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

<table>
<thead>
<tr>
<th>2022 CULTURAL COALITION ACTIVITIES</th>
<th>CREATIVE COMMUNITY</th>
<th>MUNICIPALITIES</th>
<th>NON-ARTS ENTITIES THAT SUPPORT CREATIVE COMMUNITY</th>
<th>NORTHEAST REGION (NER)</th>
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<tbody>
<tr>
<td><strong>SERVICES</strong></td>
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<tr>
<td>Advocacy—Local, State &amp; National</td>
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<tr>
<td>Designated Regional Service Organization (DRSO) for CT Office of the Arts/DECO—southeast &amp; northeast CT</td>
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<td>Representation &amp; Strategic Partnerships with: Southeastern CT Enterprise Region (SecTor) Southeastern CT Council of Governments (SECCOG) Chamber of Commerce of Eastern Connecticut Community Foundation of Eastern Connecticut Division of Emergency Mgmt. &amp; Homeland Security (DEMHS) Region 4 Recovery Steering Committee</td>
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<td><strong>Research &amp; Data</strong></td>
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<tr>
<td>Expanded Arts &amp; Economic Prosperity 6 Report (AEPI6) Cultural Facilities Assessment</td>
<td>NEW FOR 2022</td>
<td>X</td>
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<td>Monthly E-News &amp; What You Need to Know Today</td>
<td>X</td>
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<td>Cultural Connections—Directory of Arts &amp; Culture</td>
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<td>C.O.R.E. Calendar (Calendar of Regional Events)</td>
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<td><strong>Municipal Services</strong></td>
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<td><strong>Business &amp; Employee Benefits</strong></td>
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<td>Content Development/Delivery for HR use</td>
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<td>Fiscal Agent Service</td>
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<td><strong>PROGRAMS</strong></td>
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<td>Rising Tide Series</td>
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<td>Executive Directors/CEO Roundtable Regional Roundtables (by topic, location, category)</td>
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<td>Funding Booster Program</td>
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<td>Monthly Grant Clinics</td>
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<td>Professional grant writer consultation services Getting Started with Grants Training (annual) Grandmakers Forum (annual)</td>
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<td>Arts in Health Collaborative</td>
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<td>Art at the Airport</td>
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<td>Assets for Artists</td>
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<td>Diversity, Equity, Inclusion &amp; Anti-racism Series</td>
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<td><strong>EVENTS</strong></td>
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<td>Culture Connects (spring &amp; fall)</td>
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<td>Make Music Day—June 21 (annual)</td>
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<td>Legislative Breakfast/Briefing (annual)</td>
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<td>Arts &amp; Culture Outlook 2022 (annual)</td>
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<td>Thrive! 2022 and mini-Thrivel events</td>
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<td><strong>ADDITIONAL STAFF</strong></td>
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<tr>
<td>Northeastern CT Region Arts &amp; Culture Coordinator</td>
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<td>Cultural Coalition Outreach &amp; Impact Coordinator</td>
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“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)
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
• 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
• 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!!