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Local Car Dealership Sponsors \$5000 in Arts Grants in 2008

PUEBLO – The Pueblo Toyota Dealership sponsored a \$5000 arts grant program through the Pueblo Performing Arts Guild (PPAG) in 2008. The E-3 Grant (Enhanced Education and Economic Opportunity Grant), provided money to performing arts organizations to stimulate educational and promotional opportunities. PPAG received 15 grant applications, and approved funds to 12 grants.

Those organizations receiving grants represented a diverse selection of Pueblo performers. The performing arts organizations used the grant funds for educational opportunities or more exposure through marketing and performing opportunities. The E-3 Grant sponsored by Pueblo Toyota, has achieved its goal in the first year of funding by creating a stronger and more experienced performing community than a year ago. This goal supports the underlying mission of PPAG to promote the production and enjoyment of the arts for the purposes of economic development and an enriched quality of life.

The organizations that were awarded grants during 2008 were: Sangre de Cristo Arts Center/Buell Children's Museum, Pueblo Children's Chorale, The Veronika String Quartet, Grupo Folklorico del Pueblo, Pueblo School for Arts and Science, Aymoray School of Dance, Pueblo City Schools, Steel City Theatre Company. The organizations used these grants for a wide variety of educational and promotional programs, for example, dance training in Mexico, a performance at the Capitol in Denver, guest artist performances, and increased marketing. In addition, an individual grant was awarded to a young cellist, Heather Curry, to participate in a summer intensive music program.

Pueblo Toyota's sponsorship of the E-3 Grant extended beyond the \$5000 in 2008, the dealership enhanced their support by producing and running a series of commercials focused on the E-3 Grant recipients. These commercials were a demonstration by Pueblo Toyota of the importance and value of the arts in the Pueblo community.

Complete E-3 Grant Report attached.