

City of Holyoke Creative Economy Industries Coordinator (CEIC)

Summary of Monetary Benefits

CEIC MONETARY IMPACT THROUGH DIRECT COORDINATION

\$75,000	Adams Arts Grant for HCAC for FY 14 & FY 15 - To make center an engine for economic development
\$30,000	Holyoke "Points of View" Spring 2013 Event - Sponsorships and Libeling Gala sales for HPL
\$30,000	Holyoke Creative Arts Center (HCAC) Donations
\$7,800	Holiday Holyoke 2013 & 2014 Pop Up Retail Shop revenue
\$6,000	Annual Savings to City-funded HCAC rent
\$5,500	Stained Glass Video for crowd sourcing campaign - in kind donation
\$4,500	Deposit - Pop Up Restaurant revenue
\$3,700	Creature Crawl/Monster Ball - Cash and in-kind Donations
\$1,800	Plug Into the Creative Valley Events - arrange sponsors and location each time in Holyoke
\$250	Art at Work Events - arranged in-kind catering donations
\$150	Amherst College Speaking Stipend – Towards City of Holyoke
\$164,700	TOTAL DIRECT

OTHER GRANT AWARD AND/OR PROJECT INVOLVEMENT

\$250,000	Working Cities Grant - SPARK - social venture accelerator based on Adams Art Grant
\$65,000	Stained Glass Windows Funding - Mass Historic Grant - Assistance with grant submission
\$20,000	Mosher Art project - Pedestrian Overpass - Criteria for artwork selection and recruitment
\$16,000	CODE Service Program management - 4 development sites assisted
\$4,000	Creative Economy in Holyoke Interviews and Analysis - Study design, supervision and writing
\$2,200	HARP project advising - HLCC Grant (\$1,200) and CDBG funding (\$1,000 for dumpsters)
\$500	Board of Health Poster Grant - paid artist
\$357,700	TOTAL INDIRECT

Project Summary List

Adams Arts Grant – Conceived, wrote and received \$75,000 grant from Massachusetts Cultural Council to introduce Creative Industries Training and Business Development Resources to the Holyoke Creative Arts Center in collaboration with the Chamber of Commerce, HCC, local artists and businesses. Program is under development and will introduce workshops during the Fall of 2014.

CODE Services Program – Administered the program funded by MCC Artists Link Grant to do Change of Occupancy Development Evaluations. Worked with Building, Fire, Law and Planning departments to established program parameters, drafted RFP to

hire Architect on retainer. Created Property Owner Application, and promoted program online and in media. Reviewed submitted applications. Inspected selected sites with Architect. Distributed and reviewed the final four reports with property owners, indicating the building and safety code improvements needed for desired developments in their properties.

Creative Industries Study – As part of the Artist Link Grant: Established the scope of the study. Hired and supervised summer employees who conducted interviews, assembled and analyzed data,, drafted the report.

Holyoke Points of View Events - Coordinated/co-produced a series of Art and Cultural Events into one branded festivity in April 2013 Reached out to art community and assembled information from all events happening in April for webpage and printed program. Among them:

- Helped organize campaign for sponsors and to sell **Liebling Gala** Tickets for Libray fundraiser (\$30,000 fundraising total).
- Worked with **REACH** organizers to select locations for installations and get permissions.
- Assisted Brendan Ceiko with permitting and logistics for **Deposit Pop up Restaurant**.
- Assisted Jeff Bynes and Holyoke History room to show work at **Wauregan pop up gallery**.
- Linked MiFA and Porterhouse Media to produce a short montage **on Holyoke Silent Film Stars**.
- Promoted all events on social media, in press releases and on radio.

Holyoke Creative Arts Center – Led effort to begin turn-around of the century-old institution in Holyoke, which is maintained with heavy City monetary support. Among the accomplishments to date are:

- Successfully **increased board leadership capacity** with new members.
- Initiated the Center's move to downtown location to **save the City \$6,000 a year** in rent and align the center with other neighboring creative venues
- Rallied volunteers and over **\$30,000 in donations** to make the move possible.
- **Updated operational and communication systems** (New online Point-of Sale and registration system, new web site, increased social media presences, revived the newsletter and email blasts).
- Re-introducing HCAC to the community as a key arts organization in the City with fundraising events like the **Holyoke Arts Bazaar**.

Holiday Holyoke Pop Up 2012 & 2013 – Introduced organizers and assisted in establishing operational procedures, petitioning artists to participate, location selection and permitting, graphic design and marketing. Arranged for fiscal agents and sponsors. Generated a combined \$8,000 of revenue for local artists.

Mosher Street Call for Art – Researched how to accomplish and who’s permission was needed to install art on the bridge. Drafted criteria for artwork selection in Call for Art / RFP. Assembled selection committee. Working with DPW to implement.

Art in Public Spaces – Researched how other Cities implement public art. Created a waiver/application for Artwork to be displayed in Public Spaces. Working with Local Culture Council and DPW to create selection process and review criteria.

Business Development Workshops & Resource Panels – Assemble quarterly meetings at the MGHPCC with EDC of Western Mass and the State Creative Industries Director. Meet with creative business, entrepreneurs and individual artists to discuss their barriers to growth, link them to resources and strategize on solutions. Over 50 creative entrepreneurs served thus far.

Western Mass Creative Economy Network – Representing Holyoke as a collaborating partner in the recently designated Western Mass Creative Economy Network. Developing a regional framework on which Creative Sector can depend on for links, referrals and resources. The Network started its creation in Holyoke through efforts led by the Creative Economy Director for the state, the City Creative Economy Coordinator and the Western Mass EDC.

Plug Into the Creative Valley – Facilitate location donors and interested sponsors when event comes to Holyoke. Network with local Creatives at Holyoke Plug Ins as well as the events in other cities to make them aware of physical or business opportunities in Holyoke. Promote in person and on social media.

MiFA / Victory Theater – Collaborate with MiFA on many cultural events. Drafted RFP to hire pre-development manager for restoration of the Victory Theatre. Assist MiFA to help find performance spaces, reserve City Hall Auditorium and War Memorial. Consult on effective social media marketing.

Passport Holyoke – Attend monthly meetings and encouraged creation of individual membership level for citizens who’d like to organize events via Passport – i.e. “Winter Carnival” and “Noche de San Juan”. Assisting with the planning, branding and marketing of the new manifestation of “Discover Holyoke Day” - as well as coordinating efforts for the events with City Departments.

Local Cultural Council – Assist the LCC with request to identify and recruit interested active members. Inform and assist artist with LCC grant application process and provide letters of support.

Stained Glass Window Effort – Assistance with Mass Historic grant submission, convened City Hall Restoration Committee, photographed windows for multiple uses, produced a crowd sourcing video, applied for HLCC grant to form 501(c)3 – the Friends of City Hall.

Monster Ball / Creature Crawl / Afterlife Party – Working with MiFA and HLCC, chaired committee to organize Halloween events. Arranged for Mount Holyoke College symphony concert in City Hall Auditorium. Organized amusements and artists along the Creature Crawl, a growing annual event at Heritage Park. Fundraised to pay for band's transportation and to hire the Artists.

Art at Work – Assisted organizers in planning events, inviting participants, and soliciting sponsors.

Holyoke Alleyway Reclamation Project (HARP) – assisted organizers in identifying an alleyway, its abutters and Holyoke organization to get involved. Assisted with grant resource identification and strategies for application. Attended Design Charrettes and Concepts Presentation.

Chamber of Commerce & Tourism Committee – work with Chamber to help creative entrepreneurs and artists realize value benefits of membership. Working with Chamber to develop a Tourism Committee to make Holyoke a more attractive regional destination.

Film and Photo Production in Holyoke – Initiated working relationship with Berkshire Film and Media Collaborative and the MA Film Office – submitted location photos for their website. Identify and help secure public and private locations for film producers and photographers. Act as a liaison between City Depts. and artists. Provide information on local resources and potential crew. Two short films shot in Holyoke in 2013 and a handful of photography shoot sessions.

Pioneer Valley Innovation Nights (PINS) – working with Anna Kleeburg to bring the Mass Innovation Nights franchise to the Pioneer Valley.

Board of Health Poster – Worked with BOH to help solve trash issue in some apartment buildings using creative marketing. Suggested working with local artist on DIVEDCO style poster, a widely recognized artistic style used for decades in Puerto Rico for public education and public service announcement campaigns. Linked BOH to the artist leading to paid work.

Resource Lists – researched, created and shared information upon request – i.e. Key Government Contacts, Sponsor/donor lists, Holyoke spaces, downtown spaces, Local Film Production Resources, Business Development Resources, Holyoke Businesses, Holyoke Artists and Creative Businesses, Media Contacts, Holyoke Restaurants & Caterers. Lodging in Holyoke.

Stakeholder Access / Engagement / Referrals – here are just a few examples of listening to the ideas coming from the community and offering next steps, helping with marketing, branding and promoting events, helping to identify locations and funding opportunities, writing letters of support, connecting people, referring people to resources, coaching and strategizing on business development, art projects, and events; sharing tips, techniques and technology solutions.

- **Gateway City Arts** – Vitek Krupta & Lori Divine: refer customers, possible tenants and promote events
- **Paper City Studios** - Bruce Fowler & Nancy Sachs: refer customers, possible tenants and promote events
- **The Wauregan** – Scott Reilly: refer possible tenants
- **Open Square** - refer customers, possible tenants and promote events
- **The Baustein Building** – Dirk & Susannah Auferoth: assisted with permitting and planning for upcoming Brew Fest. Refer possible tenants.
- **Tactical Urbanism /Creative Placemaking & Collaborative Innovation Design Seminars** - Lisa Hoag: speak at events, marketing and business development consulting and help promote events
- **Alchemy Fair** - Malea Rhodes: referred to Gateway City, consulted on sponsorship and marketing strategies. Provided lists of local artists and businesses. Encouraged and coached to press on despite early set backs.
- **Permaculture Class** - Megan Barber & Jonathan Bates: assisted in finding location, promoted class registration and subsequent events
- **Riverscape Sculpture** – Lee Hutt: working with Planning, DPW, MGHPCC and the artist to finalize installation of public sculpture.
- **Fire Box Art Project** - Dean Nimmer & Janet Stupak: meet to discuss neighborhood Art Project and organized meetings with Fire Dept staff.
- **South Holyoke Art Project** - Katy Moonan: helped identify possible projects, locations and partners/sponsors for guerilla style community art projects on Main Street.
- **Brick** – Mike Stone – consulting on development of space and hosting Pop ups as well as collaborating with HCAC
- **Puerto Rican Cultural Council** –secure locations for concerts and promote events
- **Mike Karmody** – consulted on bid for municipal park signs
- **Adam Mulcahy** – Sculptures display in City Hall Annex Lobby as test case for use of Public Art Waiver.

- **Kamil Peters** – keep informed on meetings, workshops, etc. regarding Creative Economy and development of makerspace
- **Walter Gonet & Tyler Giess** – consulting on Film/Photo Co-op idea
- **Knoxworks** - Mark & Mary Knox- invited to Creative Business workshop and periodically consult on their development.
- **Jeffrey Brynes** – Consulting on documentary about Creative Economy in Holyoke.
- **The Mad Tatters** – Jill Adkins & Melissa Moriarty - business development coaching on their concept for a framing / furniture shop.
- **Winter Carnival** – assistance in arranging locations, consulted on fundraising and potential sponsors, helped arrange transport for residents of South Holyoke to participate in the winter parade.
- **Hart Mill Photos** – coordinated with photographers, Fire Dept., DPW and Historical Commission to have photographs taken of the property.
- **Elaine Bourhan** – JMX Band: a musician looking to get more involved with the community introduced to Passport's planning group - now on Music/Events Committee.
- **James Baldwin: "The Price of a Ticket" Screening** – Karen Thorsen: recommended screenings and panels would be a good fit for Holyoke, provided contact info and introductions to local organizations likely to get involved, wrote several letters of support. Plan to help organize screenings, market events and find speakers for discussion panels..
- **CRUSH Block Party 2013** – Assisted in logistics of event which required City coordination.
- **Fitchburg Dignitaries** – Provided a tour of downtown Holyoke to a group Fitchburg community organizers, including their Mayor, curious about Holyoke's developing creative economy, pop up shops and entertainment venues.