

Yale University President's Public Service Fellowship

Proposal for Fellowship Placement • Summer 2017

- Organization:
City of New Haven Department of Arts, Culture & Tourism
 - Full street address of organization:
165 Church Street, New Haven, CT 06510
 - Website:
www.cityofnewhaven.com/artsculturetourism
 - Name and title of the Direct Supervisor (*please note: the Direct Supervisor must be available to supervise Fellow on a daily basis*):
 - Phone number and e-mail address of Direct Supervisor:
Andrew Wolf awolf@newhavenct.gov
 - Placement dates (*8-11 weeks between Tuesday, May 30 and Friday, August 11, 2017*):
May 30 – August 11, 2017
 - Are placement dates flexible? If so, please describe:
Yes.
 - Hours of the program (*placements should be equivalent to full-time*):
9am-5pm and occasional evenings or Saturday
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Placement Description

- **Organization description (*Mission statement, population served. 150 words or less.*):** The mission of the Department of Arts, Culture and Tourism is to improve the quality of life in New Haven and to support the economic development of the City by assisting, promoting and encouraging artists, arts and cultural organizations and events in New Haven. It also serves as the steward for the municipal collection of public art.

The Department of Arts, Culture and Tourism:

1. Supports a wealth of neighborhood activities through the Mayor's Community Arts Grants Program
2. Enhances municipal buildings and schools with public works of art through its Percent for Art Program
3. Produces community events such as the Holiday Tree Lighting on the Green

Additionally, the Department of Arts, Culture and Tourism provides support to the film industry by assisting filmmakers in identifying possible locations within the city, negotiating and coordinating city services and other location needs and costs.

The major departmental programs are:

Project Storefronts is an award-winning program created by the City of New Haven's Department of Arts, Culture and Tourism and the Economic Development Corporation that brings fresh, innovative arts-related businesses to life in formerly empty retail spaces around New Haven. Conceived as a way to energize some of New Haven's less active commercial areas while enhancing the city's standing as the "Creative Capital of Connecticut." Project Storefronts works with "creative entrepreneurs" to transform vacant storefronts into places that attract shoppers and potential tenants while increasing area foot traffic.

Mayor's Community Arts Grant Program: The Mayor's Community Arts Grants Program supports the community by providing financial, marketing and technical assistance for arts and cultural related programs, projects and events which occur in New Haven neighborhoods. The goals of the program are:

1. to encourage the education of emerging artists;
2. to strengthen neighborhood cohesiveness through collaborative programs particularly aimed at families and youth;
3. to promote and celebrate cultural awareness and diversity.

In 2015, the City's Percent for Art Program will host a series of meetings to select an artwork for the future Dr. Reginald Mayo Early Childhood School. Additionally, the department may coordinate/assist various community events.

- Please write a 1-2 sentence summary of the work that the Fellow would be conducting (50 words or less. This will be used as your agency's project description summary on the PPSF website, so please be succinct):
- Please write a complete description of the specific project you propose and list the duties/outcomes expected of the Fellow. (Suggested length: one to two pages.)
- Specific skills/experience required for the project (Please list):
 - Computer skills, especially use of the web and social media to promote the individual projects and the program overall
 - Ability to work well with a broad cross-section of people in general, from to artists and arts organizations to city residents
 - Follow up and tracking of project details
 - Previous event planning or event coordination, a plus
 - Must be able to work individually and as a member of a team
 - Open to learning new things
 - Some familiarity with the city or willingness to learn about New Haven
 - Fellow should be organized and able to meet deadlines
- Additional requirements (e.g. a car or weekend working hours). If a car is required, please include information regarding parking arrangements and mileage reimbursement):
 - Evening & weekend hours are possible on occasion
 - Fellow should have access to reliable transportation.
- Briefly describe the work that Yale PPSF Fellows have done with your agency in the past and present. If you have not worked with Yale Fellows, please describe any work that Yale students have done with your agency.

Fellows would work on the following projects (see above for project descriptions): Mayor's Community Arts Grants Program. Additional opportunities include summer event programming (both in the neighborhoods and downtown). Duties and responsibilities include:

- Assisting in the planning and coordination of events
 - Promoting programs as well as creating new strategies to increase engagement and attendance
 - Assisting the recruitment of program participants
 - Maintaining lists of all activities/events and number of attendees
 - Preparing marketing/promotional/informational material
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- Liaising with event/program stakeholders
- Distributing promotional materials
- Create new/maintain existing relationships with interested parties
- Develop a strategies to increase youth (college student) engagement

This fellowship offers the PPSF the opportunity to learn about the City's arts and creative community, develop critical program development and program management skills as well as teach him/her how the arts can be used to grow community and economies.

