

SUFFOLK COUNTY LEGISLATOR KARA HAHN



FIFTH LEGISLATIVE DISTRICT

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**PRESS RELEASE**

For Immediate Release

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**THE ARTS HELP LOCAL BUSINESS SEE GREEN**

*Hahn's initiative to help merchants benefit from cultural events passes Legislature*

PORT JEFFERSON, NY– The Suffolk County Legislature last week adopted [a bill](#) that will establish an educational outreach program for small businesses throughout the County to assist them in capturing the economic value generated by cultural events occurring in their communities. Legislator Kara Hahn, a member of the Legislature's Economic Development and Energy Committee, introduced the bill to help local small businesses and merchants better connect with local arts organizations and benefit from the increased visitation that occurs during festivals and other cultural events they produce.

"When visitors attend cultural events and festivals in downtown business districts there is an opportunity for local shops to make new customers," said Legislator Hahn. "This legislation originated from the realization that festivals, concerts, parades and special seasonal events draw people into downtown business districts, providing nearby shops and restaurants with a unique opportunity to market their products and services. In discussions with local art groups and businesses over the past year, it became apparent to me that not all stakeholders were taking advantage of the true potential that each event holds to lure new customers, grow sales and improve these businesses' financial footing."

[MORE]

The approved resolution calls on Suffolk's Department of Economic Development and Planning to develop a program aimed at businesses and chambers of commerce to identify best practices for taking advantage of the economic value that can be realized during local special events. According to Legislator Hahn, this outreach will be available through a new web page administered by the Department of Economic Development and Planning and print brochures that will provide guidance on how the art and business communities can collaborate to best optimize their interactions with the influx of visitors and tourists during these happenings.

The bill now goes to County Executive Steve Bellone for his signature which expected by the middle of May.

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