



2020

SOUTHEASTERN CONNECTICUT
CULTURAL COALITION
ANNUAL REPORT

MISSION

Our mission is to improve to the economy, vitality and quality of life in Southeastern Connecticut by supporting the arts, cultural and creative community.

CORE VALUES

CONNECTING

arts, cultural and creative individuals and entities to build on respective strengths and create successful partnerships

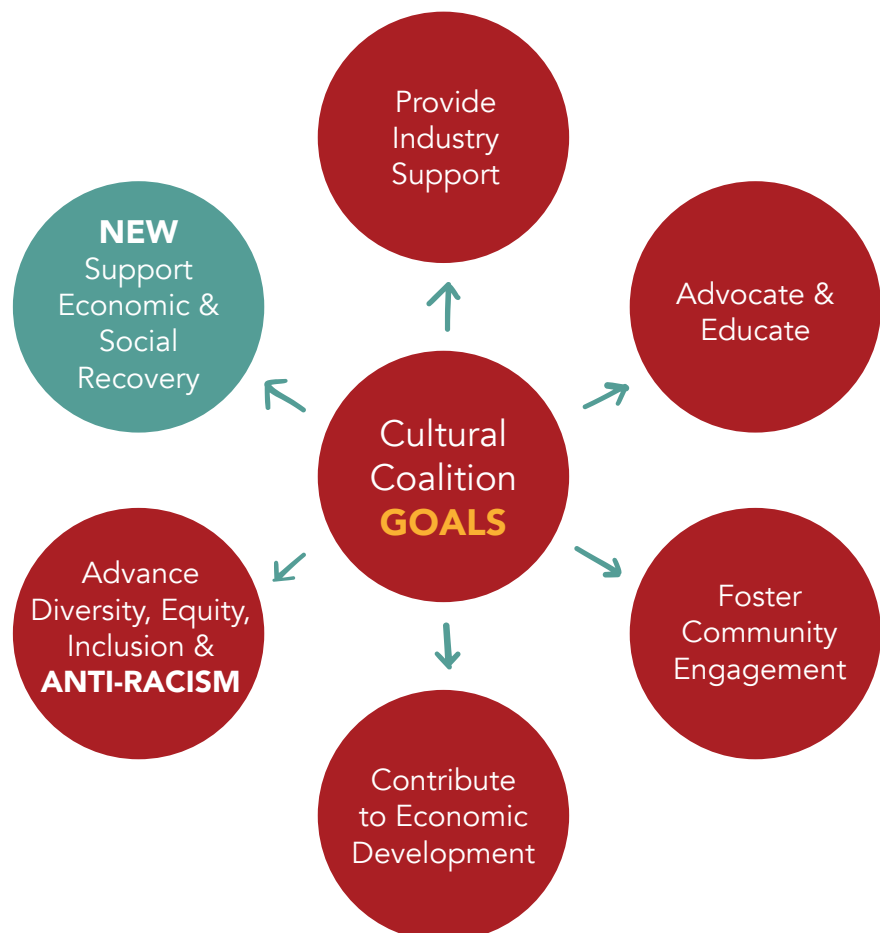
COLLABORATING

among arts, cultural and creative individuals and entities to facilitate innovative solutions and opportunities

COMMUNICATING

with patrons, organizers and beneficiaries of arts cultural and creative entities and individuals to promote opportunities and convey the sector's impact

STRATEGIC PLAN 2020 – 2025



ADDRESSING THE IMPACT OF THE PANDEMIC

The work of the Cultural Coalition has been and will continue to be focused on helping the region's arts and cultural businesses – the individuals, for profit entities, and nonprofit organizations that make-up the creative sector.

We responded to the immediate needs of our Partners when the pandemic began, helped them sustain in the months that followed, and will be here to help them recover and begin the road back to thriving.

Our behind-the-scenes work

to support the industry, its workers and our communities during the pandemic included:

Provided Critical Information Through Convenings & Communications: Helped our Partners make decisions through timely communications, virtual spaces for peer-to-peer discussion, consultation and culled resources.

Created Over \$120,000 in New Funding: Helped to get money to arts & cultural businesses and individual artists in Southeastern CT when they needed it most. This included partnering with The Edward & Mary Lord Foundation to help create a \$100,000 Special Fund for Arts & Culture in New London County and creating our own **CultureSECT Economic Recovery Fund**.



In partnership with the Community Foundation of Eastern CT, the Cultural Coalition established and raised funds to provide grants to individual artists and arts & cultural institutions in response to the Covid-19 crisis.

Generous support to the Fund was provided by Chelsea Groton Bank, Chelsea Groton Bank Foundation, Community Foundation of Eastern CT, individual donors and Recovery Fund t-shirt buyers.

Twenty-four grants were awarded for a total of \$21,100 in funding to individual artists, businesses and nonprofits - BIPOC Artist & Small Business Relief, Arts on Demand, Covid-19 Facilities Needs and Virtual Arts & Culture Experiences.

continued on next page



Collected & Shared Key Data: Kept our legislators, elected officials, municipal leaders and state informed of the pandemic's economic impact on, and unique needs of, our Partners.

Kept Arts & Culture at the Table: Ensured that arts & culture was included in local, regional and statewide short and long-term economic recovery efforts.



Addressed Diversity, Equity, Inclusion & Anti-Racism: Accelerated actions to remove structural barriers and increase representation, access, and opportunities for BIPOC (Black, Indigenous, People of Color) community members within the arts and cultural industry in our region.



Continued to Make Our Area a Better Place to Live: Maintained our programs, services and activities in order to improve the economy, vitality and quality of life in Southeastern Connecticut by supporting the arts, cultural and creative community.



Members of southeastern CT's state legislative delegation join one of the Coalition's monthly Arts & Culture Executive Director/CEO Roundtables with the Director of Arts, Preservation and Museums, Liz Shapiro, to better understand the needs of these anchor institutions, the arts & cultural sector, and the impact of the pandemic on their communities.

REPRESENTING OUR REGION STATEWIDE

Designated Regional Service Organization (DRSO) Services

Department of Economic and
Community Development
Office Of The Arts

Connecticut

The Cultural Coalition is one of eight Designated Regional Service Organizations (DRSOs) for the CT Office of the Arts (COA) to support the Department of Economic and Community Development.

As a COA field office, the Cultural Coalition provides leadership, programs and services, networks and supports all aspects of the arts within its designated region in partnership with the CT Office of the Arts.

Connecticut Arts Alliance (CAA) Member

The Cultural Coalition is a member of the Connecticut Arts Alliance (CAA), a non-profit advocacy organization established to inspire support for the arts. CAA is led by artists, educators, and arts executives from all over the state, including the Cultural Coalition's Executive Director who serves on the Board of Directors and chairs the Policy and Issues Committee.

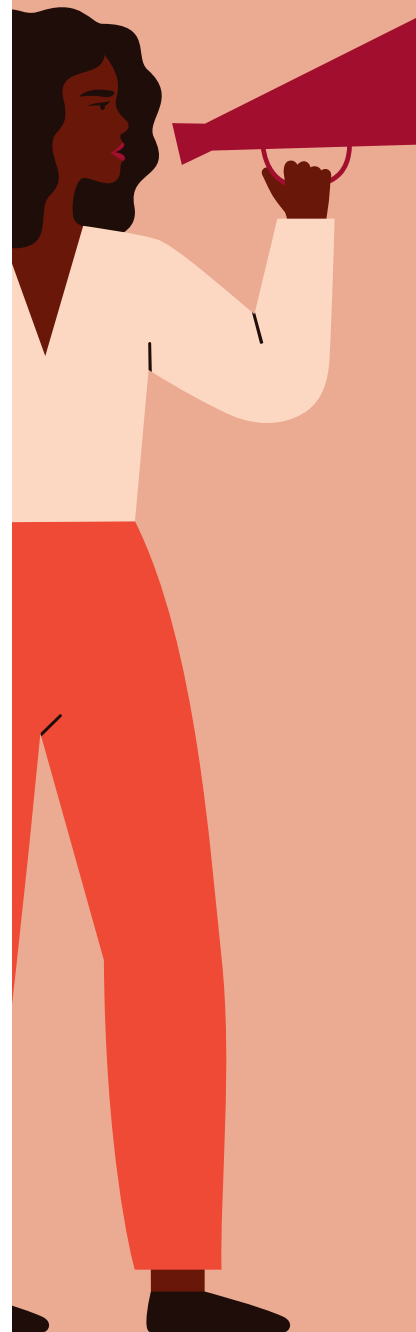
CAA led "Create the Vote CT," a nonpartisan public education campaign to raise awareness and support for the arts among voters and candidates running for public office.

As part of Create the Vote CT 2020, the Cultural Coalition helped to coordinate an online Eastern CT Candidate Forum held in October. Candidates running for state office were asked about their personal connection to the arts and opinions about the arts for healing, social justice and economic recovery.

CREATE THE VOTE



CONNECTICUT ARTS ALLIANCE



STRENGTHENING & MAINTAINING OUR PROGRAMS

Funding Booster Program

Our Funding Booster Program aims to improve the arts and cultural sector's ability to apply for and win grants and to increase state, regional and federal funding to the creative sector in our region. The pandemic created many new and vital opportunities to access grants, economic aid, and relief funds.

Drop-in grant clinics switched to virtual monthly discussions about local, regional, state and federal grant opportunities. Our team's professional grant writer presented a getting started with grant writing training and reviewed grant drafts for organizations.

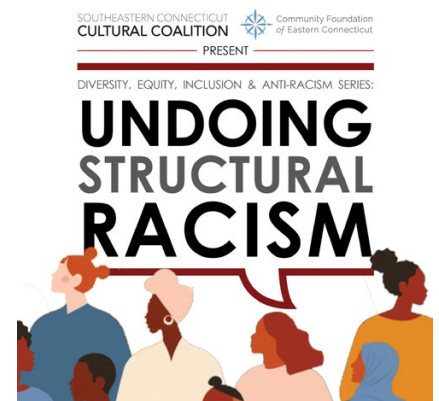
In September, a panel of grantmakers shared updates on the impact of COVID-19 on arts and cultural funding and provided best practices for successful applications.

Diversity, Equity & Inclusion and Anti-Racism Series

The murder of George Floyd prompted a nationwide focus on social and racial justice. Anti-racism awareness and efforts were brought to the forefront, including the arts and cultural sector.

As part of our on-going series for arts & cultural organizations, businesses and interested non-arts organizations, an online panel discussion was held in October with community leaders to help our Partners to navigate and integrate diversity, equity & inclusion (DEI) practices and advance anti-racism.

Attendees learned how they could take action in their own organizations and provided input to the Cultural Coalition on priorities for regional training to help arts and culture organizations do this work.



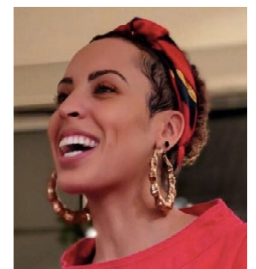
Adriane Jefferson
City of New Haven



Lisa Scails
Cultural Alliance
of Western CT



Kolton Harris
CT Office of the Arts



Rachael Gavin
PR(iSM) Resistance
Coalition



Make Music Day Goes Virtual

In 2018, the first Make Music Day came to Connecticut and in 2019, there were more than 120 live, free performances in 70 locations across southeastern CT! In 2020, the worldwide music celebration held each June 21st, went virtual due to the coronavirus pandemic.

Musicians of all ages used Facebook Live, YouTube and other platforms to share the joy of making music. Videos using #MakeMusicDaySECT or #MakeMusicDaySoutheasternCT received over 4,300 views within two days!

Multiple virtual performances were coordinated by Make Music New London, Alexey von Schlippe Gallery at UConn Avery Point, Artreach and La Grua Center. #LiveFromHomeSECT carried the music of southeastern CT across the region and beyond!

Arts in Health Collaborative

Representatives from a group of social service organizations led by the Cultural Coalition, continued monthly meetings online to support their work to build awareness and support of an arts-based approach to health and wellness.

After several months of the pandemic shut down, the group presented "Arts & Resiliency During COVID-19," a virtual window into how the arts are being used locally to support and uplift community members during the pandemic. Agencies shared "take-out and delivery" art projects and inspiring testimonials from their communities.

A virtual tour of "Sweet Dreams: Confectionery Sculpture" exhibition at Lyman Allyn Art Museum was created and presented to the group in September.



Municipal Services and Cultural Districts

Our Municipal Services help towns and cities integrate arts and culture into their economic development strategies, including leveraging their unique arts and cultural assets to improve cultural vitality and promote their communities.

In addition to helping the residents and City of New London establish the New London Arts Council early in the year, the Cultural Coalition provided input to the Town of East Lyme as they worked on updating their Plan of Conservation and Development. Numerous information sessions were conducted about the economic impact of COVID-19 on the arts and cultural sector and establishing Municipal Cultural Districts.



Artist Professional Development

The Cultural Coalition partnered with the CT Office of the Arts to host a two-part workshop on "Finances for Artists and Creatives" at our Norwich office in February.

Mass MoCA's Assets for Artists program pivoted to a virtual format, providing an opportunity for the region's artists to attend free business and finance workshops and receive 1 on 1 coaching.



PROGRESS TOWARD STRATEGIC PLAN GOALS IN 2020

The first year of implementing our Strategic Plan 2020-2025 was certainly not what we expected. The Cultural Coalition adjusted some of our activities, but stayed focused on the goals that we had outlined. Our services, programs and events – whether on-going or new – helped us to continue to make economic, social and community impacts in our region.

PROVIDE INDUSTRY SUPPORT

We provided timely and relevant core services, information and programs to help our Partners utilize available resources to sustain their businesses, prepare for and being to recover.

Highlights:

- The Funding Booster Program was well-positioned to distribute grant information and provide technical support to those new to the application process, especially for relief programs.
- New monthly events such as the Arts & Culture CEO's Roundtable and Pop Up Partner Check-Ins, provided a virtual space for peer-to-peer support and information sharing.
- The statewide communication network of the Designated Regional Service Organizations and the CT Office of the Arts/ DECD facilitated the exchange of information, such as state & national guidance and input about local needs.
- During the first six months of the pandemic, the Cultural Coalition distributed 40+ customized briefs, alerts and newsletters to Partners and stakeholders with the latest information.

ADVOCATE & EDUCATE

We championed protection of, investment in, and recovery relief for the arts and cultural community from the government, state legislature, local & municipal leaders, and funders. We demonstrated the economic and community impact the pandemic had on the arts, culture and creative sector and the regional economy.

Highlights:

- The Cultural Coalition conducted several regional COVID Impact Surveys to identify Partner needs (immediate, mid-term and long-term).
- Vital information was provided to municipal leaders via the Coalition's monthly industry reports at the Southeastern CT Council of Governments meetings and in regular updates to state legislators.
- The Cultural Coalition's continued participation in the CT Arts Alliance and the Create the Vote CT campaign, helped identify champions of the arts, including those supporting government help with recovery.

ADVANCE DIVERSITY, EQUITY, INCLUSION & ANTI-RACISM (DEI & AR)

We expanded and accelerated our role as a DEI leader to address anti-racism in our region.

Highlights:

- The Coalition issued a five point continued commitment statement on actions within our own organization to accelerate our work – including deployment into communities, especially communities that have been historically disenfranchised and underrepresented, to create new and/or strengthen existing relationships and networks.
- The work to identify activities and communications to create pathways for social change and remove structural barriers to success through arts and culture and invest in resources to advance DEI (training, workshops, programs), began in 2020 and will strengthen in the year ahead.

CONTRIBUTE TO ECONOMIC DEVELOPMENT

We ensured that arts, culture and creativity were central to sustainability and recovery efforts and funding.

Highlights:

- The Cultural Coalition provided information about the economic and societal impact of the pandemic on local communities and opportunities for arts and culture to assist in recovery.
- Information sessions were conducted online with attendees from New London Rotary & City Center District, Waterford Rotary, and the Eastern Council

of Realtors. The presentations included information about forming Municipal Cultural Districts.

- The Coalition's executive director was selected to represent the sector on the Division of Emergency Management and Homeland Security (DEMHS) Region 4's Regional Recovery Steering Committee.

FOSTER COMMUNITY ENGAGEMENT

Although this was not the year where the region's arts and cultural assets were shared together by the community, arts and culture remained a vital part of life in our region.

Highlights:

- During a time of isolation and quarantine, many of our Partners adapted and began to connect with their audiences virtually, providing comfort and connection for many.
- Social service agencies, such as those in our Arts in Health Collaborative, libraries and schools embraced "to-go" visual arts projects. These activities helped participants process their feelings, gave respite, or provided new focus.
- The arts became a predominant form for addressing issues around social and racial justice, public health, and community connectivity.

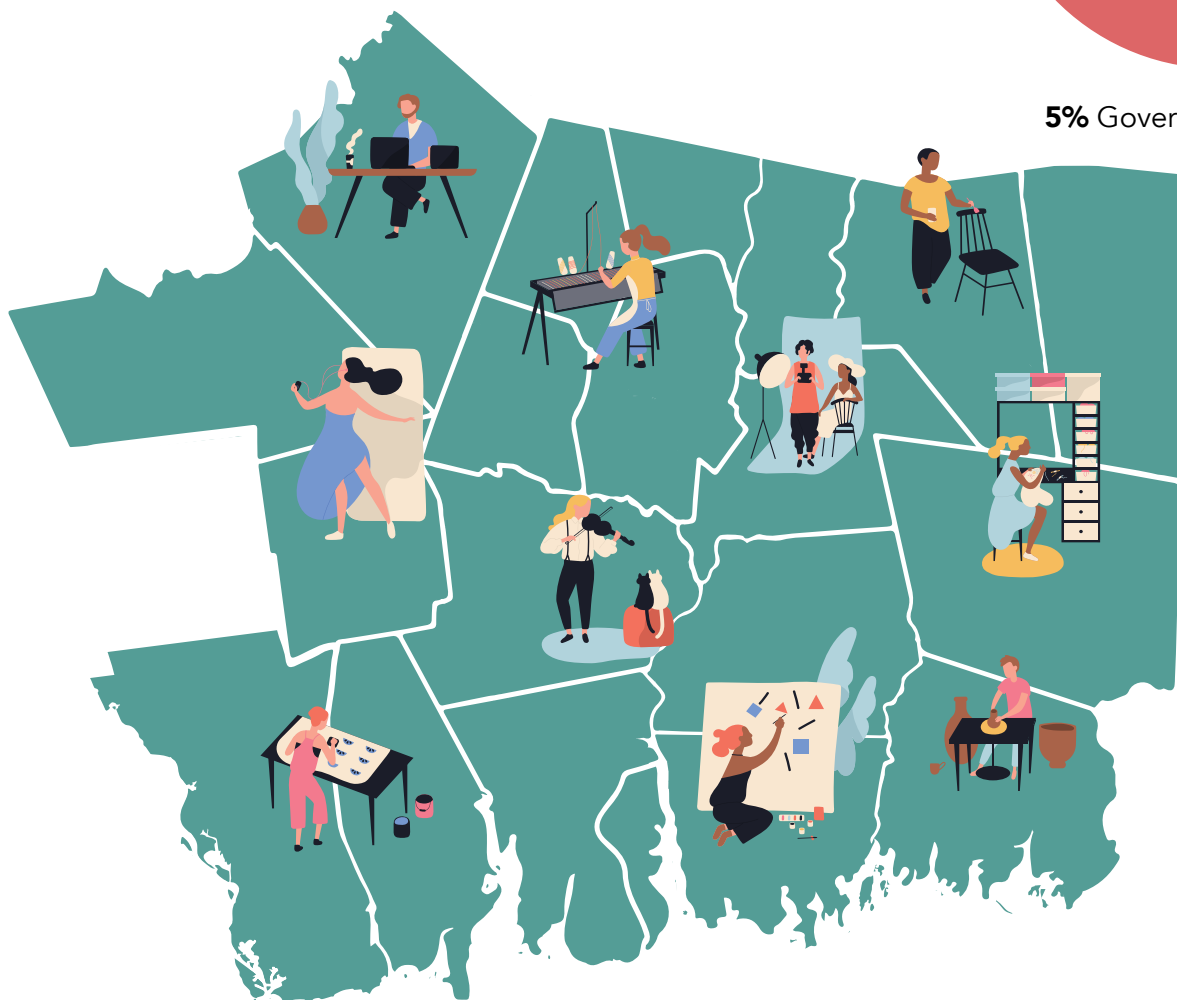
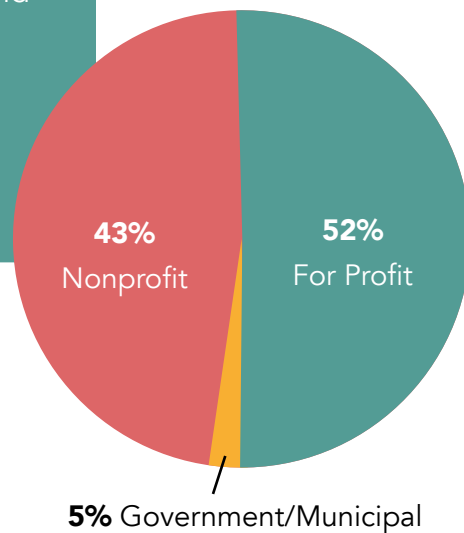


CULTURAL COALITION PARTNERS

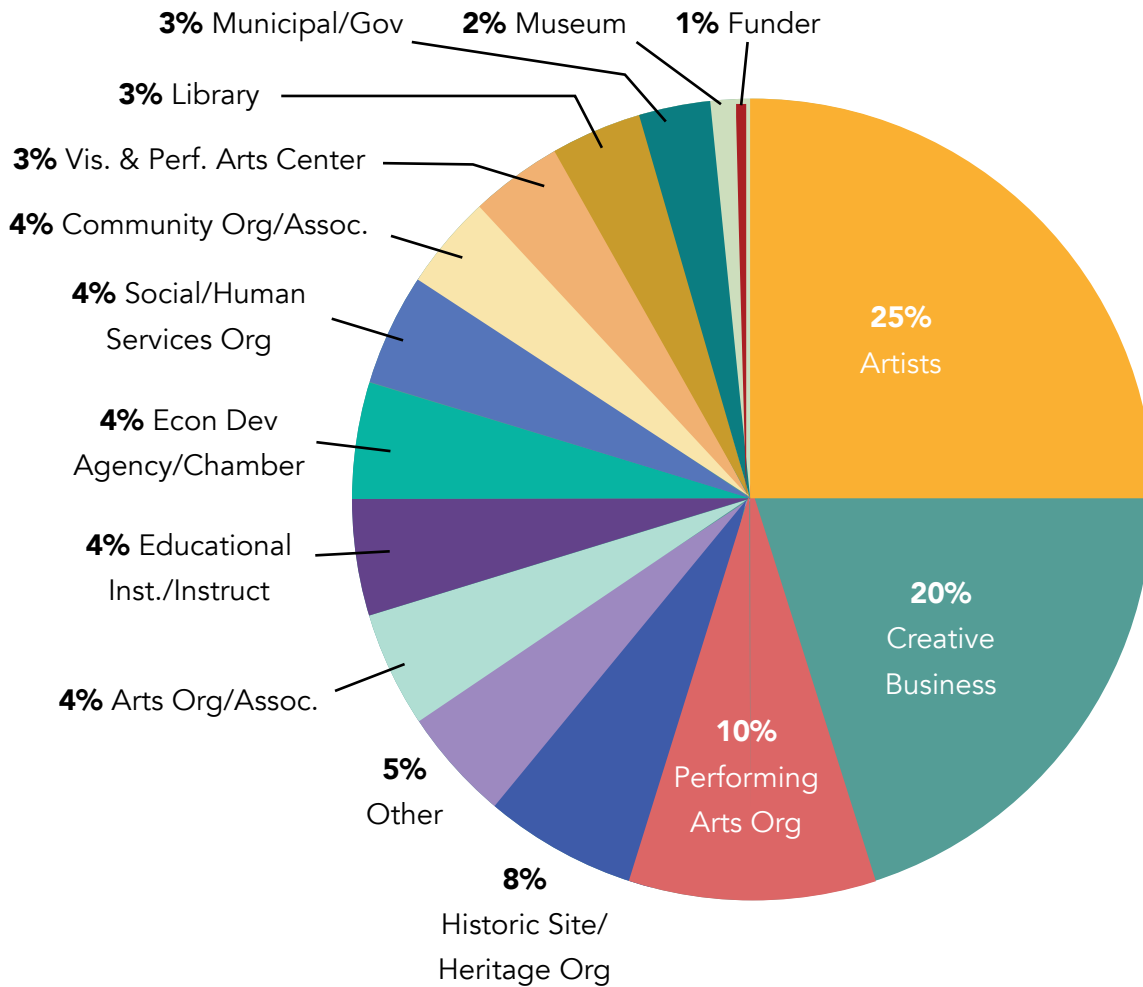
Our Partners

500+ businesses, organizations and individuals who live, work and support the arts, heritage, cultural and creative sector in southeastern Connecticut.

The Cultural Coalition Partners make up a robust and vibrant creative economy that has a ripple effect on quality of life, tourism, economic development, health & wellness, and community vitality in the region.



Partner Category



Partners by Municipality (in New London County)

Bozrah	0	Lisbon	2	Salem	5
Colchester	10	Lyme	1	Sprague	3
East Lyme	22	Montville	6	Stonington	65
Franklin	2	New London	96	Voluntown	1
Griswold	5	North Stonington	6	Waterford	14
Groton	55	Norwich	58	New London County	3
Lebanon	5	Old Lyme	21	Outside NLC	98
Ledyard	11	Preston	7		

Cultural Connections

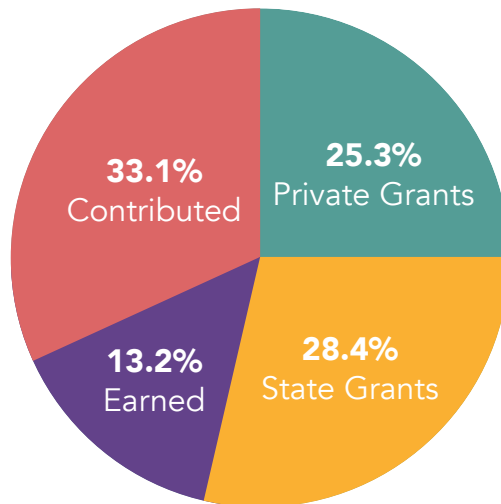
All registered Partners are included in the free online Directory, Cultural Connections. Partners and the public can find and connect with arts and cultural resources by using the keyword search, or view listings by primary category, by town, or by specific tags.



FINANCIAL OVERVIEW

The Southeastern Connecticut Cultural Coalition is a 501 (c)(3) nonprofit organization. We pursue our mission with financial conservatism and transparency. The Coalition is committed to the highest level of integrity in its administrative, service and outreach activities; and we maintain records accurately and publicly.

FY 2019-2020 INCOME

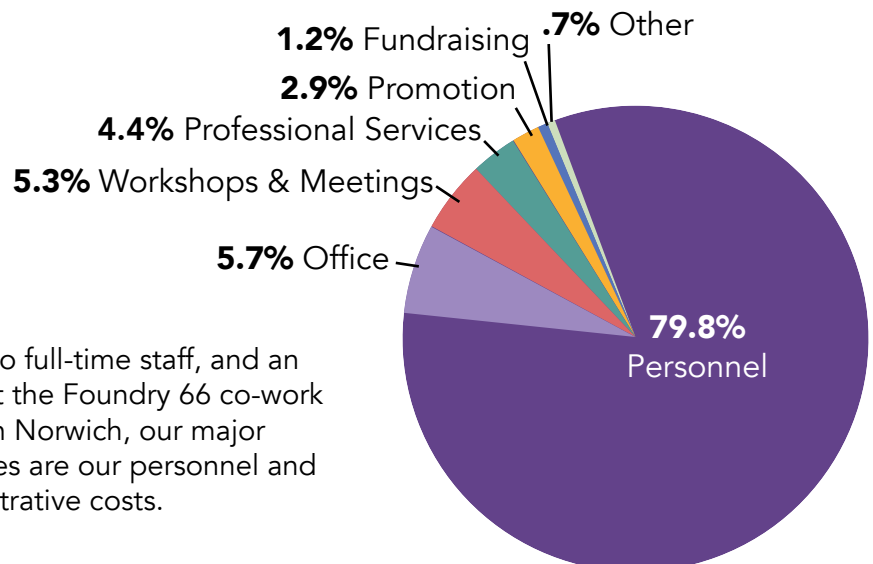


Our largest grants come from the CT Office of the Arts/Department of Economic and Community Development to deliver services as the Designated Regional Service Organization for southeastern Connecticut, and the Community Foundation of Eastern Connecticut.

We are grateful to numerous donors, sponsors, and Supporting Cast members for their support and to businesses for their in-kind donations of services.

**Deferred revenue as of 06/30/20 was \$35,662.*

FY 2019-2020 EXPENSES



With two full-time staff, and an office at the Foundry 66 co-work space in Norwich, our major expenses are our personnel and administrative costs.

Reflecting the Board of Directors' belief that the Coalition ensures concomitant growth of resources to advance our mission, including personnel, financial resources and facilities, our goal is to financially invest in the future.

SUPPORTING CAST & DONORS

Supporting Cast

Members of the Supporting Cast have made a three-year commitment to help the Cultural Coalition AMPLIFY our voice for the cultural sector, our programs and services, and our impact.

PATRONS

(\$2,500 - \$4,999/year)

Robert G. Youngs
Family Foundation, Inc.

AMBASSADORS

(\$1,000 - \$2,499/year)

Anonymous
Connecticut College
Tom & Marcia Marien
Mashantucket Pequot
Museum & Research Center
Lorna Pulver

STEWARDS

(\$500 - \$999/year)

Conway, Londregan,
Sheehan & Monaco, P.C.

Stewards (continued)

Eugene O'Neill Theater Center
Morgan & Lisa McGinley
Mystic Seaport Museum
Robert A. Richter

FRIENDS

(\$300 - \$499/year)

Anonymous
Nadinia Ballestrini
Daniel & Kathryn Brandl
Florence Griswold Museum
Katharine Hepburn
Cultural Arts Center
Lyman Allyn Art Museum
Mystic Knotwork, LLC
Bob & Nita Ross
Keith Turner

2020 Donors

Anonymous	Connecticut Early Music Society	Andrea Marcille	James Quinn
Anonymous	Caroline Driscoll	Matt McCauley & Ashby Carlisle	B. Michael Rauh
Caleb Bailey & Sarah Baker	East Lyme Historical Society	Patricia McManus, LLC *	Robert Richter
Dara Blackstone	Marian Galbraith	Mystic Paper Beasts Theatre Co./ Dragon's Egg	Lori Robishaw
Gilbert Boro	Eric Garofano	Emma Palzere-Rae	Tony & Peggy Sheridan
Borough of Stonington	Simon Holt	Joanne Paradis	Town of Stonington
Theresa Broach	Gigi Horr Liverant	Laurie Pavlos	UCP of Eastern CT
Nancy Bulkeley	Jay Levin	Amy Perry	Urgo Agency
Byrnes Agency	Kathryn Lord	Daniel Potter & Marya Ursin	Preston Whiteway
Kathy Calnen & Michael McKinley	Gail & Bruce MacDonald		Emily Williams & Lee Cole-Chu
	David Madacsi		

*In-kind donation

Thank you also to donors who have supported us online through Facebook Fundraiser/Network for Good and AmazonSmile Foundation programs.



2020 BENEFACTORS, MATCHING GIFTS, GRANTS & SPONSORS

Benefactors



Matching Gifts

Bank of America Employee Giving

Charter Oak Federal Credit Union

Dominion Energy Charitable Foundation

Grants

Chelsea Groton Foundation

Community Foundation of Eastern Connecticut

Dominion Energy Charitable Foundation

Frank L Palmer FD TR, Bank of America, N.A., Trustee

Make Music Alliance Inc.

Robert G. Youngs Family Foundation, Inc.

State of CT Office of the Arts/Department
of Economic and Community Development

The Bodenwein Public Benevolent Foundation,
Bank of America, N.A., Trustee

Sponsors

Southeastern CT Enterprise Region (seCTer)

Yale New Haven Health/Lawrence + Memorial Hospital

BOARD, ADVISORY COUNCIL & STAFF

Board of Directors *(January 2021)*

CHAIR

Nancy Bulkeley – Senior Community Affairs Representative,
Dominion Energy (Waterford)

SECRETARY

Dan McMahon – Director of Marketing and Public Relations, Goodspeed
Musicals (East Haddam)

VICE CHAIR/GOVERNANCE CHAIR

Nishant Sahoo – Financial Advisor, Devoe/Schrage/Sahoo and Associates –
Merrill Lynch (Stonington)

Caleb Bailey – Executive Director,
Eastern Connecticut Symphony
Orchestra (New London)

Carrie Dyer – Chief Operating
Officer, Reliance Health, Inc.
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Jose Garaycochea-Ulloa –
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(New London)

Rachael Gaudio – Attorney, Waller,
Smith & Palmer, P.C. (New London)

Rachael Gavin – Founder/CEO,
PR(iSM) Resistance Coalition
(New London)

Kolton Harris – Program
Associate, CT Office of the Arts
(New London)

Captain Andrea Marcille
(ret. USCG) – President, U.S.
Coast Guard Academy Alumni
Association (New London)

Chandler Smith – Associate
Producer, Eugene O'Neill Theater
Center (Waterford)

Keith Turner – Mortgage Loan
Representative, Homestead
Funding (New London)

Advisory Council

Lisa McGinley – Retired, Deputy Managing Editor, The Day (New London)

Robert Richter – Director of Arts Programming, Connecticut College
(New London)

Robert Ross – Executive Director, Connecticut Office of Military Affairs
(Hartford/Groton)

Steve Sigel – Executive Director, Garde Arts Center (New London)

Christopher Zendan – (Groton)

Staff

Wendy Bury, Executive Director

Deb Mathiasen, Assistant Director

Please contact us if your name has been inadvertently omitted or misspelled in this report.

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Cover images by Roshane Stephenson, Arts Workforce Initiative Apprentice/Digital Content Developer.

