

CULTURAL COUNCIL NEWS

Creative Corridor Initiative Earns Grant from the Community Foundation for Palm Beach and Martin Counties



The Lake Worth Community Redevelopment Agency and the Cultural Council of Palm Beach County were awarded \$165,000 from The Community Foundation for Palm Beach and Martin Counties to help support the new Creative Corridor Initiative. The initiative is a planning project with the goal of transforming vacant storefronts and buildings into arts-related businesses.

The plan will contribute to the overall economic vitality of the city. Vacant and underutilized properties will be occupied and additional jobs will be created. More artists, businesses and visitors will be attracted to Lake Worth.

"The Cultural Council is committed to the community of Lake Worth," said Rena Blades, president and CEO of the Cultural Council of Palm Beach County. "It's especially gratifying that, as part of the Council's mission to serve Palm Beach County's artists and communities, we are able to create this transformative project right in our own neighborhood of Lake Worth, where our headquarters and public gallery are located."

The funding will allow the Cultural Council and the CRA to engage a planning consultant who will produce a comprehensive arts district plan for Lake Worth. A marketing strategy will be developed to attract and promote area artists. The initiative will also provide technical assistance for start-ups or businesses seeking to relocate or expand.

"We believe that this program -- in addition to the CRA's small business loan and technical assistance programs -- will revitalize both Lake and Lucerne Avenues, create opportunities for small businesses and increase property values," said Joan Oliva, executive director of the CRA.

The Creative Corridor Initiative, a three-year project, will soon be underway. For more information, visit LakeWorthCRA.org or call (561) 493-2550.