



FORELAND

FORELAND

A contemporary arts campus **UNLIKE ANY OTHER** in the Hudson River Valley.



Foreland is an 85,000 SF contemporary arts campus housed within three historic mills nestled among the Catskill Mountains and Hudson River. A six year restoration-and-development project, with \$12M of private equity funding spent, Foreland is an unparalleled endeavor of thoughtful design and natural beauty a heartbeat away from New York City.

The campus includes 31 artist studios/workspaces, 3 commercial art galleries, 2 food & beverage spaces, a coworking space, and 3 private event venues. Importantly, this project boldly and directly addresses the need for sustainably sized and priced exhibition and workspaces, the likes of which are no longer available in city centers. Foreland is fully leased, with an extensive waitlist. Our public programming and partnerships draw thousands to Catskill each year.

MOUNTAIN SPACE, FLAGSHIP BUILDING.



EVENT SPACE, BOOKHOUSE.



Catskill's first and only **MASSIVE GATHERING** space.



The greatest restoration endeavor of the Foreland campus was the 50,000SF building located at 111 Water Street, lovingly named the Flagship Building. The Flagship Building boasts two magnificent event spaces, one along our Waterfront and Great Lawn, and the other on our fifth floor, with massive ceilings and dormer windows.

Strolling along the 300 feet of waterfront foliage brings visitors to Bookhouse, the most dazzling, though smallest, of the Foreland Campus (left). Bookhouse is dedicated entirely to events, and includes two loft bridal suites, wrap around bar, and double-height ceilings throughout.

The utopic beauty to an abundance of contemporary design has brought droves of artists to the Foreland Campus. In July, 2022, Foreland hosted an Artist Party, which included a musical performance on our Great Lawn and 400 attendees.

Foreland's public programs, which draw thousands in arts tourism each Summer, include partnerships with international art galleries and have been celebrated and attended extensively.

Foreland in the **MEDIA.**

The New York Times, August 2021

The Albany Times Union, August 2021

Hudson Valley Magazine, May 2022


THE NEW YORK TIMES, JUNE 2022

CULTURED, JUNE 2022

Luxe: Interiors + Design, September 2022

CULTURED

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ART

In the Catskills, Foreland Is a New Oasis for Artists

Hurricane Sandy washed away Stef Halmos's entire archive of work in one big gulp. The loss left the artist fantasizing about a communal studio where creatives and their needs came first. She found her answer in the Catskills, renovating an 85,000-square-foot old mill campus in concert with its future tenants into Foreland, a multipurpose oasis by artists, for artists. Now near completion, it boasts more than she could've hoped for. Here, Halmos sounds off on its origins.

The New York Times

Foreland, an Art Complex With Big Ambitions, Grows in Catskill

As its new gallery spaces open for the season July 1, Foreland's founder, Stef Halmos, talks of building community in the sprawling Hudson Valley scene.



Regional and internal **DEMOGRAPHICS AT A GLANCE.**

THE HUDSON VALLEY.

* Visitors to the Mid-Hudson Valley contributed over \$2.2 billion to the region's economy in 2020, or \$1,909 per resident despite the COVID pandemic.

* Some 25 million people a year visit the Hudson Valley, according to official estimates, and their spending adds about \$2.5 billion to the local economy.

* Visitors to the Hudson Valley spent nearly \$73.6 billion in 2019, an increase of 2.5% over the prior year. Cumulatively, spending has increased 39% above the state's prerecession peak.

* More than \$818.3 million has been awarded to the Mid-Hudson region through the Regional Economic Development Council Initiative.

* In the wake of the COVID Pandemic, Hudson, NY (sister town to Catskill) saw the largest per-capita growth in population of the entire U.S.

* Catskill is currently being vetted for \$5M in grant funding from New York State, and is the subject to a swell in population growth over the past half decade.

FORELAND.

* Foreland had 9,850 arts visitors to our galleries between the months of August, 2021 - May, 2022, and 11,500 visitors between June, 2022 and present day.

* Weddings and private events on Campus grew by 63% between 2021 and 2022, and are slated to double in 2023. Weddings are booking 8 months in advance, and are estimated to bring in nearly \$300,000 in revenue by 2025.

* The average event party spends \$10,000 on the "white box" spaces offered at Foreland. The average party size is 250 people. Every amenity any couple can imagine is available on the Foreland Campus.

* At present day, Foreland has 57 tenants, on average 38 years old. Our tenants are mid-career and commercially successful artists, as well as journalists, musicians, and film directors. Our Campus includes two food & beverage spaces.

* Foreland has raised \$1.4M in grant funding, with an additional tax credit value of \$1M.

Rental RATES.

Foreland Waterfront & Bookhouse are available to be rented separately or together, based on the needs of your event. Each rental allows for 15 hours for set-up, event and breakdown.

2022-2023 Rates

WATERFRONT

The Waterfront features 4,000 square feet of indoor event space with access to a great lawn along Catskill Creek, which may be tented. This space can accommodate up to 200 guests. Please note that the Sunday of holiday weekends (Memorial Day, Labor Day & Indigenous Peoples’ Day) is the same rate as a peak Saturday.

2022

Off-Peak Season (November-April)

Monday-Thursday: \$5,000
Friday & Sunday: \$9,000
Saturday: \$10,000

Peak Season (May-October)

Monday-Thursday: \$6,000
Friday & Sunday: \$11,500
Saturday: \$14,000

2023

Off-Peak Season (November-April)

Monday-Thursday: \$5,500
Friday & Sunday: \$10,000
Saturday: \$11,000

Peak Season (May-October)

Monday-Thursday: \$6,500
Friday & Sunday: \$13,500
Saturday: \$15,000

BOOKHOUSE

Book House includes 2000 square feet of indoor space, landscaped outdoor space with a patio, as well as a smaller lounge space that may be used as a green room. This space can accommodate 150 guests for a cocktail-style event (or 80 for a seated dinner with dancing) and is a great rain plan option for the waterfront in lieu of renting a tent. Book House has 2 2–bedroom loft apartments that can be added to your rental for a 2-night minimum.

2022

Off-Peak Season (November-April)

Monday-Thursday: \$4,500
Friday & Sunday: \$7,000
Saturday: \$9,000

Peak Season (May-October)

Monday-Thursday: \$6,000
Friday & Sunday: \$9,000
Saturday: \$12,000

2023

Off-Peak Season (November-April)

Monday-Thursday: \$5,000
Friday & Sunday: \$8,000
Saturday: \$10,000

Peak Season (May-October)

Monday-Thursday: \$7,000
Friday & Sunday: \$11,000
Saturday: \$14,000

FORELAND

111 WATER STREET

125 WATER STREET

361 MAIN STREET

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