

# CULTURAL COALITION

serving southeastern & northeastern CT

P.O. Box 95, New London, CT 06320 | (860) 448-5135 | info@CultureSECT.org | www.CultureSECT.org

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## ADMINISTRATION OF NORWICH ARPA MUNICIPAL FUNDS FOR ARTS & CULTURE SUMMARY REPORT OF ACTIVITIES July 31, 2022

### JULY ACTIVITIES

- An ad hoc Norwich Public Art Committee has been formed to help develop the process and procedure for creating public art with ARPA funds. The Committee will have their first meeting on August 4th. Committee includes representatives from the City, NCDC, Historical & Monuments Commissions, NPU, NAACP, Chamber and individual artists and residents. (Individual artists that live in Norwich and are interested in serving on the committee, please reach out to Sarbani at S.Hazra@culturesect.org)
- Executive Director Wendy Bury presented updates on the Norwich ARPA for Arts and Culture, including grant data, public art initiatives, and next 6 months of planned activities at the Norwich City Council Meeting on July 18.
- Proposal for a second round of ARPA for Arts and Culture funding was submitted to the City Manager.

### JUNE ACTIVITIES

- The 1st round of the Norwich ARPA Grants for Arts & Culture received 20 applications requesting \$156,747 in funds and \$14,000 in Professional Development supplemental grant for a total of \$170,747 in requests.
- 12 applications were funded - \$90,159 total grants + \$7,000 for Professional Development supplemental funds = \$97,159 total awarded.
  - a) 25% Artists, 58% Nonprofits, 17% For profit
  - b) 17% BIPOC applicants funded
  - c) 67% of applicants that asked for and received technical support via FBP & Arts & Culture Coordinator were funded
  - d) 25% youth-engaged use of funds
  - e) A majority of the use of funds will be used for Programs, Projects, and Events

### MAY ACTIVITIES

- The 1st round of the Norwich ARPA Grants for Arts & Culture was launched from May 3, 2022 to May 23, 2022 (this round has closed).

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- 20 applications received with a total amount requested of \$156,747 (this round will award up to \$100,000 in June).
- We are working with the City of Norwich to form a Public Art Selection Committee to support ARPA funded public art projects including RFP and selection of artwork for the new roundabout and other potential sites.

## APRIL ACTIVITIES

- Wendy, Deb, and Sarbani hosted an information session on the 1st round of the Norwich ARPA Grants for Arts & Culture on Friday, April 29, 2022. Here is the link to [view the RECORDING](#).

Passcode: hf\$Y56qi

## MARCH ACTIVITIES

Our [Intent to Apply](#) became available on March 29, 2022. Here were a few proposed projects:

- a) “Castle Church is activating an adjacent, blighted property on Broadway into a public park with the theme of resilience and with murals that engage that theme. The murals are the first phase of the project.”
- b) “Tom Callinan/Crackerbarrel Entertainment - using music and local history, students will learn about the challenges that figures from Norwich’s past endured, and how their resilience helped them cope. Today’s students have been living through the effects of COVID, and they will create a collaborative song related to their experiences.”
- c) “Reliance Health has been part of the downtown Norwich fabric for over 45 years. The Iris Mural Project will contribute to the beautification of downtown while raising awareness about mental health and wellness.”

## Timeline for 1st Round of Norwich ARPA Grant for Arts & Culture (up to \$10k)

3/29/22 – Intent to Apply Form Available

4/14/22 – Community Input on the Draft of Full Grant Application

4/25/22 – Grant Application Opens

5/16/22 – Grant Application Closes

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5/17/22 – Internal Grant Panel Review Begins

June – Grant Awards are Announced

- Wendy and Sarbani presented updates on the Norwich ARPA Grant for Arts and Culture at the Norwich City Council Meeting on March 21, 2022.

[Plan to use COVID-19 recovery grants for Norwich arts programs unveiled](#) (The Day)

- We distributed the **ARPA Funding Needs Survey** in March to Norwich organizations, businesses, and artists. The survey asked how COVID has financially impacted organizations and artists, and what their funding priorities are. (15 respondents) Here are some key findings:
  - a) Operational and financial health:  
Almost half of the respondents (**46.67%**) assessed the current health for their business/organization was **Fair**, **40%** assessed **Healthy**, and **13.33%** assessed **Struggling**
  - b) The number one funding priority is **Programming/Events/Projects**.  
Second funding priority is **Capital Improvements**.
  - c) From March 2020-March 2022, the estimated total number of audience members/program attendees/customers lost was **63,641**.
  - d) Calculated budget shortfall/funding gap for calendar year 2022 is **\$445,300**. (9 respondents)
- We are currently working on RFPs for public art projects in Norwich. They will be tentatively released in early summer. Applicants with their own projects can apply.

## FEBRUARY ACTIVITIES

- Organized and co-hosted a community conversation about public art in Norwich on 2/17/22 via ZOOM with NCDC/Global City, City Econ Dev Staff, Castle Church & Reliance Health. **There were 47 Norwich community members involved in the discussion, and generated great feedback, input and comments.**

**Meeting takeaways:**

  - a) Community members identified and suggested locations where public art would have an impact. Public art in Norwich should include all parts of the city, not just downtown.
  - b) Some ideas included a healing garden, pop up shops, food truck festival, and utilizing/beautifying spaces that are already in the city.
  - c) Norwich Community Development Corporation, Global City Norwich, City of Norwich, Norwich Public Utilities, and Greater Norwich Area Chamber of Commerce understand the

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value of the role public art plays in creating a vibrant city for residents, businesses and visitors.

- With community input, outlined a theme and focus for the ARPA funds (planning for a 2023 Norwich campaign)
- Drafting outline of the **Norwich ARPA Arts & Culture funds grant program** with focus on **READI – Relevance, Equity, Accessibility, Diversity and Inclusion**. Grant program development includes eligibility requirements, application criteria, grant amount levels, priority focus areas, data required for ARPA guidelines, national models/best practices, etc.

Outline of grant program also includes planning for: multiple rounds of grants, applications available in multiple languages, public workshops, accessibility options, and community outreach.

## PREVIOUSLY COMPLETED ACTIVITIES

- Created and maintain a public webpage for all ARPA Norwich information re: arts & culture
- Setup a registration form for those interested in receiving updates and information about Norwich ARPA funds dedicated to arts & culture (see list of registered entities below)
- Contacted all of our existing Norwich creative community contacts (**95 registered partners in the City**) to inform them of our process, timeline and how to get involved
- Provided updates regarding Norwich ARPA public input meetings through our monthly e-newsletters and directly to the Norwich ARPA registered contact list
- Hosted 6 monthly, regular roundtable meetings with the creative community to hear about needs, priorities and plans
  - October 6, 2021
  - October 13, 2021
  - October 27, 2021
  - November 17, 2021
  - December 7, 2021 (Public Art Specific)
  - January 19, 2022
- Hired Sarbani Hazra as the Norwich Arts & Culture Coordinator to work with the Cultural Coalition to do outreach, (especially to those not currently connected with the Cultural Coalition) build relationships and help encourage collaboration (began late Dec.)

## ON-GOING ACTIVITIES

She has met with over 80 people to discuss their challenges and goals for arts and culture in Norwich:

Elanah Sherman (ADA and Accessibility best practices), Roberta Rose (artist/City arts program

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staff), Carrie Dyer (Reliance Health), Sue Caplet (Reliance Health), Heather-Renae' Paul (Reliance Health), Kia Baird (new Cultural Coalition Outreach & Impact Coordinator), Faye Ringel (Norwich Arts Center), Suki Lagrito (Global City/NCDC), Adam Bowles (Castle Church), Cathy Special (Otis Library), Julie Menders (Otis Library), Lisa Foss (Chestnut Street Playhouse), Steve Schumacher (artist), Samson Tonton (artist), Bill Champagne (Norwich Historical Society), Regan Miner (Norwich Historical Society), Shiela Hayes (Norwich NAACP), Ron Bates (Blues on Broadway), Brian Kobylarz (former Norwich Revitalization Committee member), Becca Atkins (Artreach), Carin Jennie Estey (Artreach), Emma Palzere-Rae (Artreach), Dick Pape (Artreach), Ashley Eichorn (Norwich Public Schools), Sarah Duso (Norwich Public Schools), Erin Haggan (Norwich Youth & Family Services), Zechariah Stover (Greenville Neighborhood Revitalization Committee), Jessie Wraichette (Norwich Public School), Swarnjit Singh Khalsa (Sikh Art Gallery), Lashawn Cunningham (Blooming Into Greatness), Angela Adams (The Greater Norwich Area Chamber of Commerce), Claudio Melendez-Cooper (Hispanic Alliance of Southeastern Connecticut), Sadie Anthony (Mohegan Commons Apartments), Jody Lefkowitz (Norwich Regional Adult Education), Katrina Bercaw (Norwich Regional Adult Education), Halim (Muslim Community Leader), Brynn Hickey (Disabilities Network of Eastern CT), Brenda McDonald (Bahá'í Community Leader), Tanya Livingston (Bahá'í Community Leader), Rick Spencer (artist), Dawn Indermuehle (artist), Debbie Kievits (Norwich Bully Busters), Kelly August (Rose Arts Festival), Kevin Saythany (Board of Education Member), Bill Thibeault (artist), Nanette Armstrong (The Calkins Family Association), Carrie Szymanski (Norwich Sunrise Rotary Club), Michael Wolak (Rose City Senior Center), Sean Langlais (Artist), Uzair Azhar (artist), Saschia Johnson (Inspiring Youth and Mentors), Bart Jeczmienny (artist), Faith Wibberley (artist), Tom Callinan (artist), Dan Topalis (Gallery at the Wauregan), ESL students and community members at Norwich Regional Adult Education, Theresse Weigand-Watkinson (Norwich Bully Busters), Jennifer Weigand-Watkinson (Norwich Bully Busters), Peter Moran (Connecticut Historical Society)

Coordinating meetings with other artists, organizations as well as doing outreach to communities who are underrepresented in the grant-making process.

Manages the new Norwich ARPA Instagram account: @norwicharpaculture, which currently has 76 followers.

## 51 ENTITIES HAVE SIGNED UP TO RECEIVE NORWICH ARPA ARTS & CULTURE NOTIFICATIONS – beginning in 8/25/21 to 7/31/22

ADA Advocate
ART Flame
Artist
Artist (books/prints)
Artist (musician)
Artist (producer)

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Artist (visual), PARJE mural
Artist, Schumacher Art
Artist/Art from my Heart studio
Artist/BMI
Artist/Norwich Park&Rec
Artist/Rose Arts Fest
Artist/vol. Norwich ArtSpace Gallery
Artreach, Inc.
Artreach, Inc.
Blooming in2 Greatness
Castle Church (mural)
Chestnut Street Playhouse
Chestnut Street Playhouse
City of Norwich Manager
City of Norwich, Asst. Planner
City of Norwich, Director P.Works
City of Norwich, Planner
CityMgrOffice,fmr.tourism
CT Storytelling Center, resident
Foundry66/NCDC
Global City Norwich/NCDC
Gr. Norwich Chamber of Commerce
Gr. Norwich Chamber of Commerce
Mayor of Norwich
NAC-producer Blues on Broadway
NCDC
nonprofits (youth)/PARJE mural
Norwich Arts Center
Norwich Historical Society
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Norwich Public Schools
NPU Norwich Public Utilities
Otis Library
Otis Library
Otis Library, Asst. Dir.
Reliance Health (mural)
Reliance Health (murals)
Reliance Health(prop.mgr)
Rose Arts Festival/Fractured Atlas
Rotary Community Corps
Sikh Art Gallery, City Council
Slater Museum/Leffingwell
Unify & Rose Arts Festival