

Date: October 13, 2025

To: City Council & Mayor

Cc: Thomas Sheridan, Jeff Knoblauch, Brian Griffith, Marshal Pitchford

From: Jody Roberts, Communications Manager

Re: Community Calendar Update

Staff will be before City Council on October 28 to provide an update on the status of the Community Calendar project. Following is a brief summary report and a link to a 3-minute video walkthrough of the calendar platform being recommended. I look forward to answering any of your questions during the Workshop meeting.

Video Link: <https://share.vidyard.com/watch/DG44MMRSTSwSRitzGPacQk>

Community Calendar Update

At the Council Retreat, Hudson City Council directed staff to explore the development of a comprehensive, community-wide calendar—a centralized, user-friendly resource where residents can easily access information about public meetings, local events, and major celebrations.

Third-Party Management for Flexibility and Compliance

To ensure legal compliance and broad participation, the calendar will be owned and operated by a third-party organization. The Hudson Community Foundation (HCF) has graciously agreed to take on this role. HCF is leading the project's development and will ultimately manage the calendar platform, oversee event submissions, and make final determinations on event postings.

Founding Community Partners

To establish a strong foundation, HCF has engaged with several key community organizations known for hosting numerous events. These initial stakeholders include:

- Hudson Community Foundation
- City of Hudson
- Hudson City Schools
- Hudson Library & Historical Society
- Hudson Chamber of Commerce

Each organization has expressed interest in participating and will present the initiative to their respective boards. We anticipate that additional organizations will join in the future.

Calendar Platform Selection

After evaluating five calendar platforms (ranging from \$1,500 to \$24,000 annually), HCF selected Localist by Concept3D as the preferred provider. The selected platform, Localist, met all key requirements, including:

- Mass event import capability (vital for the City's 1,160+ annual events)
- Real-time updates via RSS feeds
- Advanced search and filtering tools
- Standalone website interface
- Mobile responsiveness
- Multi-user access and administrative functionality
- Comprehensive support and training
- Ability for visitors to sort events by type, sponsoring organization, date range, etc.

Other platforms lacked critical features or the scalability needed for our community's volume of events.

Examples of current Localist users include:

- [Santa Monica](#)
- [Hope College](#)
- [Michigan Tech](#)

Vendor's Cost (Localist):

- Year 1: \$10,668
- Year 2: \$11,201
- Year 3: \$11,735

Funding Recommendation

HCF requests and City staff recommends that the City provide funding through a donation for the first year of the calendar's operation, estimated at no more than \$12,000. Future funding decisions can be revisited based on the platform's impact and usage.

Implementation Plan

Initial efforts will focus on establishing a posting policy, which, as the project lead, HCF will manage. Events currently listed on the City's website—those requiring Special Event permits—will be automatically included on the new calendar, eliminating the need for duplicate submissions or separate memberships.

Next Steps

To move the project forward, the following steps are being considered:

- Draft participation agreements for member organizations to sign with HCF
- Finalize and approve the official event posting policy
- City to provide funding to HCF
- HCF to purchase and implement the Localist platform
- Member organizations to begin uploading events for the 2026 calendar year

Launch Goal

HCF's plan is to launch the new Community Calendar in time for the 2026 event season.

Staff appreciates your continued support and partnership in building a more connected Hudson. Please don't hesitate to reach out with any questions or feedback as we finalize the next phases of this exciting initiative.