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Media Advisory

City Announces Support of Eli & Edythe Broad Art Museum, Arts-Oriented Downtown Businesses

08-051
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EAST LANSING, Mich. — At a press conference held today, Aug. 29 at 10 a.m. in the North Gallery of The Art Museum at MSU, City of East Lansing officials made two exciting announcements in regards to the East Lansing-MSU arts and cultural community before a standing room-only crowd.

The first announcement was a \$50,000 City contribution to MSU's building fund for the new Eli & Edythe Broad Art Museum. This contribution is viewed as a start to what the City hopes to see matched by community contributions for a total of \$100,000. The second announcement was the launch of a new City program that will initially bring \$50,000 to new and existing arts-oriented businesses in downtown East Lansing over the course of two years. This program, still in its infancy stage, could include grants or loans to local entrepreneurs hoping to enhance or start up an arts-oriented business in East Lansing's Central Business District.

Speakers at today's event included East Lansing Mayor Samir Singh, MSU President Lou Anna K. Simon, Director of The Art Museum at MSU Susan Bandes, Mayor Pro Tem Victor Loomis and Cron Management, LLC developer David Krause. East Lansing City Manager Theodore Staton served as master of ceremonies.

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