



# SOUTHEASTERN CONNECTICUT **CULTURAL COALITION**

## *Arts & Culture Outlook 2020*

February 7, 2020

# SOUTHEASTERN CONNECTICUT CULTURAL COALITION

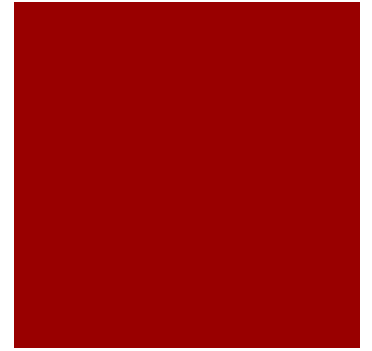
## Save the Date

- Drop-in Grant Clinic at F66 in Norwich February 11 & March 10
- Financial Fundamentals Two-Day Workshop at F66 in Norwich Feb 18-10
- Make Music Day Info Session March 3 (New London) and March 10 Norwich
- Arts, Culture + Tourism Advocacy Day March TBA
- Arts Day at the Capitol April 8
- Culture Connects – Arts & Drafts at Epicure Brewery in Norwich April 28
- Assets for Artists May 14
- Make Music Day June 21

## Thank you to our 2020 Benefactors



# Cultural Coalition Outlook



Current Environment for Arts & Culture

Strategic Plan 2020 - 2025

Legislative Agenda

Thank you!

Benefactors, funders, Donors & Supporting Cast members

Board & Staff

Advisory Council

Partners

# Current Environment – What is affecting the sector



## ➤ State

- Legislative Session
- Arts, Culture and Tourism Collaboration
- Arts, Culture and Tourism Caucus
- Tourism Districts

## ➤ Regulatory

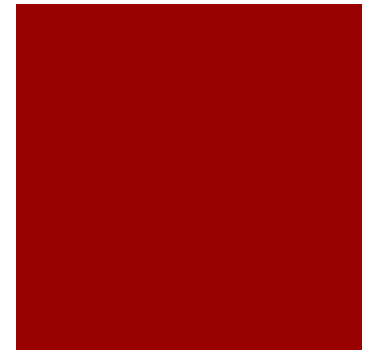
- Federal Tax Law – Charitable Giving Impact
- CT State Law Impact of PFMLA, Sexual Harassment Prevention, Minimum Wage Increase

## ➤ Business

- Diversifying Revenue Streams/Sustainability
- Diversity (board/management, staff, volunteers, audiences)
- Relevancy
- Technology (to create, interpret, interact, supplement, communicate)



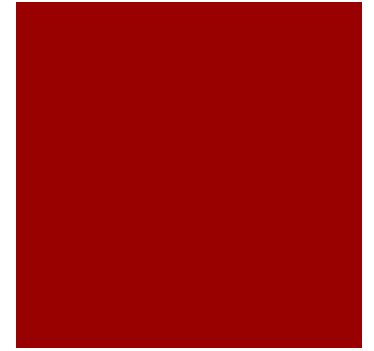
# Future Environment – What could affect the sector



- Legislative Session
- Nonprofit property tax exemption
- Changing demographics in region (EB impact)
- Arts and social impact
  - Infrastructure - transportation, housing, streetscapes, etc.
  - Education (STEAM)
  - Social justice, environment, community development
- Rise of CT Arts Alliance
- Municipal Cultural Districts (*as of today!*)

# Municipal Cultural Districts

A Cultural District is a specific area of a city or town identified by the municipality that has a number of cultural facilities, activities and/or assets – both for profit and nonprofit.



- A walkable, compact area that is easy for visitors to recognize
- A center of cultural activities – artistic and economic
- A place in a city/town where community members congregate, and visitors may enjoy those places that make a community special

General Information and Standards & Criteria now available on DECD website

Information rollout begins soon

DRSOs are ready to support the development and formation of Cultural Districts

# WHY MUNICIPALITIES WOULD WANT TO ESTABLISH A CULTURAL DISTRICT?



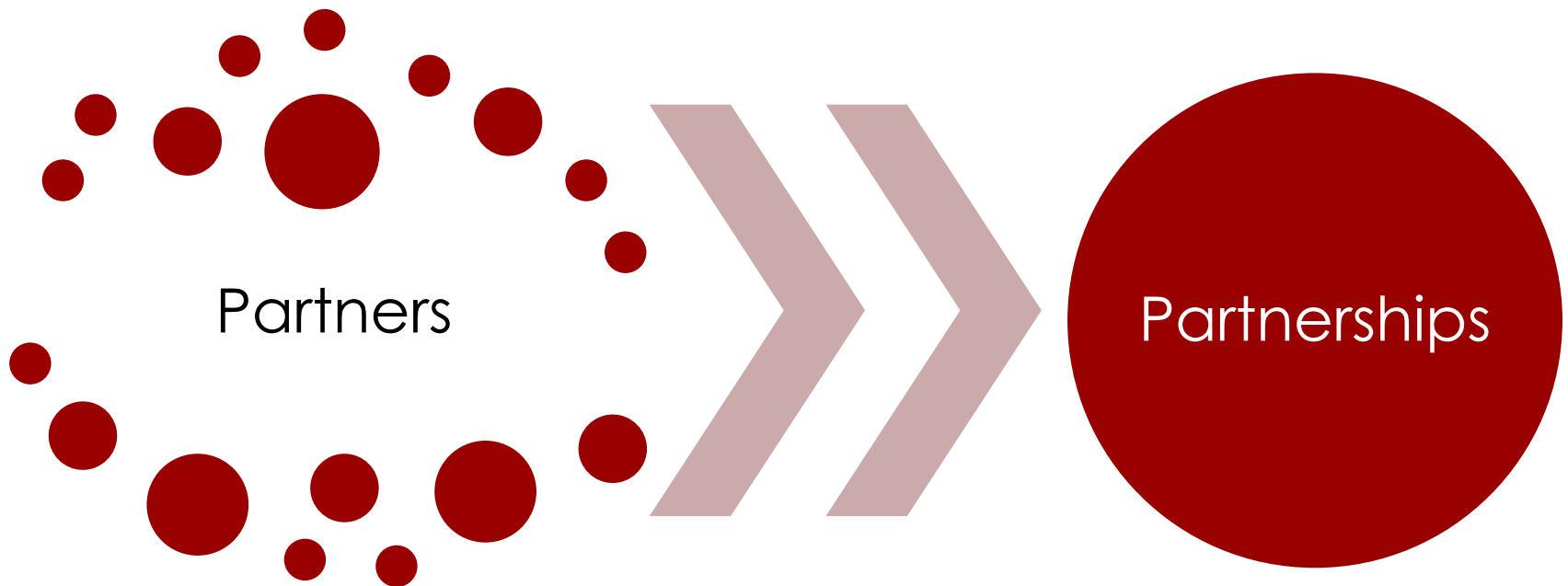


# Cultural Coalition Strategic Plan 2020 - 2025

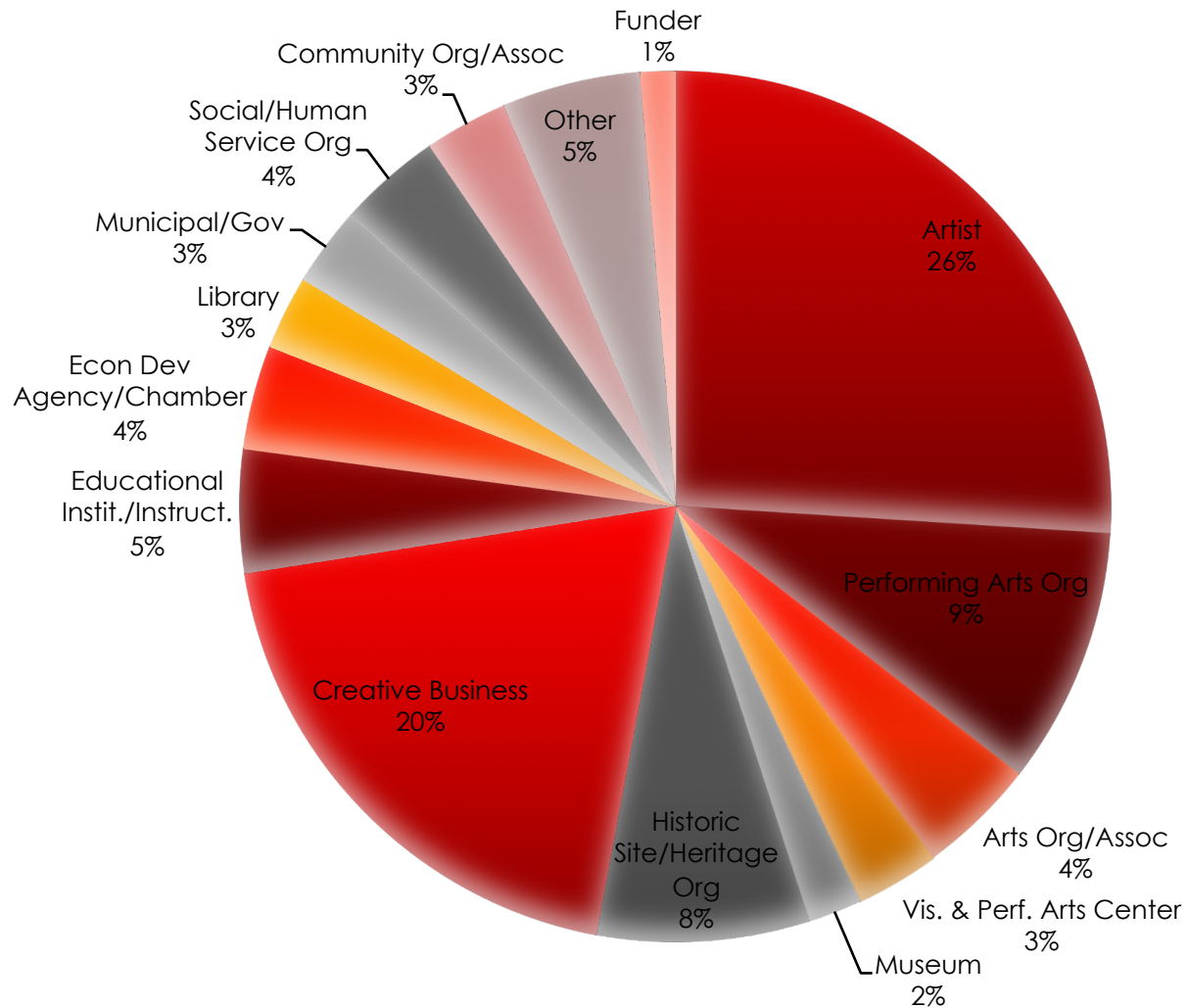
# Cultural Coalition Strategic Plan 2020 - 2025



# Cultural Coalition Strategic Plan 2020 - 2025



# 500+ Partners

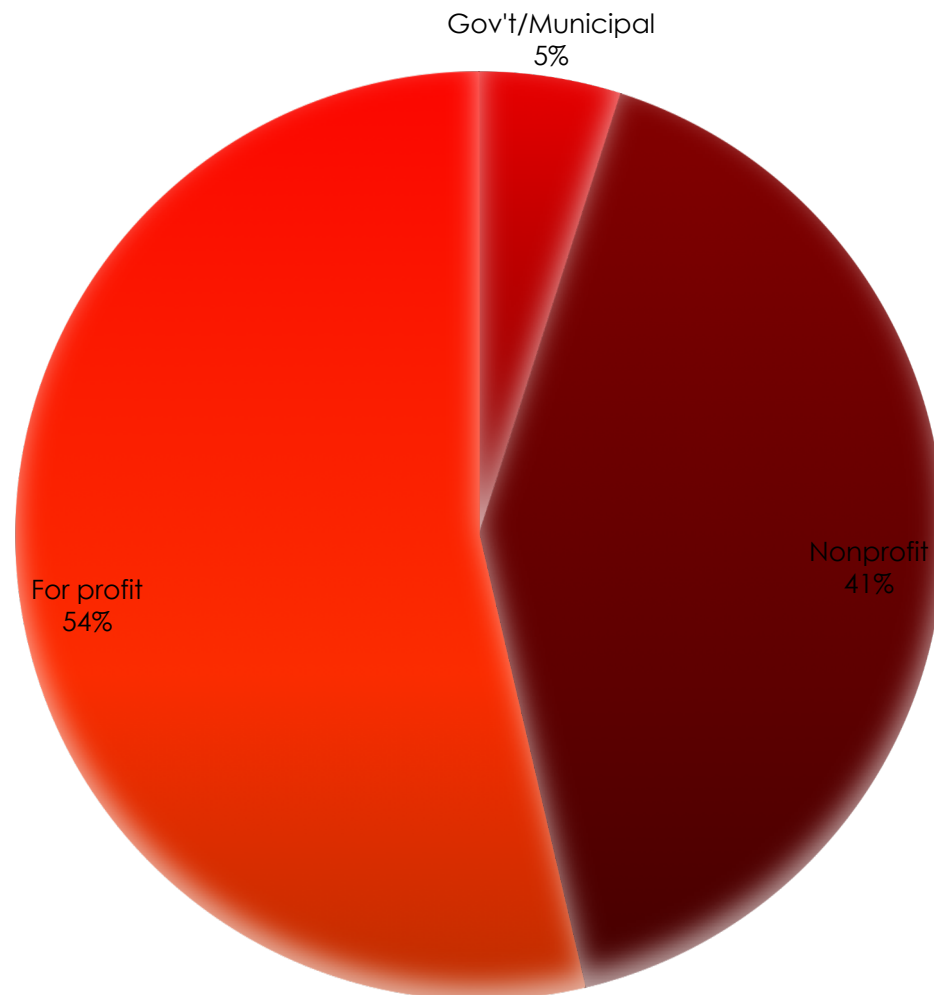


# Partner Demographics



Bozrah	2	North Stonington	6
Colchester	11	Norwich	65
East Lyme	23	Old Lyme	23
Franklin	2	Preston	7
Griswold	7	Salem	7
Groton	58	Sprague	3
Lebanon	5	Stonington	65
Ledyard	14	Voluntown	1
Lisbon	2	Waterford	16
Lyme	1	Regional Orgs	3
Montville	7	Outside NLC	114
New London	104		





# Strategic Plan Process



# 2020 – 2025 Strengthening Partnerships – Ecosystem of Support



## ➤ **Government**

- CT Office of the Arts/DECD
- SECCOG Southeastern CT Council of Governments
- Tribal Nations

## ➤ **Arts & Culture**

- CT Arts Alliance
- CT's Regional Arts & Cultural Network/DRSOs
- Local Arts Agencies, Councils, Group

## ➤ **Economic Development**

- seCTer Southeastern CT Enterprise Region
- Eastern Workforce Investment Board (EWIB)

## ➤ **Business Development Agencies & Chambers**

- Chamber of Commerce of Eastern CT
- Greater Mystic Chamber of Commerce
- Greater Norwich Chamber of Commerce
- Women's Business Development Center
- SCORE
- SBA Small Business Association

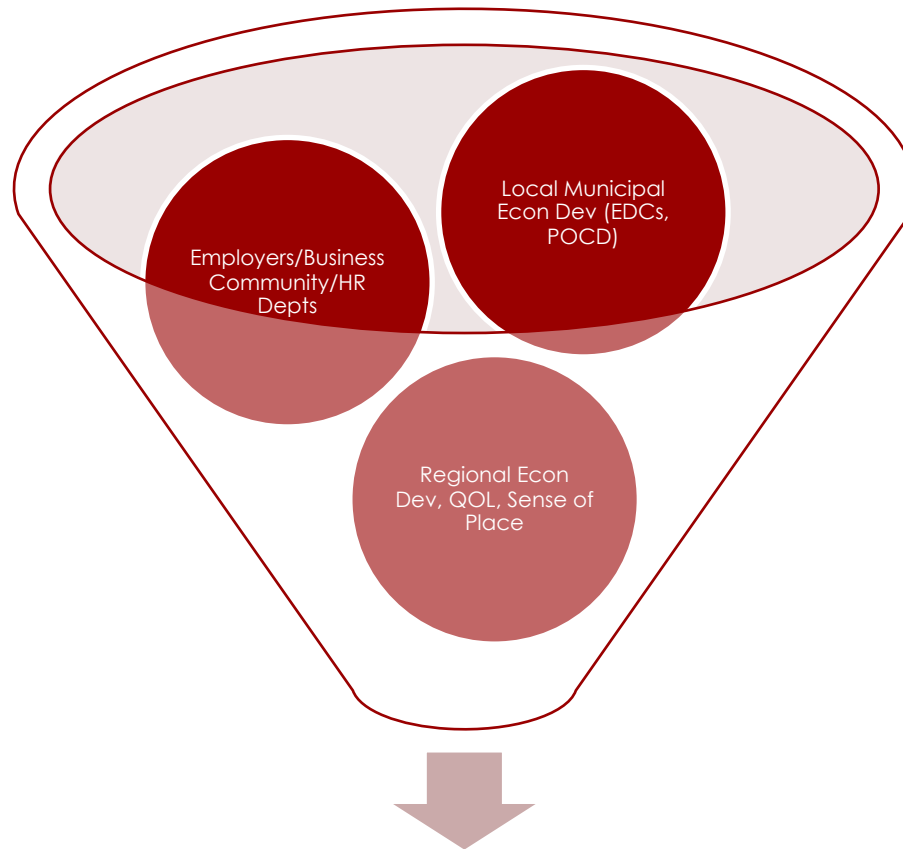


# CONTRIBUTE TO ECONOMIC DEVELOPMENT

Ensure that arts and culture are integral to economic development efforts



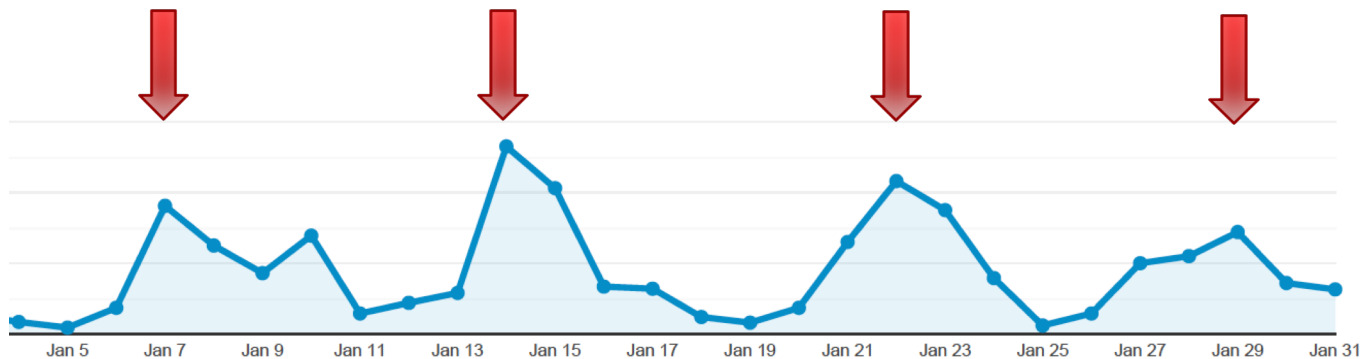
# Economic Development Focus Areas



**PROVIDING SUPPORT & CREATING OPPORTUNITIES**  
for artists, arts & cultural orgs, creative businesses

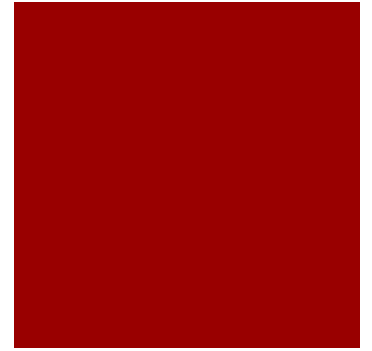
# Partnership with Electric Boat

EB Community Newsletter Impact



N L A C  
N L A C  
N L A C  
N L A C

NEW LONDON ARTS COUNCIL





## FOSTER COMMUNITY ENGAGEMENT

Increase community engagement to connect the general public with the Cultural Coalition, our partners and the region



**SERVE**

as a spotlight for our partners and our region



**PROMOTE  
AND CREATE**

tools so that the community knows about and can attend arts and cultural events and visit arts and cultural sites



**DEVELOP**

new marketing and communication platforms to ensure public awareness



## CREATIVE COMMUNICATION

### CONNECTICUT'S EMPOWERING ART OF HEALING

As a devotee of art, you grasp its power to inspire, inform and instigate. But what about its power to rehabilitate? A new program in Connecticut is getting encouraging feedback from the at-risk and health-challenged participants of a project that involves them in arts-themed activities as an alternative form of treatment. Their artwork and testimony is now on display in a fresh exhibit — "The Art of Healing" — that will travel to a variety of southeastern Connecticut venues throughout the summer.

The project is the outcome of brainstorming sessions of seven health and social service agencies that decided to try art therapy for the individuals they treat who struggle with a wide range of conditions — from mental or physical disabilities

to substance abuse, depression, psychiatric disorders, social fears and more. Coordinated under the guidance of the Southeastern Connecticut Cultural Coalition, the agencies have more than 700 individuals of all ages engaged in arts-based projects, and overall, they provide therapeutic and education services for 24,000 in New London County.

Wendy Bury, executive director of the Southeastern Connecticut Cultural Coalition, explained that the decision to try art therapy was influenced by the promising results being observed where it is used. Engaging patients in creative activities is "happening around the world," Bury said. "In fact, the U.S. is a little late to the game on this one." Art therapy has been practiced in England for more than a decade. Studies there have concluded

Acrylic paintings by clients of Sound Community Services who are recovering substance abusers. Painted with coaching by artist Katie Fogg. From left to right: Positive Transcendence and Panda Bear. Photographs by Brandon Slowik.

that involving patients in creative projects improves cognition, memory and concentration; reduces anxiety, depression and stress; and helps patients to deal with grief, anger and frustrating conditions. Artists who partake in these projects also testify that it is a rewarding and sometimes transformative experience.

In the United States, the National Endowment for the Arts is investing heavily in art therapy to treat war veterans suffering from PTSD and other ailments. Noting that southeastern



# SOUTHEASTERN CONNECTICUT



## ADVOCATE & EDUCATE

Advocate for and strengthen the arts, cultural and creative community



PROMOTE

public knowledge and understanding about the contributions of arts, culture and creativity to the economy and quality of life



SERVE

as “the voice” of SECT’s creative community to shape policy affecting our partners and the sector



ENSURE

that the arts, cultural and creative sector is recognized for and leveraged for its role in the vitality of the region



BE A VOCAL  
PROponent

for increased public and private investment in the sector

# SOUTHEASTERN CONNECTICUT CULTURAL COALITION

CultureSECT.org



AEP6 2021-  
2022

## ARTS & ECONOMIC PROSPERITY 5

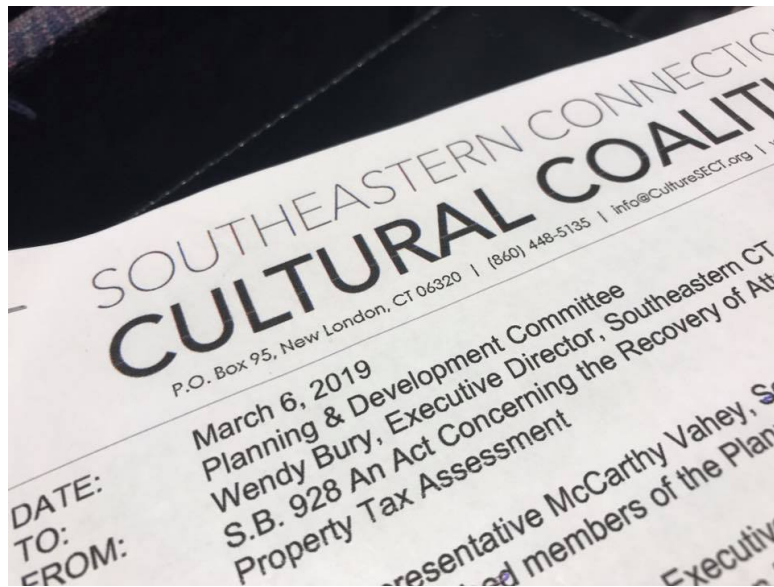
THE ECONOMIC IMPACT OF NONPROFIT ARTS & CULTURAL ORGANIZATIONS & THEIR AUDIENCES



CREATING JOBS. GENERATING COMMERCE. DRIVING TOURISM.

**Southeastern Connecticut** #AEP5





## PROVIDE INDUSTRY SUPPORT

Provide industry support so that our partners and sector thrive



OFFER

signature programs, services and events/activities for capacity building, professional development, and social and professional networking



STRENGTHEN

the connective network and create opportunities which would otherwise be unavailable



COLLABORATE

with relevant local, regional and state agencies that serve and benefit our partners, including tourism, chambers, regional economic development agency, council of governments



DEVELOP

strategic partnerships to demonstrate the social impact of arts and culture on cross sector industries





# INTERSECT

PERFORMING ARTS

Discovering  
music, theater,  
dance, the  
spoken word,  
and more in  
Southeastern  
Connecticut.

# Rising Tide

SOUTHEASTERN CONNECTICUT CULTURAL COALITION  CHAMBER OF COMMERCE  
EASTERN CONNECTICUT

**CULTURE BUSINESS**  
**CONNECTS AFTER HOURS**  
*with the EUGENE O'NEILL THEATER CENTER*

Join us to meet and mingle with creators, promoters, and supporters of arts, culture, and history in our region. Network with fellow business associates in a casual and interesting setting.

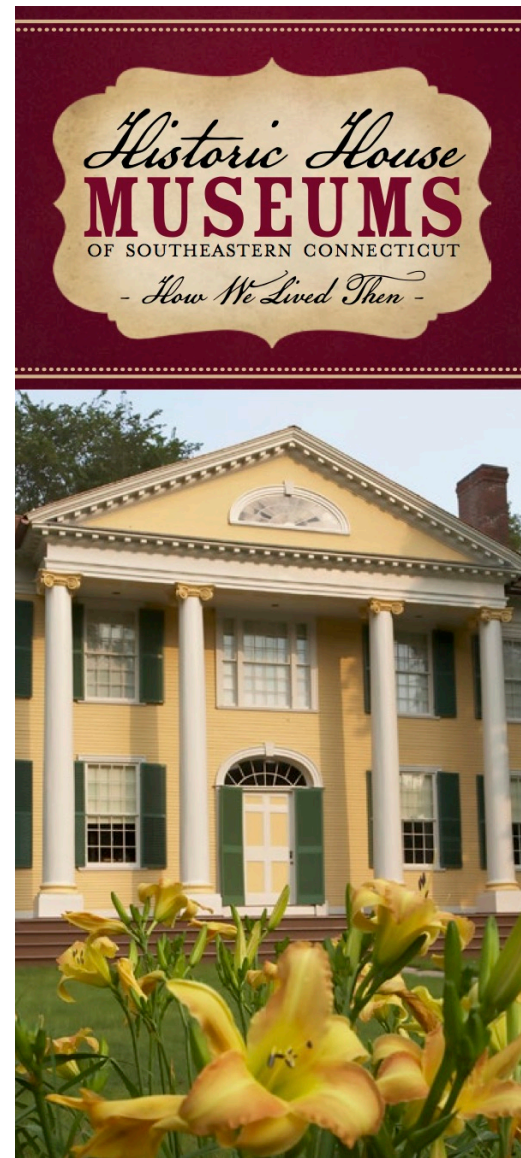
**TUESDAY, OCT. 22**  
5:30pm to 7:30pm

**EUGENE O'NEILL THEATER CENTER**  
305 Great Neck Road, Waterford

**TICKETS:**  
On/before Oct. 16:  
Coalition Partner/Chamber Member \$15  
Not-Yet Coalition Partner/Chamber Member \$25  
After Oct. 16:  
Coalition Partner/Chamber Member \$20  
Not-Yet Coalition Partner/Chamber Member \$30

Purchase tickets online at  
[CultureSECT.org](http://CultureSECT.org) or [ChamberECT.com](http://ChamberECT.com)

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# Thrive!



**ADVANCE DIVERSITY, EQUITY & INCLUSION** - Serve as a leader and role model for diversity, equity and inclusion



**IMPLEMENT**

our DEI Action Plan



**GROW**

the number of arts and cultural organizations offering free and reduced admission to low-income residents through subsidized programs



**MAINTAIN**

role in Capacity Building Collaborative to create regional DEI opportunities and provide in-depth training



## **DIVERSITY**

of people,  
perspectives



## **EQUITY**

in policy, practice  
& position



## **INCLUSION**

via power, voice &  
organizational culture



# HERE'S WHAT WE ARE ALREADY DOING



## Services

Advocacy  
COA/DRSO  
Communications/Promotion - CORE Calendar, Cultural Connections, Monthly Newsletter  
Info Sessions (timely topics)  
Municipal advising and support (Groton Beautification, NLAC)



## Programs

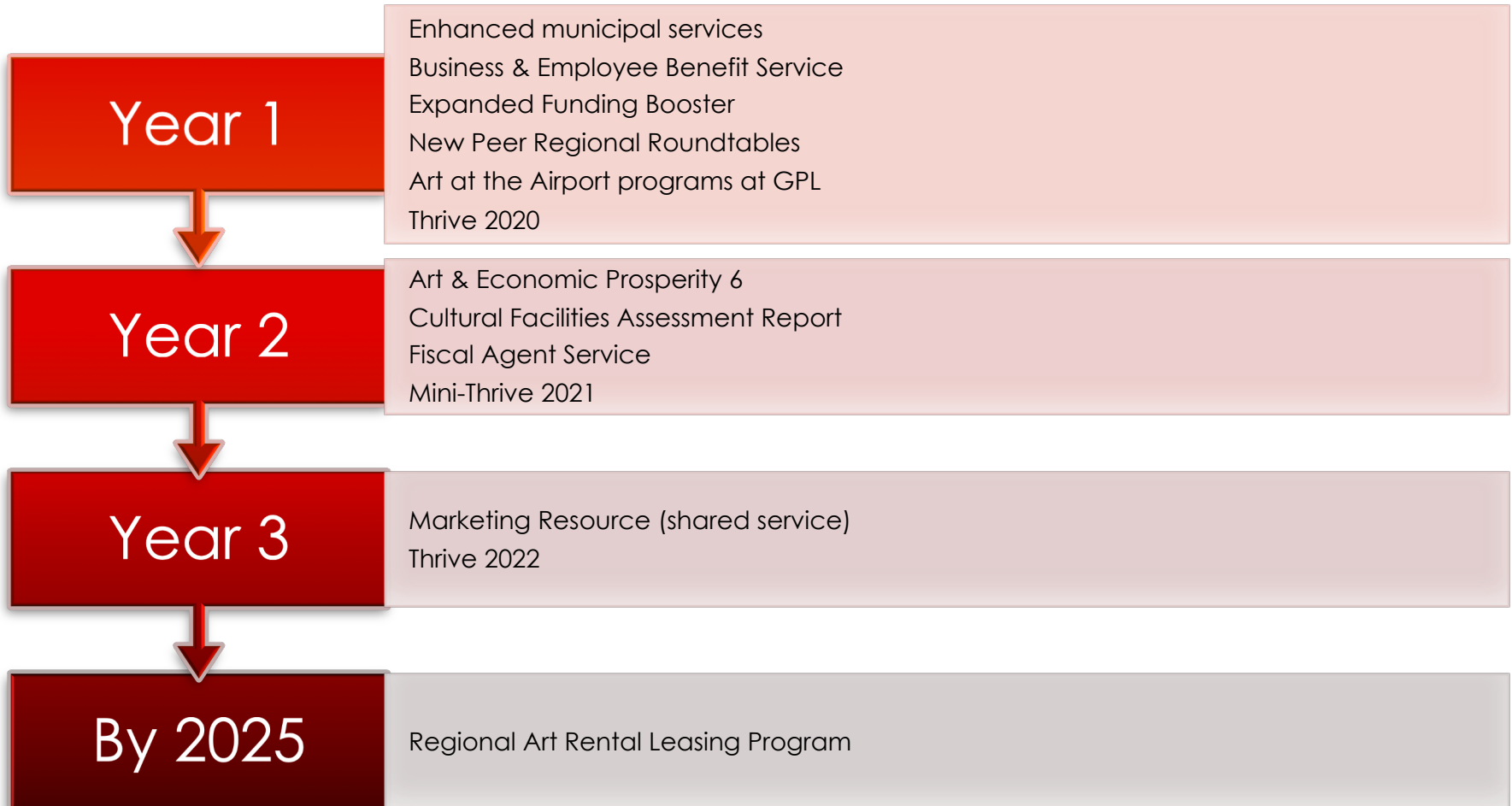
Arts in Health Collaborative  
Funding Booster  
Art at the Airport  
Assets for Artists workshop  
Roundtables



## Events

Culture Connects  
Make Music Day  
Outlook/Legislative Breakfast  
DEI workshops  
Thrive!

## HERE'S WHAT WE PLAN TO DELIVER

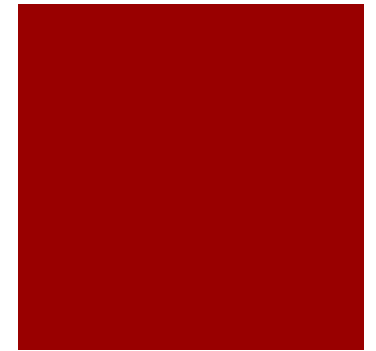


# What does success look like in 2025?



# Do you like the plan?

This can only happen with you!



## Learn More

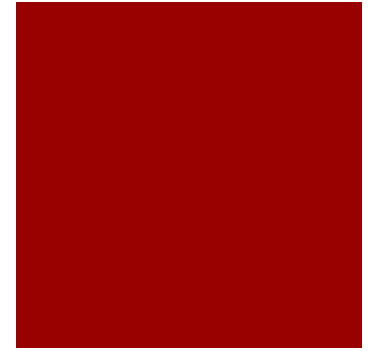
- Ask us about our planned programs, services, and events

## Participate

- Attend events, join a roundtable, engage in advocacy, become a Partner

## Support

- Sponsor an event
- Support a program
- Become a Supporting Cast Member
- Participate in Ticket Surcharge partnership (NEW)
- Make a donation
- Some programs will go from free to fee



# 2020 Legislative Session Priorities

(alignment with CAA)

**Tourism Fund** - Invests in the Connecticut experience  
– building vibrant communities, attracting tourists and employers, and boosting our economy.



**What is it?** The Tourism Fund (TF) is a non-lapsing special fund, separate from the general fund, that is solely funded by a dedicated revenue source.

**How is it funded?** CT levies a 15% occupancy tax on hotel stays up to 30 days in length. 10% of the total tax revenue collected by DRS is deposited into the TF after every quarter.

**What does TF fund?** The TF fund invests in arts, culture and tourism through a variety of line items in the budget appropriated by legislators. TF currently funds:

CT Office of the Arts (“Arts Commission”) – \*state investment matched by nearly \$1M federal National Endowment for the Arts (NEA) dollars

CT Office of Tourism (“Statewide Tourism Marketing”)

Arts, Cultural & Tourism Direct Line Items (individual organizations and consortiums)

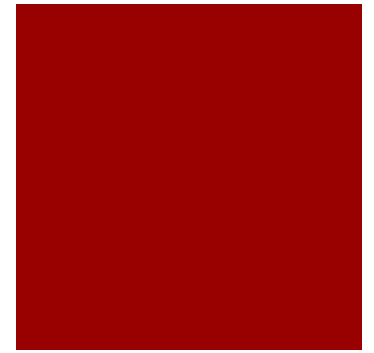
CT Humanities - \*state investment matched by \$800k in federal National Endowment for the Humanities (NEH) funding



# 2020 Legislative Session Priorities (alignment with CAA)



- Dedicate and codify 40% to Arts + Culture and 60% to Tourism in the Tourism Fund
- Change the name from Tourism Fund to Arts, Culture and Tourism Fund
- Allocate 25% of existing Lodging Tax into the Tourism Fund (compared to current allocation of 10%, does not impact tax rate)
- Ensure that any excess revenue in the Tourism Fund is appropriated annually and shared equally among all line items, which includes “Arts Commission” (Office of the Arts), “Statewide Tourism Marketing” (Office of Tourism), CT Humanities, and direct line items to arts, cultural and tourism entities and consortiums; do not add new line items
- Ensure the Administration and legislators consult with CT Arts Alliance and CT Tourism Coalition for decisions that impact the arts, cultural, and tourism industries
- Encourage the Tourism Fund, as a whole, to have additional and new dedicated revenue sources without increasing the Lodging Tax rate
- Invite arts-focused legislators to join the Arts, Culture and Tourism caucus
- Educate caucus members and legislators about the Tourism Fund
- Amend draft bill, *An Act Concerning Jobs in and Revenue from the Gaming Industry* p. 13 line 390 -



The outlook for arts & culture in  
Southeastern CT for 2020 is bright!

***THANK YOU!***