provide information if you're interested in grabbing a bite.

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In addition to touring the garden. There are other restaurants, such as blue enrichment terrorists that work with us to create a tour and lunch package.

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We look forward to welcoming you to a new york Chinese scholars garden soon.

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So thank you so much I hope you're as interested and excited about our beautiful space on Staten Island. As I always am to share it with people um and I also wanted to note, my colleague Patreon in the video mentioned that the Chinese scholars garden

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is currently open Saturday through Sunday. From 10am to 4pm, we are able to book private tours on any day of the week and our entire 83 acre site is open seven days a week from Don until dusk, and some of the museums and galleries that I mentioned there

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under their own leadership so they'll have their own hours of operation as well. To learn more about that you can visit our website at snug. harbor.org.

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Thank you so much.

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Great. Thank you so much Meredith, so I love the Chinese scholars garden, you know, when I went there for the first time, it was, you know, years and years ago.

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And that's, that was my first time I didn't know about it and then you know when I entered I immediately. It really reminded me of the Ming Dynasty gardens in pseudo in China.

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I have been to surgery, many times and then the Chinese scholars got in really captures the you know authenticity of Ming Dynasty God and then what's really amazing.

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So thank you again.

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By the way, as Reginald mentioned, tomorrow is the.

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The first of you have seen in quiet LA.

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Tomorrow is the new year so happy new year to all of you.

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Now, last, certainly not least, presenter is Regina Bain executive director of Louis Armstrong House Museum, and she will show us how the museum is not only preserving the legacy of Louis Armstrong, you know he was really the true global citizen, and

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Ambassador of New York City and the US, but also you know not just that also how the museum is really inspiring and the future generations. So, Regina, take it away.

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Thank you much Makiko and Hello everyone I'm Regina from the Louis Armstrong House Museum, and we put something together to show you more about who we are.

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So without further ado, Welcome to Queens, and welcome to the neighborhood.

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Hello, I'm Regina Bain executive director of the Louis Armstrong House Museum.

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I'm standing here and Louis me seals, living room on 107 Street in Corona queens. Welcome home, the Louis Armstrong House Museum sustains and promotes the historic cultural and humanitarian legacy of Louis Armstrong.

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We do this by preserving and sharing Lewis and Lucille home by developing programs for the public that educate and inspire and by providing access to Louis Armstrong's extensive archives.

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And now, we're poised to grow.

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There's the new Louis Armstrong center in edifice 15 years in the making and scheduled to be completed in spring of 2021.

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It will feature a state of the art exhibit curated by Jason Moran, a 75 seat theater to host intimate performances with musicians from around the world, and from down the block.

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It will be an expanded venue to help us live Armstrongs values of service to community.

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There's so much that we're proud of, and we can't wait to show you more about what we've been up to. And what's in store.

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Hello, my name is Kyle inherits.

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Welcome to the Louis Armstrong holiday experience. I'm right on it.

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So the room we're going to concentrate on today is Lucy's den. In many ways this is the highlight of the house because outside of this room was very much Lucy hills experiment, but this is Louis's world this is where he sat in his chair and he wrote one

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of his autobiographies.

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He built all this taping here in 1950. He got his hands on a tape recorder and started to record himself practicing hanging out backstage, talking with friends, and he amassed over 700 reels, in this room that he stored right here.

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Because our entire archives are digitized thanks to a grant from fun to Foundation, we have access to every single item here, whether it's photographs newspaper clippings lewis's reel to reel tapes, all of it is accessible.

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One of the things we keep returning to on the that's my home site is Louis Armstrong's beloved Corona queens neighborhood, the children on the block the neighbors he befriended all the reasons why Armstrong remained in Corona for the last 20 years of

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his life.

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Today we're going to talk about swing wins saints go marching in our, in our saints go marching in.

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Oh Ha, I want to be in that number one when the.

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That's the last step, let's put it all together with music, then that's when I've got another one for you.

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So, we are so excited for the time and we can welcome you all back to the Louis Armstrong House Museum and welcome you into a truly neighborhood experience.

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We are both online and hopefully soon in person in the summer when our new facility right across the street from the historic house will open up 14,000 square foot of programming that we can do, and Fun fact, we are less than 10 minutes from the idea.

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So we're a perfect stop for your guests who are layover perhaps, or for one last New York experience before they head back out. So, that is the assumption House Museum.

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we can't wait to welcome you back.

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Thank you so very much Regina, that was actually fantastic actually the last piece was so relaxing and methodical was actually quite wonderful.

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So we have our last poll question before we move on to the q amp a session, and physical pull it up, that'd be great.

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And so, based on the information you were given in the webinar, how likely are you to incorporate these and other arts and cultural experiences into your product or increase the presence of arts and cultural experiences in your product.

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Okay, well I think we're ready for that. So, if I could, I would like to now bring back all of our presenters for the q and a portion.

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Welcome back everybody. Good to see you again.

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So let's see if we have some questions from our guests today.

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I'm.

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I'm looking here.

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Let me see I don't see anything as of yet.

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But for for not not for nada, sorry. I shouldn't say her name but she said, Well premises at the Brazilians love the exit hotel, very traditional but she has a question.

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Is there a virtual visit at the Louis Armstrong museum house.

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Yes, there is. so you can head to our website the Louis Armstrong House Museum. And there is a virtual tour, that's in place, but we're also, and that's pre recorded, but we're putting together a zoom experience so a small group of people who can have

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a virtual tour with some of our staff and have an interactive experience so that's coming soon.

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You can email me for details.

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Thank you.

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Questions for David. David is it possible to have a workshop at the museum in one of the arts. If you mean by a workshop like a guided tour, or where one of our exhibition managers or one of our associates can talk and discuss the either the artist or

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one of the exhibitions or the topics behind one of the exhibitions. Absolutely. 100%, as soon as we can get more than 10 people together, a mask is approved.

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Yes.

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Great, that's exciting. That's very good.

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You have another question.

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Interesting was interesting quite interesting.

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I took it took me a second to read it again so I'll let you I'll let you do the honors Makiko if you'd like. Sure, at what husband feels, you feel your cup, through his past challenging year, how do you recharge.

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So this would be a question for everybody who wants to go first.

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Oh, Regina, I think you were talking you're. Here we go. Okay. Hopefully I'm here, I can start so I'm recharged by art, and by artists who work through what is happening in the world and share their process with us.

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So I'm recharged by listening to music, and to watching dances and that's why I love the Louis Armstrong House Museum and what we do, to not only tell that historical story but to work with contemporary artists in that tradition.

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So, art, for me.

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Right.

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Anybody else would have jumping. I'll go.

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So for me, man. Yeah. I'm lucky that I live in Manhattan, so I really went walking around the streets of Manhattan recharges me and makes me feel a little bit more normal.

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Because once you get out and about and you see everybody doing their normal things and pushing baby carriages and an outdoor dining, it just feels so good, especially when it's a really nice day.

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And we've had a pretty, pretty lucky winter so far so for me that's.

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Well, y'all just second what man you said just that, you know, being here in New York City and seeing all the people being around and kind of being together just reminds you of just how wonderful city really is.

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And on my part I'll echo that right back, you know in my role in particular I do a lot of staring at screens and being on the computer inside, and nothing feels so good as to get outside and move around and enjoy nature and I, I am so lucky to live in

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Staten Island about 15 minutes away from from snug harbor itself it's about a 15 minute bike ride. So all through this sprint we were actually be the only botanical garden in the city that was able to remain open for our community and for visitors and

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just breathing in the flowers and walking around those grounds brought me right back up to 100%.

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Right.

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They need to do you have anything.

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Um, I like say what probably feels a lot of our cups here in New York is doing things like this and hearing voices that we are such a close tourism community in New York City.

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It's a huge city but we're so close knit and for anything tourism related, and they hear me Chico's voice and Reggie's voice and know that I'm getting to talk to some colleagues around the world that I miss very much that fills my cup.

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So thank you for hosting this because it does, it does help help when you're sitting at home.

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Oh, thank you. Yeah. Same to you all.

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Yeah. And so the next question this is back to Manya be about, Triumph hotels breakfast.

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It's amazing presentation everybody festival and do the time hotels include breakfast. That's the question. Okay, so each hotel is different in their offerings and what they include and definitely all the hotels have breakfast offerings and have breakfast

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included rates and packages.

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So it's not like a all in yes or no, but every hotel does have breakfast and have the ability to include breakfast. Excellent. And back to David until what time at night with a particular Fisker live music, DJ programs run.

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When the best time or the best way to learn our schedule is our website we have a section for events for programs. And when we can resume live music, again, then that's when it will, you'll be able to find out what nights.

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I know as cube occupancy maximum occupancy expands as covert safety measures, relax, we will be looking to do them more frequently before we closed. There were quite a number of have nights where they're at either be a live DJ or live music that's just

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part of our experience there. So I'm sorry I can't give you exact times because we have to wait till we know when we can schedule them but always look at the events for when, when they happen.

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Excellent. Thank you. And next teaser will. The time has come, but you know let's quickly go through some of the questions. How much time should be allowed to tour snug Harbor, Meredith.

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I'm so glad to hear that there's there's interest, I would say, our tours can be very flexible as per your timing needs, and we also option, offer options for corporate groups as well to spend half day or full day volunteerism retreats.

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It's a new program that we're launching called unplug it snug. But as far as private adult group tours go anywhere from 60 to 90 minutes and this can also include an optional workshop, such as art meditation in the scholars garden.

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That will help deepen your experience so really we're quite flexible but yeah as it as an overview 60 to 90 minutes is what we can expect okay and the follow up question ideal group size listen acaba.

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That's a very great question as well. So, I, we can't there is some flexibility on that although it is determined right as as we all know by our capacity restrictions, I would say about 12 to 15 people, but really I would encourage you to get in touch

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with engagement at snug. harbor.org.

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Maybe your group if it's bigger it could be broken up into two smaller groups and you can do a little rotating thing, like I said, we are quite flexible and willing to meet you halfway with with all of your booking needs.

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Right.

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So this is just a follow up question David the question that was asked originally to you about

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the question already workshops. The question was really asking about if there's anything that's hands on. Yeah, I saw that and I was just thinking we during during closure we were did a public program that we collaborated with Fujifilm and their instant

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cameras. And we did a photo walking tour around Gramercy Park where each of the guests had a food that we provided them with Fuji camera to us to take pictures that they can take home with them.

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And I bet you we can do something similar with a private group that might be interested in doing doing a photography walking tour with a professional photographer, taking photos and getting to take on those instincts, almost like a Polaroid I know Fujian

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and Polaroid are different brands, but like that, that you can take home with you. I'm sure we can arrange something similar.

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That's great. And we're going to do one last final question, and it's really especially for snug harbor. And the question is, how far but walkies it between the ferry and stuff harbor.

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Great question. So while it is about a, I would say, 15 to 20 minute walk.

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There are also buses available that start at the Staten Island Ferry Terminal and really it's about a five minute bus ride you can take the S 40, it'll bring you right to the North Gate.

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There's also one called s 44. That'll bring you to our south gate at Henderson, but we would we would recommend this 40.

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That's a quick bus ride. There's also a bike lane, if there's any intrepid cyclist that wants to ride, ride their bikes, that's about a, you know, five to eight minute bike ride as well along the safe bike lane across Richmond Harris so plenty ways to

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get in a car but from the ferry terminal. Fantastic. Well, thank you so very much Meredith and thank you very much, on behalf of my colleagues. I like to thank you all for joining us today.

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I would like to also thank our presenters from directly scan New York travel hotels Museum in the city of New York snug harbor Cultural Center and Louis Armstrong House Museum.

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As mentioned earlier, this webinar will be on our website and my co.com backslash webinars, and we look forward to seeing you next month. On March 11.