

## 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.