

NEW HAVEN CITY PLAN COMMISSION ADVISORY REPORT

RE: **PROJECT STOREFRONTS PROGRAM**, Authorization for Application to and Acceptance of "Arts Our Town" Grant (not to exceed \$100,000) from the National Endowment for the Arts to support the continued Program Expansion and Operation (Director of Cultural Affairs).

REPORT: 1452-07

ADVICE: Approval

BACKGROUND

Before the Board of Aldermen is a grant application to the National Endowment for the Arts from the Department of Cultural Affairs in an amount not to exceed \$100,000 to support the continued expansion and operation of Project Storefronts. This program was conceived by the Department of Cultural Affairs as a pilot program which matches individual artists possessing entrepreneurial spirit with property owners who have empty storefronts in order to help establish new innovative retail enterprises that enhance and expand the City's creative economy. The program was tested on six vacant storefronts in the Ninth Square area which have since come to life as successful businesses, and garnered an Arts award from the Arts Council of Greater New Haven for reenergizing the district.

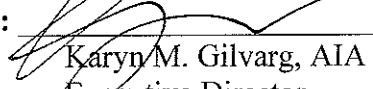
PLANNING CONSIDERATIONS

The Commission has long supported efforts in the past by the Department of Cultural Affairs, Economic Development Corporation and other such entities to reenergize neighborhoods, jump starting the economy and attracting customers to emerging neighborhoods by matching art with enterprise. The City's small business counselors in this case are meeting with property owners of vacant business properties to determine how the City can assist in connecting them with artists who can beautify and enliven a streetscape.

ADVICE

Such projects "contribute to the livability of New Haven communities and help them into lively, beautiful, and sustainable places with the arts at their core". Therefore the Commission supports the authorization to apply for and accept funding from the National Endowment for the Arts Our Town Program.

ADOPTED: May 18, 2011
Edward Mattison
Chair

ATTEST: 
Karyn M. Gilvarg, AIA
Executive Director