



creATL Relief Fund

This document provides an overview of the creATL Relief Fund and answers frequently asked questions.

What is the creATL Relief Fund (CRF)?

The CRF is a new program started in Atlanta by the Mayor's Office of Film and Entertainment and Invest Atlanta in partnership with City National Bank that provides direct grants to independent creative industry workers to help address lost income as a result of the COVID-19 virus.

Who qualifies for the CRF?

An individual in the independent creative industry workforce, including, but not limited to, Film, Television, Media, Music, eSports, Digital Entertainment, Performance and Visual Arts, who is living and operating within the city of Atlanta. Qualified applicants must have a history of freelance or "gig" work in the creative industry and be able to show a loss of job opportunities, contracts, freelance or other work as a result of the COVID-19 pandemic.

How do you apply?

Instructions on how to apply will be posted at www.investatlanta.com/creATL. With your application, you must provide a variety of documentation to prove your eligibility for the program. This includes, but is not limited to, proof of residence, employment in the creative industry, and a loss of income and ability to work due cancellation or reduction of contracts or freelance projects. Applications will be reviewed at the end of the application period. Grant funds will be awarded in accordance with a lottery system. Incomplete applications will not be reviewed and will not be given consideration.

Why do I have to be a city of Atlanta resident to apply?

Invest Atlanta is the City of Atlanta's economic development agency and works within the city of Atlanta jurisdiction; as such, we provide support to residents of the city of Atlanta.

How much money can an applicant receive?

Grant amounts are \$1,000 per approved applicant. In exchange, the grantee will use his/her best efforts to complete at least twelve (12) hours of community service with a 501(c)(3) organization physically located within the city of Atlanta to be evidenced by verification provided on organizational letterhead.

Is there a fee to apply?

No.

Why was the CRF established?

The independent creative industry workforce is a vital part of Atlanta's economy. Atlanta is ranked second in the nation when it comes to people finding work in the "gig economy." In Georgia, creative industries represent 12,768 businesses and employ a total of 199,921 people. Annual wages total more than \$8 billion and generate almost \$29 billion in annual revenue.

Who are the partners in the program?

The initial partners in the program include the Mayor's Office of Film and Entertainment, Mayor's Office of Cultural Affairs, City of Atlanta Department of Planning, Invest Atlanta, City National Bank, and United Way of Greater Atlanta.

How can organizations or individuals donate to the fund?

We are continuing to accept donations for the CRF. If you or your organization is interested in donating, you can do so through the link that follows.

Donate: <https://secure.givelively.org/donate/united-way-of-greater-atlanta-inc/creat>

If you have any questions, feel free to contact Sheoyki Jones at sajones@investatlanta.com.

Can an individual receive multiple grants?

Not at this time.

Are there other resources available to creatives?

The recent CARES (Coronavirus Aid, Relief, and Economic Security) ACT expands unemployment insurance benefits to cover self-employed freelancers and gig workers. Visit <https://dol.georgia.gov/gdol-covid-19-information> for more information on how to apply.

Other organizations have also established resources to support creative industries during the COVID-19 pandemic. Links to information are available on Invest Atlanta's COVID-19 Resources page: <https://www.investatlanta.com/covid-19-resources>.