

# Economic Development: Division of Arts, Culture & Tourism

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<b>Positions:</b>	<b>GF- 2</b>	<b>CF- 0</b>
<b>General Fund Budget:</b>		\$
<b>Capital Fund Budget:</b>		\$
<b>Special fund Budget:</b>		\$131,000

## Legal Authority: None

### Department Name Change

Please note that the Department of Arts, Culture and Tourism was previous called the Department of Cultural Affairs. The name change occurred in 2011. The thought behind that change was to better reflect the activities of the office.

## Mission/Overview:

The mission of the Department of Arts, Culture and Tourism (DACT) is to improve the quality of life in New Haven and to support the economic development of the City by assisting, promoting and encouraging artists, arts and cultural organizations and events in New Haven. It also serves as the steward for the municipal collection of public art.

### New Haven Festivals (The Department's Non-Profit Organization)

DACT has a non-profit entity, New Haven Festivals Inc. (NHFI) that was created to simplify the payment process for events and festivals that the department is involved with. The General Fund moneys that the department receives are put into NHFI's bank account and payments are made from there. Accounting activities are managed by OED's accountant as well as a contracted NHFI accountant. The Executive Director is DACT's Director. NHFI has a board of directors (Listed on the Key Contacts page) that

meet quarterly. Additionally, there are 3 part-time staff members of NHFI who work on Project Storefronts activities. Please note that NFHI does not pay for city services or insurance.

The State's Department of Economic and Community Development provided DACT with grant funding via their Arts Catalyze Placemaking grant program in early 2013. The final grant report is due on February 28, 2013.

Cultural Affairs Commission meetings are scheduled for the second Monday of the month and are held in one of City Hall's meeting rooms which must be reserved.

Quarterly NHFI meetings are scheduled at the beginning of the year.

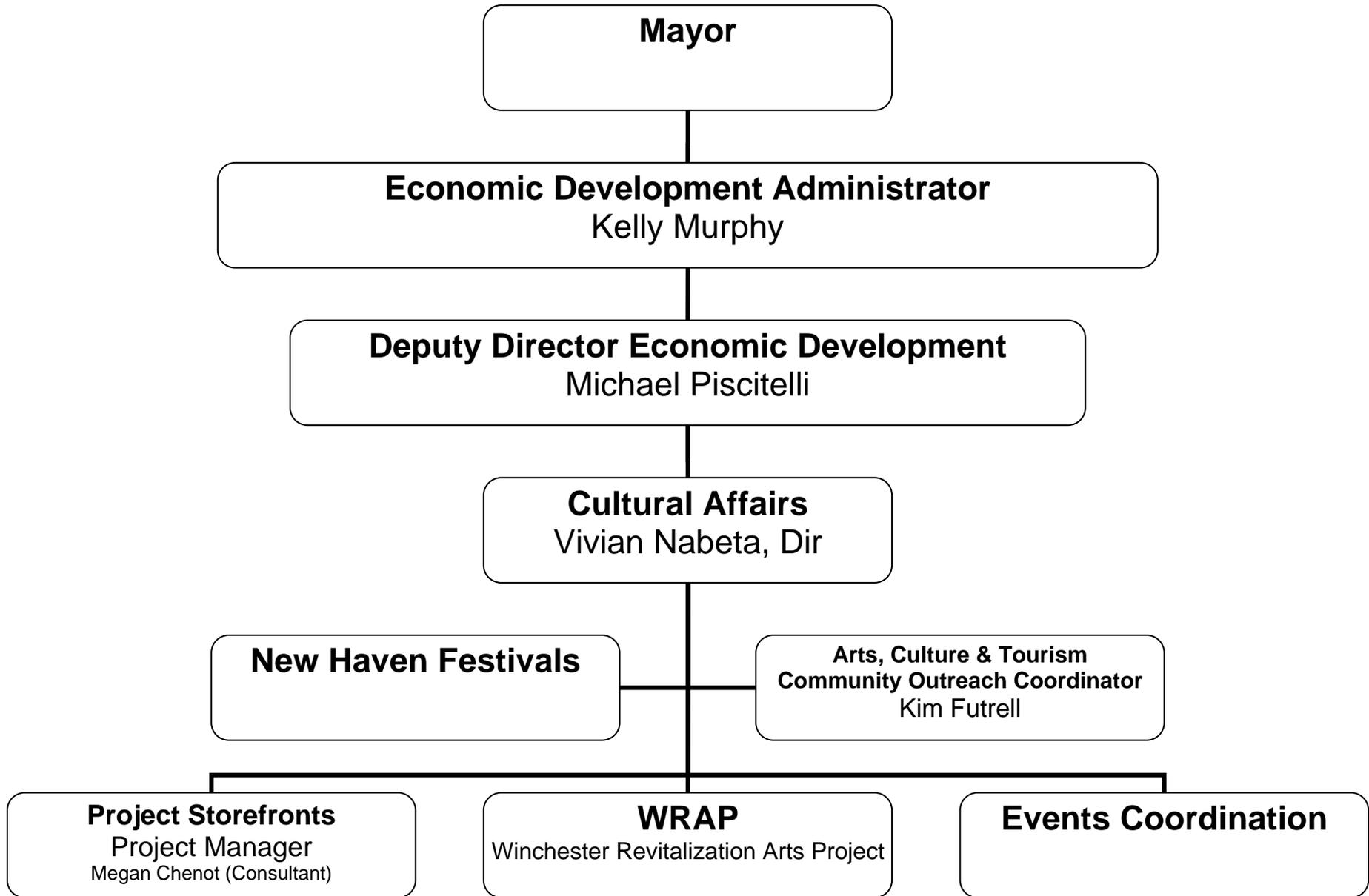
### **Attention Required by March 31st:**

Project Storefronts host monthly information session for individuals or groups that are interested in the program. Generally, these events are scheduled about 2 months ahead. Additionally, the recruitment of new entrepreneurs occurs year round.

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## Budget Summary:

Tree Lighting	\$15,000
Jazz Festival	\$5,000
Mayor's Community Arts Grants Program	\$30,870
Neighborhood Activities	\$15,000
Newhallville/Hill WRAP	\$20,000
Arena Tablets	\$10,000
Walking Tours	\$15,131
Project Storefronts	\$20,000
<b>TOTAL</b>	<b>\$131,000</b>
Positions tailed in EDA budget	

## **Summary of Open Items:**

Project Storefronts host monthly information session for individuals or groups that are interested in the program. Generally, these events are scheduled about 2 months ahead. Additionally, the recruitment of new entrepreneurs occurs year round.

WRAP's summer programming begins after the school year's end; dates for the summer of 2014 must be selected.

Holiday Tree Lighting on the Green planning generally begins in August. A meeting is scheduled with the Department of Arts, Culture and Tourism and the Department of Parks and Recreation since this event is an interdepartmental project.

## **Major Functions / Projects:**

DACT supports a wealth of neighborhood activities through the Mayor's Community Arts Grants Program, enhances municipal buildings and schools with public works of art through its Percent for Art Program, produces programs such as the arts/creative business incubation program Project Storefront and the neighborhood based arts initiative WRAP (Winchester Revitalization Arts Project). Additionally, DACT also produces or sponsors popular city events like the Holiday Tree Lighting on the Green, the New Haven Jazz Festival and LAMP (Light Artists Making Places).

Furthermore, DACT provides support to the film industry by assisting filmmakers in identifying possible locations within the city, negotiating and coordinating city services and other location needs and costs.

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The Department also has a support/advisory group called the Cultural Affairs Commission (Listed on the Key Contacts page). The members are New Haven residents who are knowledgeable about the city's arts and culture scene. They work with DACT to help promote the department's activities and advocate for them if need be. In order to become a member, one must submit an application to the Mayor's Office. Again, arts knowledge and experience is a requirement in order to be considered. Once an application is completed, it is then submitted to the Board of Alderman who have final approval. Approved members receive two year appointments. After two years, the Mayor can submit their name for reappointment via aldermanic approval.

### Mayor's Community Arts Grant Program (MCAGP)

The Mayor's Community Arts Grants Program provides financial, marketing and technical assistance for arts and cultural programs in New Haven neighborhoods. The goals of the program are:

1. To encourage the education of emerging artists;
2. To strengthen neighborhood cohesiveness through collaborative programs particularly aimed at families and youth; and
3. To promote and celebrate cultural awareness and diversity.

Grant amounts range from \$500 to \$1,500. These grants are often the only funding source for some of these organizations, some of whom do not qualify for larger grants due to a lack of official non-profit status. While the awards in many cases are modest, they provide some artists and organizations the opportunity to present, teach or practice their art in the city. Eligible activities include festivals, parades, exhibitions, murals/public art, children's activities, inter-generational programs, arts education, film, public performances, neighborhood collaborations and apprenticeships.

Through MCAGP, the City has been able to support a number of activities in New Haven's neighborhoods. Since the program's inception in 2000, it has provided almost a quarter of a million dollars in funding to approximately 250 organizations. Refer to the list of highlights below.

- Arte Inc. – Family Art & Culture Workshops
- Beulah Land Corporation, Back to School Fair
- Bregamos, summer theater workshops for teens
- Collective Consciousness Theater – Presenting a play written up and coming New Haven playwright, Aaron Jefferies
- Hill Youth Action Team – Video and film production training of teenagers
- Mary Wade Home – annual community parade
- Pequeñas Ligas Hispanas de New Haven, Inc. – monthly Puerto Rican Music Festival
- Solar Youth – theater production training for children
- West River Neighborhood Services Corporation - annual International Day of Peace

#### WRAP (Winchester Revitalization Art Project)

WRAP was created to activate one of the largest lots on Winchester Avenue in Newhallville. The neighborhood-based program seeks to engage residents in positive arts and cultural activities utilizing vacant city-owned lots and other community spaces in that neighborhood. The goals of WRAP are to leverage existing public and private economic efforts in the community; support community development through arts activation; and provide arts activities to an underserved community. Much of the funding for the first 3 years of WRAP came from EDA and LCI.

Currently, plans are underway to extend WRAP into the Hill. In September, DACT hosted a smaller version of WRAP in Trowbridge Square Park in order to introduce that neighborhood to the arts program.

We are seeking outside funding for both activities.

#### Project Storefronts (PS)

Project Storefronts is an award-winning program that brings fresh, innovative arts-related businesses to life in formerly vacant retail spaces in New Haven, by encouraging

artists and entrepreneurs to test the viability of art/creative inspired businesses. Project Storefronts provides access to empty storefronts as well as provide participants technical support network of business and creative professionals.

The goal of Project Storefronts is to support the city's creative community, by providing entrepreneurial minded artists with the space and resources needed to test the marketing viability of their business ideas. These entrepreneurs' endeavors are supported not only by DACT but also by the City's small business experts. Turning empty storefronts into active spaces helps drive foot traffic into underutilized areas, assisting adjacent and nearby businesses as well as marketing these formerly vacant spaces to potential long term tenants with the objective to get these spaces permanently rented and activated. Several businesses have been created out of PS and three out of the four homes of PS have been rented to new or expanded businesses.

### Holiday Tree Lighting on the Green

The Holiday Tree Lighting is an annual event that occurs on the first Thursday after Thanksgiving and is hosted by the Mayor, Santa and other special guests. There are performances by schools and community groups. Other family friendly activities are also available. DACT collaborates with the Department of Parks and Recreation. Each department has separate responsibility but both share promotional and financial duties.

Over the years the Holiday Tree Lighting has grown in popularity and attracts thousands of people to the city.

### LAMP (Light Arts Making Places)

LAMP was originally created as part of Project Storefronts and the Office of Economic Development focus of bringing vitality to 9<sup>th</sup> Square after many years of public and private investment which created the On9 brand in collaboration with Town Green.

LAMP is a collaboration of the local arts collective, 9 Arts and has ongoing technical and financial support of Project Storefronts and DACT. It is an annual event (2013 marks our third year) that attracts some of Connecticut's best artists. For one evening in October, the city's 9<sup>th</sup> Square is turned into an outdoor museum with featuring art installations and performances that use light. Over the past 3 years LAMP has gone from small festival to one that encompasses the majority of the 9<sup>th</sup> Square. The event is timed to help kick off the highly successful Citywide Open Studios. This is event is the only one of its kind in New England. The 2012 event attracted approximately, 4,000 visitors to the City. DACT provides some funding support through sponsorship, the procurement of city permits and serves as a liaison between LAMP organizers and the City.

## New Haven Jazz Festival

DACT sponsors the New Haven Jazz Festival annually in the amount of \$5000. Previously, the department ran the festival but due to staffing and budget cuts DACT was unable to continue. New Haven is home to many jazz enthusiasts and some of which decided to revive the Jazz Festival. DACT provides some funds in order to assist them financially with operations and marketing and we assist with permitting. In addition to the day long festival on the Green, they also host several pre-festival concerts at restaurants and clubs throughout the city driving more businesses to downtown. DACT and Jazz Haven work closely with Visit New Haven and Market New Haven to promote events leading up to the festival and the festival itself.

## Promotional/Resource Support and Partnerships

Additionally, DACT provides promotional support and staff resources to artists, arts organizations and other relevant individuals and organizations. Services provided include promotional support, the sharing of resources, hosting joint events, exchanging marketing materials, cross promoting events and activities, assisting organizations with procurement of City permits and liaising with other City departments. Below is a brief list of some of the organizations that DACT has worked with.

Amistad Committee, Inc.  
Arts Council of Greater New Haven  
Artspace  
Chatham Square Neighborhood Association  
Common Ground  
ConnCat (Connecticut Center for Art and Technology)  
Dixwell Children's Art Festival  
Fitweek  
The Hill Neighborhood Association  
International Festival of Arts and Ideas  
Market New Haven  
Neville's Fashion Design Studio  
New Haven Free Public Libraries  
New Haven Museum  
New Haven Preservation Trust  
New Haven Sister Cities  
Schooner Inc.  
Shubert Theater  
SWANA  
Town Green Special Services District  
Visit New Haven  
Young Audiences  
Youth Rights Media

## **Key Systems/Processes:**

DACT is always looking for grant funding or sponsorships to support our largest programs WRAP (Winchester Revitalization Art Program) and Project Storefronts and other opportunities that would support art and cultural activities across the city. The search for funding occurs year round.

NHFI has its own invoicing and payment system administered by OED's accountant. Checks exceeding \$1,600 must be signed by NHFI's Board President.

## **System Deficiencies/Attention Required:**

### Attention Required:

DACT is always looking for grant funding or sponsorships to support our largest programs WRAP (Winchester Revitalization Art Program) and Project Storefronts.

### Deficiency:

DACT has a very modest budget compared to other cities New Haven's size. Given that the arts and creative economy is such an important part of what New Haven a great place and the economy, with a modest increase in funding so much more could be done to promote the arts across the city.

Director of Arts, Culture and Tourism's Board Affiliations and Memberships:

Arts Council of Greater New Haven, Member of the Board of Directors  
New Haven Museum, Member of the Board of Directors  
Greater New Haven Sports Council, Committee Member  
Arts Industry Coalition, Committee Member

Community Outreach Coordinator Board Affiliations:

Common Ground, Member of the Board of Director