

Arts, Culture, and Tourism Funding Roadmap

Presented by CT Arts Alliance, CT Humanities, & CT Tourism Coalition

FACT SHEET

updated 2/10/23

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: \$58.5 million annual state investment in the Arts, Culture, and Tourism (ACT) sector that is meaningful, reliable, and equitable:

- *Meaningful* – a level of legislative funding that fully supports tourism and cultural organizations in making Connecticut a more attractive place to visit, work, and live.
- *Reliable* – legislative funding that is consistent over time to minimize operational disruption, improve long-term planning and sustainability, and maximize the return on the state’s investment.
- *Equitable* – legislative funding that is distributed so that arts and cultural organizations -- especially those that have been historically under-resourced -- have equal access to funding opportunities, and so that Connecticut can compete with neighboring states for visitors.

Investment: Total State Investment:	\$58,500,000
Office of Tourism Statewide Marketing	\$25,000,000
CT Cultural Fund	\$17,500,000
Arts, Culture, and Tourism Earmarks (Tourism Fund)	\$8,000,000
Arts, Culture, and Tourism Infrastructure	\$5,000,000
Arts, Culture, and Tourism Workforce Development	\$3,000,000

Impact:

- raise the capacity of arts and cultural organizations as contributors to the state’s economy, the vibrancy of our communities, and the quality of life of our residents,
- renew and extend the impact of the Connecticut Cultural Fund,
- support tourism marketing at a level that best positions CT to compete with neighboring states for tourism dollars,
- develop ACT workforce development programs in collaboration with Connecticut’s colleges and universities.

Potential Funding Sources:

Tourism Fund-increase the percentage of hotel and lodging tax revenues allocated to the Tourism Fund from 10 percent to 25 percent (\$32 million),

Car Rental Tax-return the 3 percent allocation of the car rental tax from the General Fund to the Tourism Fund as defined by statute (\$3 million)

Online Gambling-allocate tax revenue generated from online gambling (\$20 million).