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### Art helped fill Horizon at Fleetwood in Mount Vernon

19 February 2014, 11:17 am by [egarcia](#) in [Business](#) - [No Comments](#)



The Horizon at Fleetwood's developers said that their partnership with ArtsWestchester helped fill their 75-unit complex.

Representatives from Petro Real Estate Development Corp. and Glenmark Partners gave a testimonial about the power of the arts on Tuesday at ArtsWestchester's launch of an arts-business partnership initiative that seeks to recruit 50 businesses.

ArtsWestchester's goal with the initiative is to promote innovative thinking in workplaces, strengthen community engagement and increase the vibrancy of places to live and work.

Mark Alexander of Glenmark and Michael V. Petrillo of Petro said their partnership with ArtsWestchester delivered rotating art exhibitions to the complex's walls and helped create a sense of community.

Monthly rents at the 11-story Horizon, located at 550 Locust St., range from \$1,950 for a one-bedroom to \$2,650 for a two-bedroom unit.

Robert Lynch of Americans for the Arts leads the national movement to recruit businesses to partner with arts councils. Lynch said an arts partnership is a competitive advantage for businesses.

"In any town, you'll see at the airports and ports of entry, are animated and branded and made unique by art and made competitive by public art," he said at ArtsWestchester's breakfast in the Ritz-Carlton in White Plains. "You go to downtowns, like this downtown, and you'll see the development of downtown anchored by art institutions and arts facilities....You'll see neighborhoods revitalized."

[Click here to see details about how businesses can partner with the arts.](#)

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