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FOR IMMEDIATE RELEASE

New Lark Street banner design to come from artist community

The Lark Street BID calls on artists to submit designs to be featured on the BID corridor's street banners

ALBANY, N.Y. (April 20, 2017) — The Lark Street BID is calling all artists to submit original designs to be featured on street banners lining Lark Street, which will be mounted on street lamps and seen by over 200,000 visitors annually. Many artists from the Lark Street/Center Square neighborhood area, known for its reputation as an arts & culture hub, are expected to submit designs.

The initiative is supported by the Amplify Albany Grant Program, made possible by the City of Albany Capital Resource Corporation (CRC) and Capitalize Albany Corporation.

"We're proud to be working with Capitalize Albany on this project, as we have in the past. Grant programs like these are helping us generate excitement and new business in our corridor. When we're able to work with other organizations invested in making Albany an exciting destination, the opportunity to take big steps towards revitalizing areas in and around our district presents itself," said Lark Street BID Chair, Daniel Atkins.

[The Amplify Albany Grant Program](#) strengthens the City of Albany's commercial districts and businesses by providing grant funding to non-profits, businesses and other organizations that will create and execute short and medium term authentic, unique and buzz-worthy promotional projects, events and programming.

Opening the creative initiative for designing new banners up to the local artist community is designed to showcase the high volume of artists living in the community who play a central role in making Lark Street a hub for excitement and culture.

"The artists in our community serve as a driving force behind the excitement and allure of Lark Street. We wanted our banners to reflect that," said Shauna Collins, Executive Director at the Lark Street BID. "The variety of talented artists living on Lark Street and in Center Square is incredible, as is made evident at events like Art on Lark, the Half Moon Market, and 1st Friday. We're expecting high participation and even higher quality for the new designs."

"This engaging, artist-driven initiative exemplifies the great opportunities the grant program presents," said Capitalize Albany Corporation president Sarah Reginelli. "Lark Street—host to some of Albany's most recognized events each year—is building on its distinctive strengths and creating a year-round attraction that will drive foot-traffic and support area businesses."

The new design will be featured on a total of 52 banners mounted on the street lamps lining the Lark Street BID Corridor. The corridor extends down Lark St. from Washington Ave. to Elm St., and down Madison Ave. from Willett St. to Lark St. The new banners will be displayed beginning in May through this time next year.

The BID is already receiving submissions from hopeful artists. Artists may submit their designs by April 28, online via the BID's website, or by emailing them directly to bid@larkstreet.org. The BID encourages designs to be creative and inspired, within the bounds of a short set of guidelines which can be found at larkstreetbid.org/street-banner-competition.

For more information about the Lark Street BID, its events, or to contact board members, call (518) 573-0996 or visit larkstreetbid.org.

For more information on the Amplify Albany Grant Program and others visit www.CapitalizeAlbany.com/grants.

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The described programming was supported by the Amplify Albany Grant Program. Programming execution is solely the responsibility of the awarded applicant and does not necessarily represent the official views or actions of Capitalize Albany Corporation.

