



# Cultural Industry Investment Fund

## News and Information

January 6, 2011

When in doubt,  
twirl.  
Ted Shawn

An artist must  
be free to  
choose what he  
does, certainly,  
but he must  
also never be  
afraid to do  
what he might  
choose.  
Langston Hughes

What key  
are you  
struggling' in?  
Fats Waller

### Cultural Tourism in Upper Manhattan

Attracting diverse audiences from afar can represent a substantial revenue generation stream for an arts community. However, a successful effort requires collaboration, planning, and funding. Some resources for cultural tourism are [NYC & Co.](#), the [Arts & Business Council of New York](#), and [Manhattan Borough President Scott Stringer's](#) grant program. UMEZ was proud to have supported the [El Barrio Today Arts Cluster](#) project in East Harlem.



### The National Jazz Museum in Harlem Receives UMEZ Grant

UMEZ is happy to announce that the National Jazz Museum in Harlem has been awarded a \$600,000 two-year grant. The grant will be used to build the organization's staffing capacity and infrastructure in preparation for their move to MART 125. The UMEZ grant will create seven new positions and leverage over \$850,000 in additional support.

### "And Another Fifty Million People Just Got Off of the Plane"

Michael Idov reports on tourism to NYC in New York Magazine (11/27/11). Among the fascinating items in his account are the following.

This year, barring some unexpected hiccup over the next few weeks, New York will have played host to 50 million tourists. In 2010, the city welcomed 39 million domestic tourists, compared with 9.7 million international travelers, and behaviorally, the two groups couldn't be more different. Americans, the majority of whom pour into the city through the East Coast "Amtrak corridor," stay an average of 2.7 nights and spend an average of \$432 while they're here. The internationals, by comparison, stay 7.3 days and spend an average of \$1,700. Australians are the most likely to attend a sporting event, go dancing, shop, buy tickets to a concert or a play. The French are the likeliest to attend an art gallery or a museum. It is an open secret among New York's jazz community that Harlem's jazz clubs are all but subsidized by older Japanese men. [Click here for full article](#)



### Graffiti

The most urban of art forms has inspired countless media reports over the years. The following is a retrospective.

[The Origin of Spray Paint](#)

[Vandals Sully an Ode to East Harlem](#)

[Ask a Graffiti Artist: Lee Quiñones](#)

### Corporate Sponsorships

Many cultural organizations in the Zone have corporate sponsorships. Unlike grants, sponsorships often carry rigorous benefits and expectations. Here are a few examples, including the pros and cons on BP's sponsorship of the Tate in London.

[Crystal Bridges in Arkansas: A world-class museum from the land of Wal-Mart](#)

[Grand Canyon Plastic Water Bottle Ban Abandoned After Talks With Coke](#)

[The Chain Store as Patron of the Arts](#)

[Curators, crude oil and an outdated cultural mix](#)

[Tate is right to take BP's money](#)