Arts, Culture, and Tourism: A Roadmap

A plan to invest in Arts, Culture, and Tourism

CONNECTICUT TOURISM COALITION

CThumanities

CT ARTS ALLIANCE
Who We Are

1,000+
Arts & Humanities (Culture) Organizations & Attractions

13.4% or $40B
of CT's Gross State Product

175,000
Jobs
Roadmap Vision

We envision a healthy, vibrant, and diverse cultural sector, strengthened by robust tourism marketing that attracts visitors and businesses, spurs economic growth and supports a strong and growing workforce.
Goal:

$58.5M

Funding that is:

Meaningful  Reliable  Equitable
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Why Now?
Galvanizing the Sector

HB 6119: introduced January 2021

Arts, Humanities, Tourism Collaboration Forms
Propose Increasing Tax Allocation
Need for Greater State Investment
CT Cultural Fund

June 2021

$20M in FY22
+$10.7M in FY23

Funds Have Been Used To*:

- 88% 526 organizations | Hire/Keep Employees
- 52% 308 organizations | Improve Technology + Digital Initiatives
- 3.3% 198 organizations | Support K-12 Education

*From 93% of grantee final reports submitted as of 1/6/2023

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Office of Tourism

- $11.1M in FY22 + $10.3M in FY23
- Focused Efforts on 6 Key Demographics
- Innovative Social Media Influencers Campaign
- New Resources to Measure Impact of State Funding

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# Tourism Summit + ACT Partnership

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**Steering Committee Members**

- Frank Burns, CT Tourism Coalition
- Rodney Butler, Mashantucket Pequot Tribal Nation
- Joe Grabarz, Gallo and Robinson
- Kevin Graff, Graff Public Solutions
- Jeff Hamilton, Mohegan Sun
- Adriane Jefferson, New Haven Office of Arts and Culture
- Jason Mancini, CT Humanities
- Ricky Mestre, Artist
- Frank Mitchell, Cultural Organizer
- John-Michael Parker, CT State Representative
- Elizabeth Shapiro, CT Office of the Arts
- Heather Somers, CT State Senator
- Noelle Stevenson, CT Office of Tourism
- Brett Thompson, CT Arts Alliance
The Roadmap

$58.5 Million - Annual State Investment

- $25m Statewide Marketing & Infrastructure (CT Office of Tourism)
- $17.5m Administered by CT Humanities (CT Cultural Fund*)
- $8m Preserve Tourism Fund Line-items (Arts, Culture, Tourism Earmarks)
- $5m CT Humanities & CT Office of the Arts (CTH/COA)
- $3m Workforce Development (Arts, Culture, & Tourism Workforce Development)

*Significant progress toward equity
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Funding Levels

*Includes all regular state, regular federal, and state and federal pandemic relief funding
Possible Funding Sources + Pathways

- Lodging Occupancy Tax
- Car Rental Tax
- Online Gambling Tax Revenues
Year 1 Participating Museums

- The Amistad Center for Art & Culture
- Avery-Copp House Museum
- Danbury Railway Museum
- The Dudley Farm Museum
- Finnish American Heritage Society
- Haddam Historical Society
- Historical Society of Glastonbury
- New England Carousel Museum
- Sharon Historical Society
- Simsbury Historical Society
- Slater Memorial Museum
- Stanley-Whitman House
- Trumbull Historical Society
- Wilton Historical Society
- Windham Textile & History Museum
Progress + Opportunity

Stony Creek Museum: Broadening Audiences

..developed video vignettes on topics of interest in Stony Creek's history to be shown in the museum and distributed digitally to schools and libraries.
Reverend Jan P H Bernoudy, during her oral history interview

Paid internships provided meaningful opportunities for two New London youths.

Their project allowed past and current residents of New London's income-restricted housing projects to tell their own stories - and to cumulatively tell a story about how New London's housing projects evolved over decades.

New London Landmarks: Including More Stories
"We employed 12 artists and three production crew, most of whom are local Connecticut artists.

More than 900 community members were able to experience free, professional theatre—

- including many families & children seeing Shakespeare for the first time!"
We know expanding, diversifying, and broadening the content reach of the Ideas series is the best way to serve our local communities.

We look forward to reaching more K-12 students and Spanish-language speaking communities across the state in the coming year.
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- Maritime Aquarium at Norwalk
- Mystic Aquarium
- Mohegan Sun Casino
- Connecticut Valley Railroad
- Connecticut Science Center
- Foxwoods Resort Casino
- Mohegan Sun Casino
- Mystic Aquarium
- Connecticut Science Center
- Foxwoods Resort Casino
Tomorrow is NOW!

Hartford 400 2035

America 250 2026

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What You Can Do

Co-Sponsor and Support the Roadmap Bill

Contact Rep. Parker or Senator Somers

Young artists enhancing at 10 Selden, a community arts space in Woodbridge
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