

2020 – 2025 COALITION ACTIVITIES	ARTS & CULTURAL INDUSTRY	MUNICIPALITIES	COMMUNITIES
<b>SERVICES</b>			
Advocacy – Representation on Local, State & Federal Issues, Key Alerts, Training	X		
Designated Regional Service Organization for CT Office of the Arts/DECD	X	X	
Research & Data Arts & Economic Prosperity Report <b>NEW</b> Regional Cultural Facilities Assessment Report	X	X	
Monthly Newsletter	X	X	
Cultural Connections – Directory to Arts & Culture in SECT	X	X	X
C.O.R.E. Calendar (Calendar of Regional Events)	X	X	X
Municipal Services Advising, Consulting & Project Support Sustainable CT Certification & Actions <b>NEW</b> Plan of Conservation & Development <b>NEW</b> Cultural Districts <b>NEW</b> Customized Municipal Report	X	X	X
<b>NEW</b> Business & Employee Benefits <b>NEW</b> Employee Recruitment Support <b>NEW</b> Employee Retention Support	X	X	X
<b>NEW</b> Ticket Surcharge Partnership	X		X
<b>NEW</b> Fiscal Agent Service	X		
<b>NEW</b> Marketing Resource (shared service)	X	X	X
<b>NEW</b> Art Rental Leasing (public spaces)	X	X	X
<b>PROGRAMS</b>			
Rising Tide Series Executive Directors Roundtable <b>EXPANDED</b> Regional Roundtables	X		
<b>EXPANDED</b> Funding Booster Program	X		X
<b>EXPANDED</b> Arts in Health Collaborative	X		X
Art at the Airport	X		X
Assets for Artists	X		
<b>EXPANDED</b> Diversity, Equity & Inclusion Activities	X		X
<b>EVENTS</b>			
Culture Connects (spring & fall)	X		
Make Music Day	X	X	X
Annual Legislative Breakfast/Briefing	X	X	
Thrive! and mini-Thrive! events	X		

**This looks great! What can I do?**

Now is the time to: 1) Sponsor an event/program 2) Become a Supporting Cast Member 3) Participate in the Ticket Surcharge Partnership 4) Make a Donation

## Programs, Services and Events Descriptions

**Arts & Economic Prosperity 6 (AEP6)** – Every 5 years, the Coalition facilitates local data collection from nonprofit arts & cultural organizations in New London County, including 500 audience surveys. Conducted by Americans for the Arts, the study's final report provides regional economic impact of arts & cultural nonprofits, including revenue to local and state governments, jobs supported, household income, audience demographics and audience spending.

**Art at the Airport** – In partnership with the Connecticut Airport Authority (CAA), the Cultural Coalition provides a free and accessible public art program at Groton–New London Airport, featuring quarterly exhibits by visual artists showcasing SECT's uniqueness, history, industry, culture and geography. Now in its third year, an expanded partnership includes Groton Public Library that will offer exhibit-related public programs, lectures and activities.

**Arts in Health Collaborative** – Led by Cultural Coalition, a group of social service organizations with arts-based programs work to build awareness of and support for an arts approach to health and wellness. The group coordinates resources for cost savings and enhanced programming, peer-to-peer professional development, and increase accessibility to arts activities and venues.

**Arts Rental Leasing Program** – Cultural Coalition plan to create and manage a region-wide art rental/leasing program for public spaces.

**Assets for Artist Workshop** – Presented by Mass MoCA's Assets for Artists as part of a state-wide collaboration and series of professional development workshops for artists to strengthen their financial and business capacity.

**Business & Employee Benefit Service** – Plan for Cultural Coalition to provide arts & cultural content, information, and opportunities to corporate Human Resource Departments for use in attraction and retention of employees.

**CORE Calendar (Calendar of Regional Events)** – Free, multi-agency, shared calendar of events in partnership with other regional organizations including the Chamber of Commerce of Eastern CT, New London Main Street, and SeCTer.

**Culture Connects** – Social and networking event with facilitated ice-breakers attended by the region's creative community.

**Cultural Connections** – Online directory of registered Coalition Partners. This resource can be used to find and connect with arts and cultural resources by searches on keyword, primary category, town, or specific tags. Plans for increased promotion to expanded use by the public.

**Cultural Facilities Assessment** – Plan to facilitate data collection from nonprofit arts & cultural organizations in New London County. Study results to provide the first collective measurement/baseline status of the region's arts & cultural facilities (total square footage, average age of buildings/mechanicals, percentage of accessible buildings-physically and digitally, etc.).

**Fiscal Agent Service** – Plan for the Cultural Coalition to provide education, information, assessment, tools and guidance to launch new creative businesses. Allows artists and other small organizations to solicit and receive grants, donations, etc. before federal nonprofit status is received or to better understand the current nonprofit environment and landscape (competition, duplication, fundraising requirements) before doing so.

**Funding Booster Program** – Led by Cultural Coalition in partnership with CT Office of the Arts, Community Foundation of Eastern CT, CT Humanities, New England Foundation for the Arts and Office of U.S. Rep Joe Courtney, CT 2nd District, this program provides drop-in grant clinics, workshops, activities, online resources and technical support to improve arts and cultural nonprofits' ability to capitalize on local, state, New England and federal grant opportunities.

**Legislative Breakfast/Briefing** – Cultural Coalition hosts an annual event for Partners and the public to hear from and interact with state legislators prior to the start of the legislative session.

**Make Music Day** – Cultural Coalition plans, coordinates, and markets more than 100 live, free music performances across the region as part of the annual Make Music Day SECT. This global music celebration held on the summer solstice, June 21, each year in more than 1,000 cities in 120 countries, brings people of all ages and skill levels together to share music in free public performances.

**Marketing Resource (shared service)** – Cultural Coalition plans to offer a shared regional resource for our Partners to provide training and consultation to enhance marketing opportunities, coordinate group ads, and assist in regional promotion.

**Municipal Services** – Cultural Coalition offers advising, convening and project support for Mayors and First Selectmen, town councils, economic development departments and commissions, committees and project managers. Plan to expand the program to offer annual Customized Municipal Report, Plan of Conservation and Development Assessment, and Cultural District Support.

**Regional Roundtables** – Cultural Coalition facilitates regular meetings for professional development, information sharing, and fostering collaboration, including quarterly Executive Directors Roundtables, monthly Arts in Health Roundtable, and new peer roundtables by topic (i.e. marketing, program managers, artists). Past roundtables have produced regional projects such as the Historic Houses of SECT brochure and the Performing Arts InterSECT brochure and showcase event.

**THRIVE!** – Cultural Coalition's biennial half-day conference to share, learn and celebrate the creative community. The format includes: information tables, luncheon keynote speaker, and professional development breakout sessions featuring our Partners and successful projects. Plans for an off-year Mini-THRIVE in 2021 are being developed.

**Ticket Surcharge Partnership** – A voluntary partnership that demonstrates to your patrons your support of arts and culture in our region beyond the accomplishments and offerings of your own organization. A \$0.25 surcharge is added to each ticket sold by your organization (admission, ticketed events, or special event), which is remitted on a quarterly basis to the Cultural Coalition.