INVEST ATLANTA
creATL Relief Fund (CRF) Fact Sheet

PURPOSE: The purpose of the creATL Relief Fund (CRF) is to facilitate private philanthropic grants, through a partnership with a 501c3 organization, to the independent creative industry workforce engaged in creative industries and entertainment as a means of addressing the negative economic impact of the measures taken to control the novel COVID-19 virus in the U.S., Georgia, and particularly in the City of Atlanta.

SUPPORTING FACTS: The independent creative industry workforce is a vital part of Atlanta’s economy.

- Atlanta is the No. 2 city in the nation when it comes to people finding work in the "gig economy".

- All net employment growth in the U.S. economy from 2005 - 2015 appears to have occurred in alternative work arrangements.

In Georgia, creative industries represent 12,768 businesses, employing a total of 199,921 people, who earn annual wages totaling more than $8 billion, and generate almost $29 billion in annual revenue.

ECONOMIC BENEFITS:

➢ Ensures the sustainability of creative industry professionals’ loss of and income and jobs in the City of Atlanta in the wake of a disaster

➢ Addresses the lack of working capital and cashflows as a result of project cancellations, shortage of gigs, etc.

➢ Ensure the livelihood of the independent creative industry workforce in the impacted creative community

GRANT AMOUNT: $1,000 per approved applicant.

*Applications will be reviewed at the end of the application period. Grant funds will be awarded in accordance with a lottery system.

STRUCTURE: Direct grant to approved applicants.

ELIGIBLE APPLICANTS: CRF Grant if he/she is:

➢ A resident of the City for at least the last 6 months;

The independent creative industry workforce including Film, Television, Media, Music, eSports, and Digital Entertainment individuals living and operating within the City of Atlanta.
➢ Ineligible for unemployment benefits from a current or former employer;
➢ Able to establish a history of freelance or “gig” work in the creative or entertainment industry in metropolitan Atlanta;
➢ Able to establish a loss of job opportunities, contracts, freelance or other work in the creative or entertainment industry as a result of the COVID-19 virus;
➢ Demonstrate a financial need to meet immediate monetary needs, i.e. food, rent or mortgage, utilities, medical expenses, transportation costs, or other essential financial obligations, caused by the economic impact of COVID-19.

**ELIGIBLE USES:**

The grant may be applied to essential financial obligations such as food, housing, utilities, medical expenses, & transportation costs.