

2016 - 2017 Annual Report

“ . . . Harold made a ballon and he grabbed onto it . . .” —Crockett Johnson

WHERE WILL PURPL TAKE YOU?

Our History and Mission:

Purpl was founded in 2011 with a straightforward mission: to advocate for self-directed leadership in learning, life and work. Inspired by the confidence, vision and creativity demonstrated by Harold and his purple crayons, Purpl endeavors to provide individuals with the tools and environment conducive to carving out one’s own path. As a diverse organization providing a performance venue, co-working space and small business incubator to the Westchester community, our mission transcends the boundaries of just the professional domain, advocating for bringing one’s “whole self” to the table for a truly self-directed career and life.

Our mission responds to the changing American economic landscape: the shift from the traditional “payroll” system of employment to the gig economy. Today, thirty percent of American workers work on their own or in small groups outside the corporate structure, yet lack the skills and tools to navigate this new landscape. Similarly, an increasing number of students are searching for meaning after emerging from a school system more focused on assessment than personal development. This relatively new model of labor leaves students and workers alike feeling unhappy and unsatisfied as they struggle to define and master a sense of self-direction and self-directed leadership. Purpl addresses the growing need for intervention through our programming, unique co-working space and small business incubation strategies to help people re-claim lives they are passionate about. Accordingly, our ethos is based upon our assertion that individuals need a novel set of competencies to advance themselves and find satisfaction within the gig economy—competencies which are not yet part of the prevailing paradigms of professional and academic learning. We believe that these skills must be taught and learned in



an equally novel way, and Purpl is at the cutting edge of this undertaking. We focus on educating individuals on a new approach to self-directed leadership, offering support for gaining the practical skills required to synchronize personal growth and professional development for the independent worker.



Equally essential to our model of skill building for thriving in the gig economy is the tenet that the value of the competencies is dramatically augmented when learned collaboratively rather than independently. Purpl folds this principle into our programming, most recently in our creation and offering of the GELL (Gig Economy Learning and Leadership) curriculum. Purpl currently hosts several GELL cohorts on-site, which encourage the necessary self-reflection and

engagement with peer groups for developing and practicing a tangible skill set, while also adding meaning to workplaces and professional networks through collaboration and connection. Going forward, we plan to continue our mission of making individuals aware of the current economic paradigm shift, and preparing them with the skills for success, by advocating for increased awareness and adoption of self-directed leadership development on a national scale, and further integrating curriculums like GELL into the core of our programming. Simultaneously, we maintain our commitment to fostering professional and interpersonal connections so that we may all take on the challenges of this cultural moment together.

Run by the Saul N. Silbert Charitable Trust since its inception, Purpl remains a non-profit organization dedicated to contributing culturally to the local Rivertowns community and academically to education and policy scholarship, as well as to impacting individual lives for greater satisfaction in work and life. We thank you for seven years of your interest, support and participation in our work and programming, and look forward to providing the Purpl community with many more years of innovation for self-direction.

WHERE IS PURPL HEADING?

Our Shifting Focus:

Purpl's programming has always straddled music, education and business, and looking ahead we plan to dedicate the majority of our resources to the latter domains. We concluded an incredible live concert series in 2017— featuring Shawn Colvin, Joan Osborne and Darlingside, just to name a few— and are now refocusing our efforts to incubating individuals in our co-working space and beyond. Music will always be an integral part of Purpl's mission, but is for now taking a back seat to our more salient programming. (Don't worry, though, Open Mic Nights still happen every month and we hope to present a few special performance throughout the year!). Additionally, Purpl currently hosts four GELL (Gig Economy Leadership and Learning) groups in the Sanctuary and we now hope to expand our use of the GELL curriculum to even more cohorts at Purpl, as well as integrate its tenets more deeply into the fabric of our general framework.

What you will find in this report

In our newest report since 2014, we are excited to share novel insights in the progress, direction, and success of Purpl's coworking space and Sanctuary. A haven for performance, organizational development and small businesses alike, Purpl has both impacted our surrounding community and grown around it. We want you to understand what we've been doing, and how we plan to continue to grow with the needs of our members and the greater world of work. Accordingly, our annual report outlines never-before-shared findings about what we are doing well, how we hope to improve, and where we are heading next:

- Our current and future offerings
 - 2011-2017 at a glance
 - A Closer Look: Understanding our impact on our members and the community
 - See what people are saying about Purpl!
-

OUR CURRENT OFFERINGS: THE WORKSPACE

Inspiring, motivating, and sustaining local entrepreneurs and small businesses.

What you'll find in our Workspace:

Purpl's workspace is designed specifically for entrepreneurs and independent workers to increase productivity and build networks.

Both permanent desk and HotDesk members benefit from the specialized tools and daily support Purpl provides to its members in our bright, open-concept co-working space.

Featuring a conference room, office amenities, member programming (and free coffee!), our workspace was the first of its kind in Westchester and remains at the cutting edge of a growing trend.

Programming & Workshops:

Purpl's programming has grown with its members and the community since 2011. Both our member programming and the workspace itself are designed to facilitate organic connections and shared personal and professional growth for members and visitors.



In the past year, we have begun to interweave all of our member and public programming with the GELL (Gig Economy Learning and Leadership) curriculum in order to sharpen Purpl's focus on helping individual workers adapt and thrive within the emerging gig economy. Monthly lunches bring together our members for conversation and selected GELL exercises, while four closed GELL cohorts are hosted biweekly in the Sanctuary to bring together individuals who are at similar stages in their professional lives for facilitated learning, practical takeaways, and to build a network of trusted advisors and peers. Purpl's adoption of GELL will only grow in 2018 and be further entrenched in our underlying framework.



OUR CURRENT OFFERINGS: THE SANCTUARY

A multi-functional space for organizational development.

What you'll find in the Sanctuary:

Repurposed from an old Catholic church, Purpl's Sanctuary is the ideal backdrop for thought-provoking experiences. Visitors often remark on the beauty and serenity of its atmosphere, with its remnants of its history all around: stained glass window, cathedral ceilings, and other small but meaningful touches. The Sanctuary is designed as a flexible space, but is particularly suited for organizational retreats and meetings. Its unique interior design and psychoacoustics facilitate communication and comfort, making it a perfect setting for contemplation, learning, and strategic planning. Beyond just the space itself, Purpl also provide the guidance and resources for reflection and engagement; our agenda-planning and facilitation services make retreats at Purpl a full and impactful experience.



In 2017, marketing guru Seth Godin held a 200 person retreat for Alt-MBA in our Sanctuary.

OUR CURRENT OFFERINGS: PURPL AT NIGHT

Creating a vibrant performance venue in downtown Hastings.

What you'll find at night:

At night, Purpl's Sanctuary comes alive with curated events to spark creativity. Our events range from professional performances to funky dance parties, Open Mic Nights to Live Band Karaoke, and even a Battle of the Teen Bands. Although we are stepping back from our Live Concert Series for now, music is still a major component of Purpl's founding and we plan to host many more inspirational live events for years to come.



In 2017, Purpl partnered with the Hudson River Museum for the ___ year in a row, curating their summer concert series!

2011-2017 AT A GLANCE



4 *biweekly
GELL
cohorts*

over **70**
open mic nights

100+ *workshops
offered*



5,000
reached by newsletter

42
blog posts



7 *years in
business*

52 *total
workspace
members*

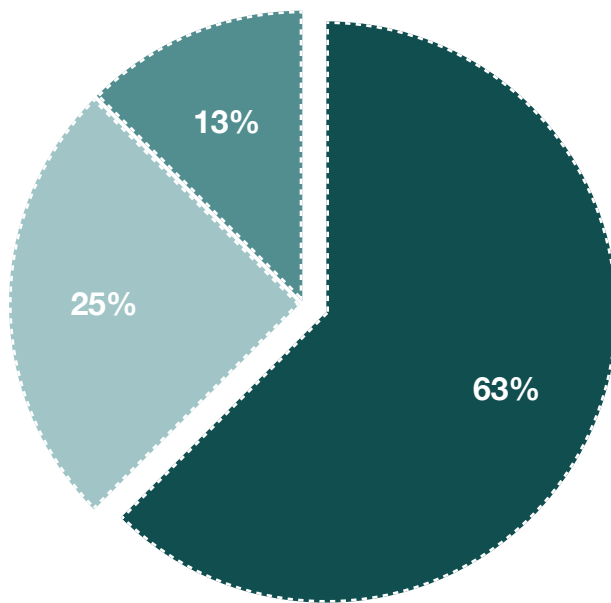


42 *live
concerts*

A CLOSER LOOK: OUR MEMBER MAKEUP

At Purpl, we've built a strong network of diverse professionals that each bring their own experience and expertise to the workspace community.

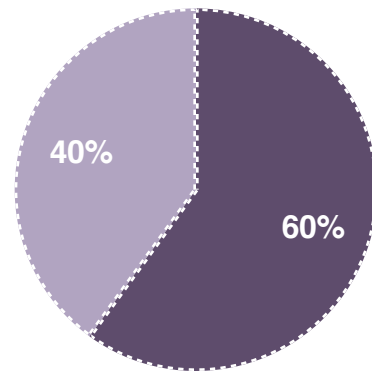
Purpl Members by Type



- Small Business Owner
- Independent Freelancer/Consultant
- Traditionally Employed



Of the 67% of members that own their own small business, over half are female-owned.



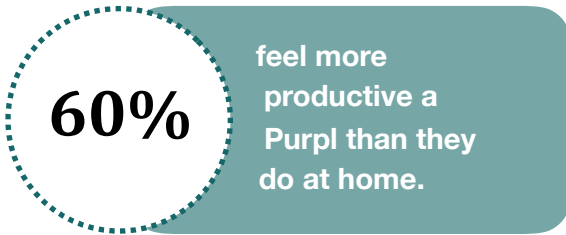
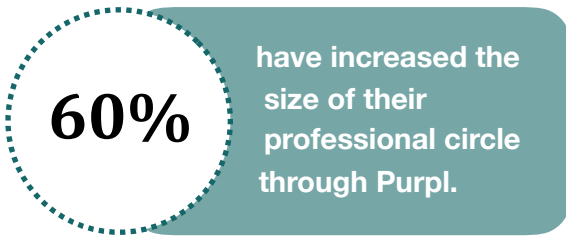
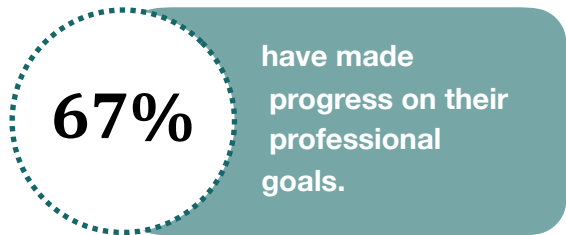
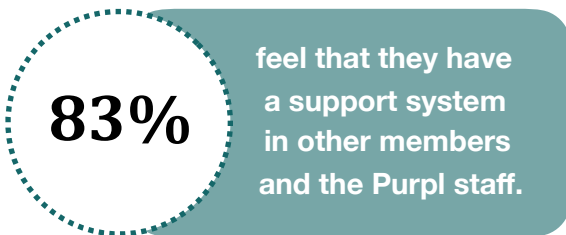
- Female-Owned Small Business
- Male-Owned Small Business

Our twenty-two active workspace members span an impressive and unique array of professions including photography, computer science, environmental consulting, writing, editing, law, marketing, numismatics, event planning, and non-profit strategy.

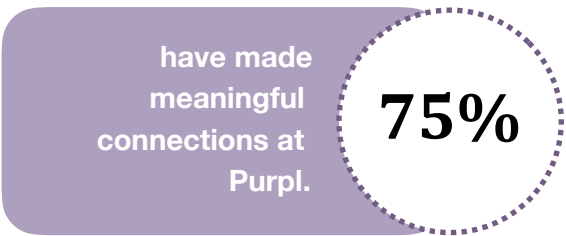
A CLOSER LOOK: OUR IMPACT ON MEMBERS

Here's what participants of our 2017 member survey had to say...

about Purpl's impact on them professionally:



about Purpl's social impact:



WHY DO MEMBERS CHOOSE TO BRING THEIR WORK TO PURPL?



It's cost effective. 100% of members report that the value of their membership meets or exceeds its cost.



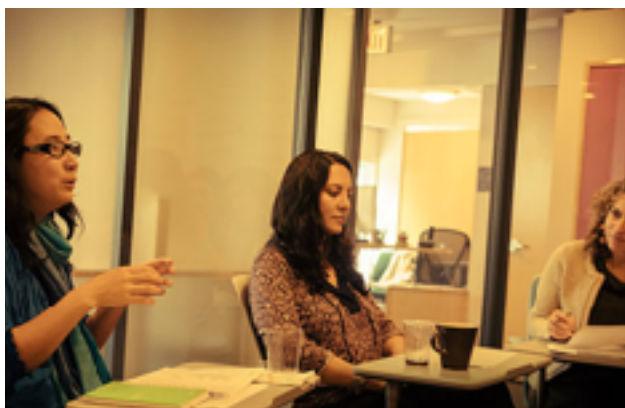
It energizes your work. 92% of respondents say that they can think clearly in Purpl's workspace.



It's comfortable and quiet. 83% of members enjoy the open concept of the workspace.



To separate home and work life. Our members enjoy having a dedicated space to get work done.



92% of members would recommend Purpl to a friend or professional contact.

DIGGING DEEPER: WHAT IS PURPL'S IMPACT ON THE COMMUNITY?

As the first coworking space in the area, Purpl continues to positively affect the Hastings and greater Westchester community.



68% of our survey participants feel that Purpl is an important part of the Hastings community. We are proud to have contributed to the revitalization of downtown Hastings and provide support to the arts and small businesses alike.

50% of our respondents bring non-members to Purpl for meetings or services, bringing potential business and exposure to the town of Hastings.



40% of respondents source external supplies or services from other businesses in Hastings or the Rivertowns, supporting local companies. Purpl itself also hires and patronizes other local business and organizations, as well as performers.

As the only regular local open mic venue in the Rivertowns, Purpl provides a supportive and vibrant opportunity for local performers to connect, express themselves, and gain exposure. Purpl also provides a versatile venue for unique community and private events that otherwise may not be held in Hastings.



Purpl maintains several community partnerships that facilitate collaboration and connection throughout the Rivertowns, including The Hudson River Museum, BrandTwist, RiverArts Studio and Music Tours, Vermillion, and Reggie Black.

DIGGING DEEPER: WHAT IS THE IMPACT OF OUR MUSIC PROGRAMMING?

Music event audiences rate their overall performance experience at Purpl as 9 out of 10.



The quality of our performers is consistently ranked as 9 out of 10



92% of audience members leave Purpl feeling excited and inspired after a show.



93% of attendees feel that Purpl offers a different concert experience than other venues.



Music event audiences rate their overall performance at Purpl as 8.9 out of 10.



“ FEEDBACK FROM OUR BATTLE OF THE TEEN BAND WINNERS AND JUDGES!

“Active Bird Community was formed in Hastings on Hudson in 2006 when we were all 6th graders at Farragut Middle School. As we got a bit older and played throughout high school, we had the wonderful opportunity to participate in the Battle of the Teen Bands in 2012. Winning the Battle was a rewarding experience in itself, but we also got to record with an award winning producer who happened to be judging the competition. Since then, we have recorded 2 length albums with a variety of producers and are working on a third with a record label we have recently partnered with. ABC has toured the country, been to Canada, played festival stages and had the privilege of making so many new fans and friends since 2012. Hopefully we can serve as an example of how something like the Battle of the Teen Bands is crucial to emerging artists - giving them a much needed stage to showcase their budding talents. Thank you!”

- Tom D'Agustino of Active Bird Community, 2012 Winner

"I think I can speak for all of us when I say we remember playing at Purpl's Battle of the Teen Bands 2013 fondly. We enjoyed the opportunity to get helpful feedback on our performance and network with other local artists. As the winners that year Adel granted us the opportunity to track an EP at Purpl. This was my first chance to work as a sound engineer in a professional environment. I feel it was a large milestone in becoming the person I am today.

- Josh Grovier of Primate House, 2013 Winner

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“The Battle of the Teen Bands is a wonderful night, in a wonderful place, with wonderful people. I'm still feel the impact of the confidence and resources I gained that night.”

- Annie DiRusso, 2015 Winner

"I would have to say that Purpl has been one of our most fun performances to this day. It was so rewarding to see that many people outside of our usual fanbase enjoy our music and watching us perform. We are also grateful to be given the opportunity to perform for music industry moguls and we have definitely taken their advice to heart with our performances and musicality. Their advice truly was a once-in-a-lifetime experience and we recognized how important it is to take heed to that advice. To date, we have performed many times at several venues like Bitter End in Manhattan, Revolution and Amityville Music Hall both in Long Island. We have had offers to perform at different venues around Brooklyn. We were also part of the summer lineup for Long Island's Jones Beach Bandshell. We have received offers to other venues... we just recently released our debit single and is now live on Spotify, iTunes and Apple Music.”

- Austin Sharpe, barely Know her, 2016 Winner

"I'm honored to have been asked to judge Purpl's Battle of the Teen Bands for the second year. The exceptional rising talent we have in Westchester County makes me excited for the future of music. It's only a matter of time until you turn on the radio and say 'I knew them when...'"

- Dina Klar, Radio Host, 107.1 The Peak





SEE WHAT PEOPLE ARE SAYING ABOUT PURPL!

“My experience at Purpl has surpassed my expectations. The member lunches, in particular, are absolutely invaluable.”

“It’s a wonderful resource to have in the Rivertowns.”

“Having a coworking space helped me feel like my business is legitimate.”

“What do [I] think others should know about Purpl? That it exists.”

“Great venue, great show, pleasant people.”

“It’s a great place to work and connect with other local people.”

“Check it out! You may be surprised what it can offer you and add to our life.”

“Can’t think of a better place at such a great price”.

“[People need to know] how completely awesome it is!”

“Well managed, affordable coworking space with good opportunities for learning and networking.”



“

“Really fun, intimate venue.
Hope to be back soon!”

“Incredibly affordable and
supportive.”

“It is a support system that
molds itself to whatever
your individual needs are.
Whether you use it for the
workspace and professional
community support, the
musical events or the
workshops, there is
something of value here for
everyone and oftentimes, as
in my case, all three are of
enormous benefit.”

"I think what you're doing is
awesome... It's an incredibly
friendly and supportive
environment."

“Purpl is a sanctuary for
work life.”

“It’s a wonderful environment,
a hidden gem for getting work
done.”

“It is so much more than a
shared workspace. The
energy, openness, support
system, and networking
makes it an experience as
well. “

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