

## DAILY NEWS

# New York City launches \$500K grant program for local media and entertainment small businesses

Made in NY Media Employee Training  
Program to help companies train  
workers in new technologies

BY [PHYLLIS FURMAN](#) / NEW YORK DAILY  
NEWS



HOWARD SIMMONS/NEW YORK DAILY NEWS

**Chinatown-based Bureau Blank will use its \$27,240 grant to develop a wide range of skills for its employees.**

Lights, camera, money.

The city has launched a \$500,000 training grant program for local small businesses that specialize in media and entertainment.

Money from the new Made in NY Media Employee Training Program will be pegged for companies seeking to train their workers in new technologies and platforms so they can grow their businesses and enter new markets.

The grant program is being offered by the city's Department of Small Business Services and the Mayor's Office of Media and Entertainment.

Show biz has been a bright star for New York's economy. Boosted by production tax breaks, the city had 25 primetime series and 188 films last year.

"Media and entertainment is one of the city's fastest-growing industries, employing more than 300,000 people and accounting for \$30 billion in annual revenue," Rob Walsh, commissioner of the NYC Department of Small Business Services, told the Daily News. "A trained

workforce is critical for small businesses to stay competitive and grow."

The grants will cover 70% of a company's cost of training its employees. Those expenses include instructors' wages, training facilities and educational materials. Companies who receive grants must commit to covering the remaining 30% in training costs.

Applicants will be judged based on a variety of factors, including their impact on the local economy.

While the firms chosen do not have to commit to wage increases for their employees, the potential for higher pay will be taken into account when they apply.

Two local companies have already received the first two media business grants.

TangentVector, a boutique digital advertising and marketing firm in Greenwich Village, will use some of its \$38,224 to teach staffers advanced after-effects and editing software applications so that it can offer additional services to its clients, said

company co-founder Christian Schnedler.

Chinatown-based Bureau Blank will use its \$27,240 grant to develop a wide range of skills for its employees, including new web technologies and management training.

Daniel Blank, the company's creative director, sees a big payoff down the road.

"We expect growth across the board in revenue, profit, size of our staff, and average compensation," he said.

*(To apply for a grant, visit [nyc.gov/training](http://nyc.gov/training) or call 311.)*