

LEGISLATIVE BRIEFING

FEBRUARY 2022



CULTURAL COALITION

- Designated Regional Service Organization (DRSO) for CT Office of the Arts/DECD
- DRSO for SECT since 2014 and now for NER since 2021
- Independent nonprofit, 1 of 8 in the statewide network
- Serve nearly 600 registered partners (museums, performing arts centers, historical societies, arts associations, individual artists, creative businesses, libraries, social/human service orgs)
 - 53% for profit
 - 42% nonprofits
 - 5% gov't/municipal
- Work within DECD/COA pipeline alongside our peers in Tourism and serve many of the same businesses
 - CT Office of the Arts (and CT Humanities) = Asset Development
 - CT Office of Tourism = Marketing & Promotion of Assets

2022 ACTIVITIES

2022 CULTURAL COALITION ACTIVITIES	CREATIVE COMMUNITY*	MUNICIPALITIES	NON-ARTS ENTITIES THAT SUPPORT CREATIVE COMMUNITY	NORTHEAST REGION (NER)
SERVICES				
Advocacy—Local, State & National	X			X
Designated Regional Service Organization (DRSO) for CT Office of the Arts/DECD—southeast & northeast CT	X	X		X
Representation & Strategic Partnerships with: Southeastern CT Enterprise Region (SeCTer) Southeastern CT Council of Governments (SECCOG) Chamber of Commerce of Eastern Connecticut Community Foundation of Eastern Connecticut Division of Emergency Mgmt. & Homeland Security (DEMHS) Region 4 Recovery Steering Committee	X	X	X	X
Research & Data EXPANDED Arts & Economic Prosperity 6 Report (AEP6) Cultural Facilities Assessment NEW FOR 2022	X	X	X	X
Monthly E-News & What You Need to Know Today	X	X		X
Cultural Connections—Directory of Arts & Culture	X		X	
C.O.R.E. Calendar (Calendar of Regional Events)	X		X	X
Municipal Services EXPANDED Advising, Consulting & Project Support for: Sustainable CT Certification & Actions Plans of Conservation & Development Cultural Districts ARPA Municipal Funds for Arts & Culture (2021-22) Municipal Profiles Regional Report NEW FOR 2022		X		X
Business & Employee Benefits Content Development/Delivery for HR use	X		X	
Fiscal Agent Service	X			X
PROGRAMS				
Rising Tide Series Executive Directors/CEO Roundtable Regional Roundtables (by topic, location, category)	X			X
Funding Booster Program Monthly Grant Clinics Professional grant writer consultation services Getting Started with Grants Training (annual) Grantmakers Forum (annual)	X			X
Arts in Health Collaborative	X		X	
Art at the Airport	X		X	X
Assets for Artists	X			X
Diversity, Equity, Inclusion & Anti-racism Series	X			X
EVENTS				
Culture Connects (spring & fall)	X		X	
Make Music Day—June 21 (annual)	X	X	X	
Legislative Breakfast/Briefing (annual)	X	X		X
Arts & Culture Outlook 2022 (annual)	X	X	X	X
Thrive! 2022 and mini-Thrive! events	X			X
ADDITIONAL STAFF NEW FOR 2022				
Northeastern CT Region Arts & Culture Coordinator				X
Cultural Coalition Outreach & Impact Coordinator	X		X	X

NATIONAL DATA – JANUARY 19 REPORT (AFTA)

“Arts, Entertainment, and Recreation” jobs dropped from 2.5 million to 1.2 million between February and April 2020 (-53%). **As of December 2021, arts jobs have rebounded to 2.24 million. Positive news, but still down (-11%) since pre-pandemic** (U.S. Bureau of Labor Statistics).

As of December 2021, the percentage of **job losses at nonprofit arts organizations remains more than 3 times worse** than the average of all nonprofits -12.5% vs. -3.7% (Johns Hopkins University)

The reports that “arts, entertainment, and recreation” businesses are among the **most likely to take longer than 6 months to recover** from the pandemic. (U.S. Census Bureau’s Small Business Pulse Survey)

As of July 2021, estimated **\$17.97 billion in financial losses** to the nation’s nonprofit arts and culture organizations

99% of producing and presenting organizations cancelled events during the pandemic—a loss of 557 million ticketed admissions impacting both arts organizations and audiences.

63% of arts attendees are already attending in-person programs as of December 2021—up from 38% in September and 17% in April 2021—with **37% expecting to do so in January 2022 or beyond**. (AMS Audience Outlook Monitor)

FY22-23 STATE BUDGET INVESTMENT IN ARTS, CULTURE & TOURISM

Unprecedented level of funding

Thank you!!!

CT STATE BUDGET INVESTMENT IMPACT ARTS, CULTURE & TOURISM FY22-23

ADMINISTERED BY CT OFFICE OF TOURISM

- \$15M Statewide Marketing
- Line items for Tourism (Tourism Districts, Zoos & Aquariums, etc.)

ADMINISTERED BY CT OFFICE OF THE ARTS FY22-23

- \$15M for SUMMER EXPERIENCES (voluntary participation)
- **\$30M CT HUMANITIES (IN PARTNERSHIP WITH CT OFFICE OF THE ARTS)**
- \$1.3M FLAGSHIP PRODUCING THEATRES (6 orgs, includes O'Neill, Goodspeed)
- \$5M PERFORMING ARTS CENTERS (4 orgs, none in SECT)
- \$1.9M PERFORMING ARTS THEATRES (7 orgs, includes Garde Arts, Chestnut Street Playhouse)
- **\$6M SMALL THEATRES** (competitive grants - included CT Lyric Opera, ECSO, Flock Theatre, Hygienic, La Grua Center, Mystic Paper Beasts, New London Community Orchestra, Shoreline Ringers)
- \$1M Youth Arts
- \$7.5M Line Items - Flagship Producing, Performing Arts Theatres, Art Museums Consortium (includes Florence Griswold, Lyman Allyn) - 6 line item orgs in SECT

CT HUMANITIES & OFFICE OF THE ARTS CULTURAL FUND OPERATING SUPPORT GRANT

- \$16M RECENTLY to 624 organizations statewide (75% now, 25% coming soon for total \$20M FY22 and \$10M FY23)
- Grants to all eligible organizations (arts, culture, humanities)
 - “shook the trees”
 - approx. 4% of operating budgets
 - min. grant \$5,000
- **77 Grants to SECT**
- **\$2,568,000 to SECT**
- Many organizations got more than they were expecting and has been deeply valued (amount, timing, general operating flexibility)

ADDITIONAL SUPPORT DURING COVID

- Federal funding
 - Shuttered Venues Operating Grants & Supplemental Grants (\$100M+ to CT, 14 grants to SECT \$16M+)
 - CARES Act Funding Small Grants
 - PPP 1 & PPP 2
 - EIDL
 - National Endowment for the Arts Grants (sparse in SECT)
- Funding Booster Program
 - Supports all of the new grant opportunities
 - Big uptick in number of participants
 - Free grant support service for our partners— access to professional grant writer, drop in grant clinics, grant planning, novice to expert, one-on-one consulting, draft feedback
 - **Nearly every grant that we had a hand in got an award** (first time grant applicants, first federal grant, new grants)
 - Expanding program for 2022

HOW ARTS & CULTURAL ORGANIZATIONS USING THE TIME AND FUNDS

- General Operating (keeping the lights on and people employed even if closed)
 - Technical/IT
 - Capital Improvements
 - Program & Event Planning
 - Organizational Re-Alignments
 - New positions, adjustments to existing positions
 - Virtual experiences
 - Reviewing structure (staffing needs, governance, DEI/AR, internal assessment)
 - Managing staff turnover, volunteer engagement
 - Audience engagement & development
- ** Many organizations that are open are operating with 40% to 60% capacity. Could be 80-100% capacity.

AMERICAN RESCUE PLAN ACT (ARPA) OUR PIVOT

- 1% of ARPA municipal budget for arts & culture request
- Challenges around municipal infrastructure to deploy ARPA funds to arts & culture (due to capacity, expertise, lack of arts & culture department/council/commission)
- Coalition offered 3 options to all municipalities
 - Grant program (with series of roundtables, community conversations, and collaboration to have larger, collective impact)
 - Project management
 - Custom program
- Coalition's management and administration of ARPA funds to local arts & culture
 - City of Norwich (custom program \$500k)
 - City of New London (grant program \$130k in coordination with Cultural District Commission)
 - Town of Stonington (grant program \$52k)
 - Town of North Stonington (grant program \$15k)
- Contractual Consulting
 - City of Groton (pending)
- What are we seeing in potential uses for local funds: Range and diversity of focus areas
 - Artist project grants, creation of new public art, grants to businesses, collaborative marketing, collective purchasing
- Our 2022-2025 focus - Opportunity to build municipal infrastructure (doubling down on municipal services program) . Expanding staff/contractors, Maintaining programs



CHALLENGES & OPPORTUNITIES ON HORIZON

- Consumer confidence & recovery (3rd to 4th quarter 2022)
- Highest risk for permanent closure or irreversible damage this year
- ARPA & municipal funding support to supplement at local level
- Cultural District formations (permanent infrastructure, recovery & sustainability)
- ACT Caucus Summit Summary Report findings and actions
 - Legislative Push/Pull – Equity & access and line items

2022 LEGISLATIVE SESSION

- Longer runway needed for economic recovery for arts, culture and tourism
- Consistent and sustainable state investment planning
- Equitable and accessible funding planning for *next* budget session
- Seed money for new Cultural Districts in region that receive CT Designation (ARPA?)
- Arts & Culture Workforce Development Assessment Study for CT (ARPA?)
 - pre-covid landscape and data; changes to workforce pipeline due to covid (loss of talent); additions/eliminations of job positions due post-covid (temporary vs. permanent); projections/demand curve for industry to plan for workforce pipeline needs (an increase and scale up or a decrease and mitigate)
- Continued support for arts, culture and tourism, including through ACT Caucus – THANK YOU!!