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.