

CULTURAL COALITION

serving southeastern & northeastern CT

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Introduction - With the Treasury's guidance for using ARPA funds in your hands, now is the time to join other municipalities and commit **at least 1% of your ARPA funds to arts & culture in your community.**

Why is 1% for arts and culture critical to your town?

- A vibrant, thriving arts and culture scene **directly benefits the recovery of restaurants, lodging, tourism and hospitality industries**
- Outdoor arts events this summer and fall are **vital for reviving downtowns, restoring jobs, and renewing our social connections**
- Access to creative activities **improves mental health and students' educational outcomes.**
- Funds **directly benefit the residents and businesses** in your community

Looking for guidance on what that could look like? We are here to help with ideas, expertise and shovel-ready options. Below are some ideas we can help with:

Ideas to SUSTAIN Existing Arts & Culture in Your Community:

- Direct Grants (\$5,000 each) to local organizations for general operating support to aid with planned events in summer and fall*
- Back to Business Grants (\$1,000 to \$5,000) to organizations to help with reopening costs (masks, HVAC, signage, etc.), marketing costs, and events
- BIPOC -Black, Indigenous, People of Color- Grants (\$5,000) to arts and cultural organizations, creative businesses, or arts programs that have historically been disenfranchised and underrepresented in your community*
- Direct sponsorships of cultural events such as summer concert series, festivals/fairs, and performances*
- Hire musicians, theater troupes, etc. for performances in downtown areas, public parks, festivals, outdoor areas

*Consider 2-3-year grants to help sustain recovery and expend ARP funds over time

Ideas to EXPAND Existing Arts & Culture in Your Community

- Accelerator Grants (\$5,000 to \$10,000) to collaborative projects & programs, including cross-sector partners (arts & culture, restaurants, hotels, etc.)
- Empty Storefront Pop Ups, using local artists, creative business start ups, and performers to fill spaces to generate foot traffic and support new businesses
- Public Art in downtowns, parks, and neighborhoods to celebrate culture, provide community healing, address social & racial justice, beautify cities and towns
- Create Cultural Districts, with a budget (min. \$5,000) for the inaugural Cultural District Commission/Advisory Council
- Long-Term Recovery Support through a 3-year \$10k a year (total investment \$30k for an individual municipality) for CT Office of the Arts & [AIR Institute](#) partnership with the state of CT.

Ideas to CREATE NEW Forms of Arts & Culture in Your Community

- WPA (Works Projects Administration) style program that puts artists - muralists, performers, actors, musicians, etc. - back to work by commissioning new public art in buildings, streetscapes, transportation projects, beautification projects, lighting projects, blight removal
- Shark Tank-Style community centered program for rapid investment to bring creative ideas, programs and events to fruition.
- Covid Memorials using local artists
- Hire local artists to create or lead community arts projects
- Fund arts and culture in schools: bring arts to school assemblies or hire teaching artists for residencies that help children readjust to learning in a classroom environment.

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