



FOR IMMEDIATE RELEASE

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EXPLORE GWINNETT LAUNCHES GWINNETT CREATIVITY FUND

First-time arts grants program leaders gear up to distribute grants to local arts groups

(GWINNETT COUNTY, GA) – Explore Gwinnett is pleased to announce the launch of the Gwinnett Creativity Fund (GCF), a first-time arts grant program to support qualified, Gwinnett County based non-profit arts organizations. The Gwinnett Creativity Fund will provide both operating grants and project grants.

“This grant program has been in the works for quite a while and this is an ideal time to launch,” says Lisa Anders, Explore Gwinnett executive director. “Arts organizations are hurting just like every other industry. This much-needed grant will give arts organizations a small infusion of capital to continue their arts-focused mission or to start a new, exciting project which positively serves both residents and visitors.”

Gwinnett Creativity Fund goals are to allow non-profit arts organizations to grow and evolve, provide programmatic and educational opportunities, engage underserved audiences and enhance Gwinnett’s economic development and cultural landscape.

“Explore Gwinnett has been a long-time supporter of local arts organizations through initiatives including Artober, arts tourism marketing, arts marketing grants and event promotion,” Says Anders. “We are honored to lead this effort, but it couldn’t have happened without the collaboration and financial support of Gwinnett County, who is our partner in this initiative.”

ABOUT GWINNETT CREATIVITY FUND OPERATING GRANTS

General operating grants provide funding to help support an organization as it pursues its mission. General operating grant funds will be awarded to organizations based on budget and awards will range from \$2,500 to \$10,000.

The grant application period is May 11th – May 22nd. Applicants will be notified of funding decisions on June 1st.

ABOUT GWINNETT CREATIVITY FUND PROJECT GRANTS

Project grants may be one-time events, such as a festival or exhibit, or a series of events, such as a roster of classes or a series of productions.

The grant application period is June 10th – July 15th. Applicants will be notified of funding decisions at the end of August.

More details can be found at GwinnettCreativityFund.com.

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ABOUT EXPLORE GWINNETT

Explore Gwinnett, the marketing brand for the Gwinnett Convention and Visitors Bureau (GCVB), is Gwinnett County's official tourism and film organization and is dedicated to strengthening Gwinnett County's economy by marketing the county as a destination for conventions, sporting events, meetings and leisure travel through sales, marketing and promotion. Explore Gwinnett also houses the Gwinnett Sports Commission, Gwinnett Film Office and the GCVB Board of Directors also oversees the operations and management of Infinite Energy Center.

ABOUT GWINNETT CREATIVITY FUND

Gwinnett Creativity Fund is a pilot program for arts grants in Gwinnett County, Georgia. Gwinnett County and Explore Gwinnett recognize the inherent value of the arts to a community's success and seeks to increase our profile as a cultural, inclusive destination where the arts educate, elevate, and inspire. For 2020, the GCF operations grant has been designed to provide an element of support for arts organizations that have felt the impact of the COVID-19 crisis and have begun charting a course to emerge stronger. The 2020 project grant will support both small and large arts initiatives by helping them to develop, grow or evolve. This grant program is funded by Gwinnett County and administered by Explore Gwinnett.