



Eddie A. Perez
Mayor

THE ARTS MEANS JOBS IN HARTFORD
PHASE 2 OF ARTS STIMULUS: AN INVESTMENT IN JOB CREATION

---NEWS AND COMMUNITY RELEASE---

(April 27, 2010)--- Almost \$600,000 is on its way to 33 Hartford-based individual artists, small businesses, and non-profit organizations in the creative economy through Phase 2 of the Hartford Arts & Heritage Jobs Grant Program. Proposed by Mayor Eddie A. Perez, the City has partnered with the Greater Hartford Arts Council to utilize funding from the Federal Stimulus Community Development Block Grant Recovery Funds. The grants will build upon the Capital City's renowned reputation as an Arts Mecca by providing investment resources to smaller Arts and Heritage entrepreneurs in order to retain and create jobs and stimulate the City's overall economy.

The Phase 2 grants range from \$5,000 to \$25,000 and may be used for operational costs and equipment purchases. The creative economy consists of those who create, promote or distribute the arts, including, but not limited to: heritage and historical sites; performing arts; visual arts/photography; film, radio and TV; design and publishing; and art schools and services.

"This effort will continue the momentum that we created with the first round of stimulus dollars. That \$1 million in City money created and retained 185 employment opportunities and 80 additional opportunities for Hartford youth," said Mayor Eddie A. Perez. "Phase 2 will generate even more jobs in the City of Hartford. There's a ripple effect here. Neighborhood arts organizations expand their audience members and those audience impact dollars generate even more jobs at local restaurants and shops."

In fact, research shows the events of grant recipients attracted almost 145,000 attendees with almost 99,000 visiting from outside of Hartford. The "arts audience impact dollars" so far total \$3.1 million.

"This is a real public-private partnership, bringing together the creativity and good work of the City, area artists, nonprofit groups and businesses to create jobs and spur Hartford's economy," said Greater Hartford Arts Council Chief Executive Officer Kate Bolduc.

"It's exciting to see the range and quality of the projects proposed, and difficult to choose among them," said David Panagore, the City's Chief Operating Officer and Director of Development Services, who chaired the Hartford Arts & Heritage Jobs Grant Review Panel. "Our goal was to strike a balance between funding as many good projects as possible and making sure each grant amount was enough for that project to succeed."

A complete list of recipients is on www.hartford.gov. An 8-member grant review panel--- comprised of City and Arts Council representatives, judged each application on the direct and indirect economic impact, as well as factors such as management plan, artistic merit and community impact. Projects committed to hiring Hartford residents were given priority. At least 33 more job opportunities are expected to be created.