

Arts, Culture, and Tourism : A Roadmap

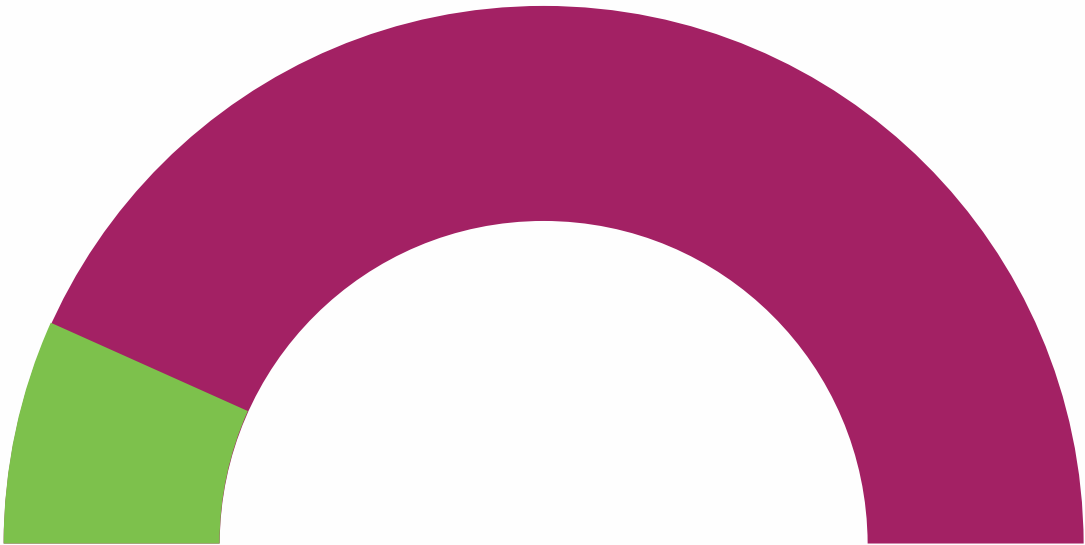
A plan to invest in Arts, Culture, and Tourism

Who We Are



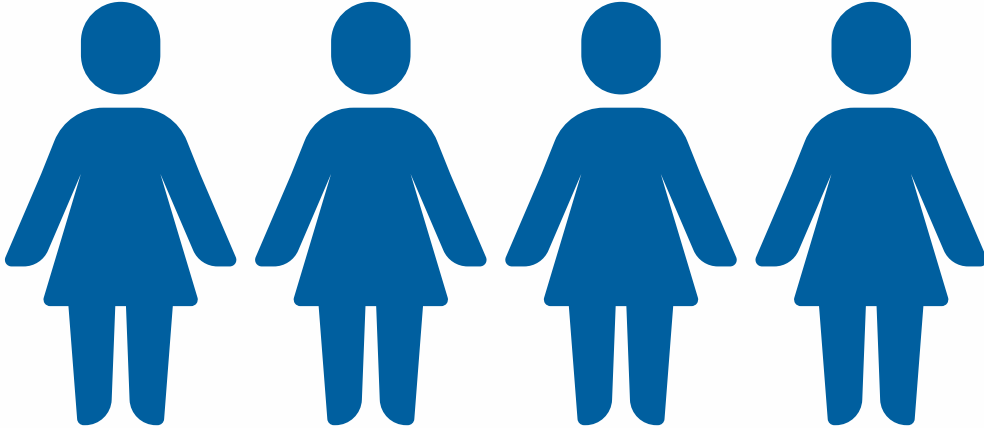
1,000+

Arts & Humanities (Culture)
Organizations & Attractions



13.4% or \$40B

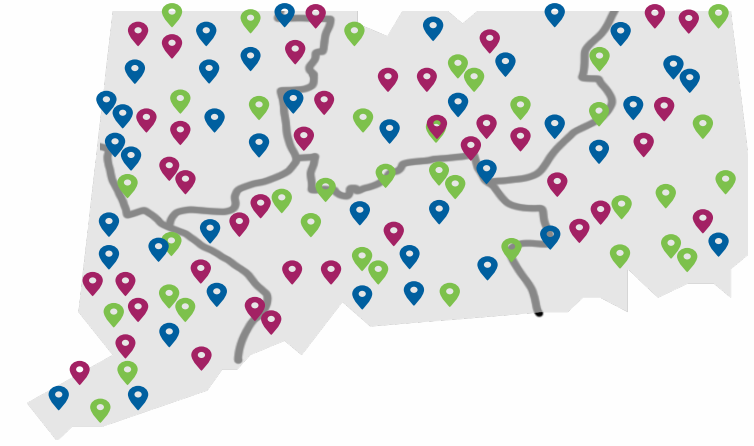
of CT's Gross State
Product



175,000

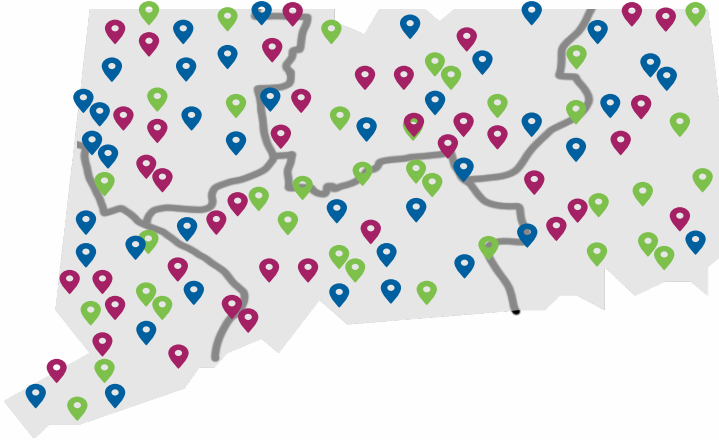
Jobs

Roadmap Vision



We envision a healthy, vibrant, and diverse cultural sector, strengthened by robust tourism marketing that attracts visitors and businesses, spurs economic growth and supports a strong and growing workforce.

Goal:



Funding that is:

Meaningful

Reliable

Equitable



Why Now?

Galvanizing the Sector

HB 6119: introduced January 2021



Arts, Humanities, Tourism
Collaboration Forms



Propose Increasing
Tax Allocation

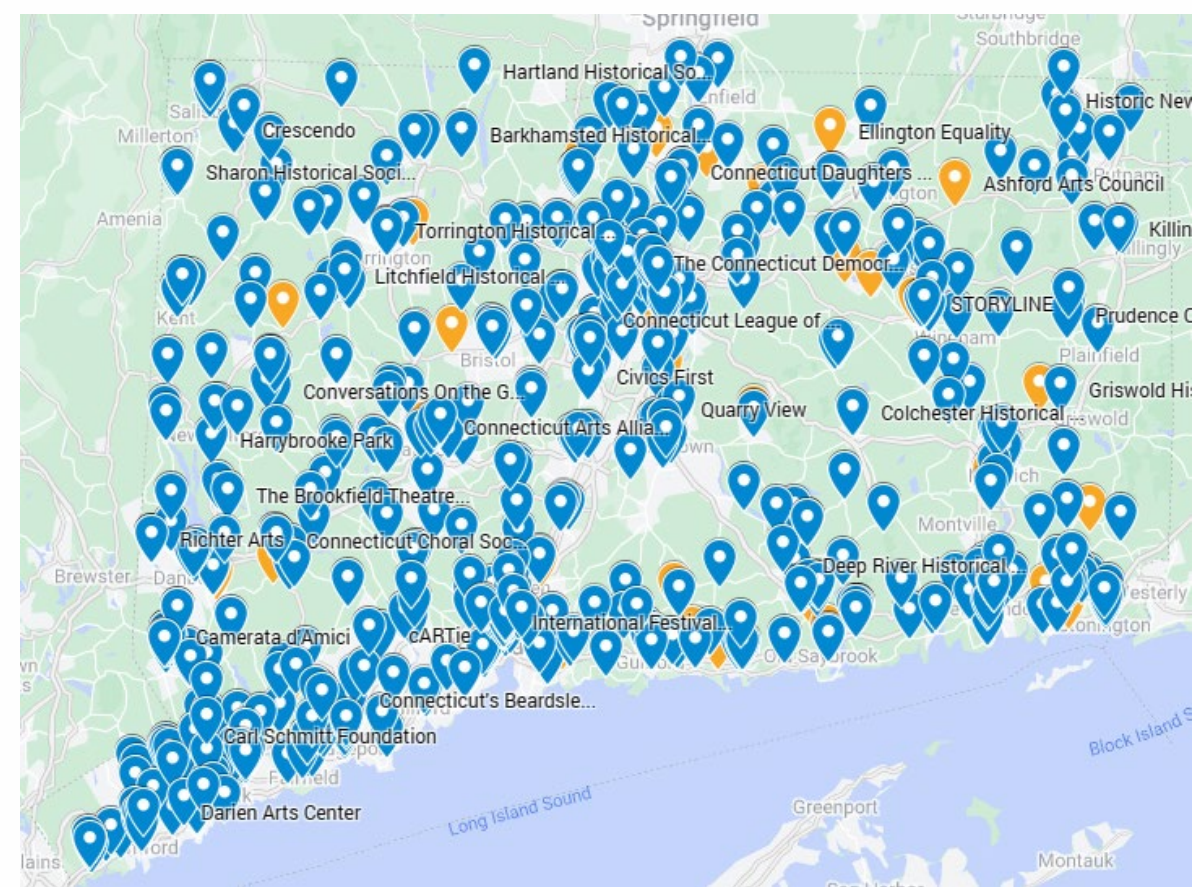


Need for Greater State
Investment

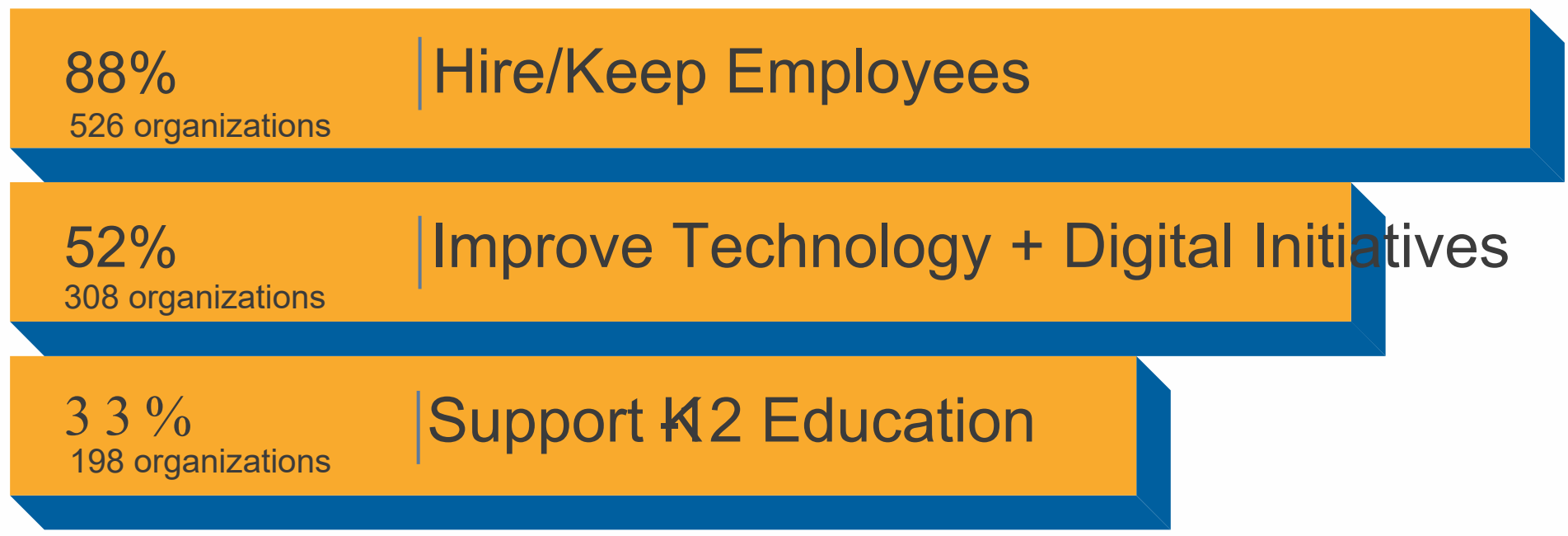
CT Cultural Fund

June 2021

\$20M in FY22
+
\$10.7M in FY23

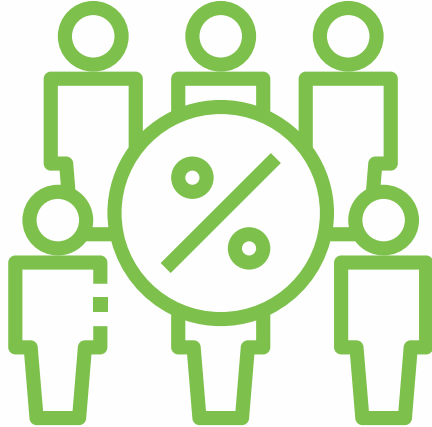


Funds Have Been Used To*:



*From 93% of grantee final reports submitted as of 1/6/2023

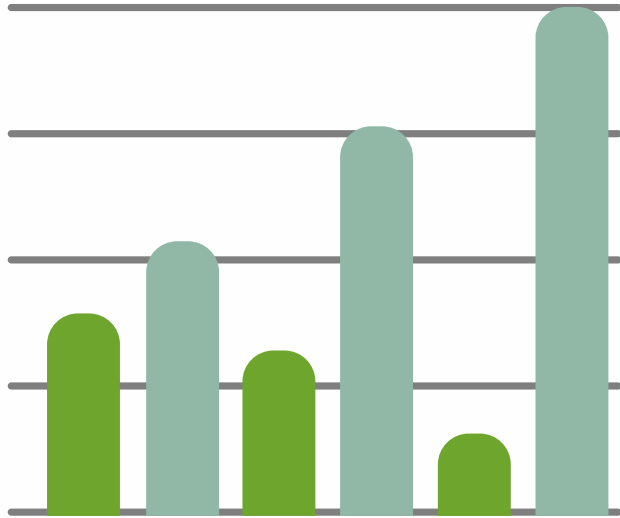
Office of Tourism



Focused Efforts on
6 Key Demographics



Innovative Social Media
Influencers Campaign



New Resources to
Measure Impact of
State Funding

Tourism Summit + ACT Partnership

December 2021	April - November 2022
Defined Purpose	CTH, CAA, CTC Partnership
Identified Top Priorities	Steering Committee
	Six Virtual Meetings (200+ Participants)
	Validation of Key Priorities
	Consider Funding Models

Steering Committee Members

- Frank Burns, CT Tourism Coalition
- Rodney Butler, Mashantucket Pequot Tribal Nation
- Joe Grabarz, Gallo and Robinson
- Kevin Graft, Graft Public Solutions
- Jeff Hamilton, Mohegan Sun
- Adriane Jefferson, New Haven Office of Arts and Culture
- Jason Mancini, CT Humanities
- Ricky Mestre, Artist
- Frank Mitchell, Cultural Organizer
- John-Michael Parker, CT State Representative
- Elizabeth Shapiro, CT Office of the Arts
- Heather Somers, CT State Senator
- Noelle Stevenson, CT Office of Tourism
- Brett Thompson, CT Arts Alliance

The Roadmap

\$58.5 Million - Annual State Investment



Statewide Marketing & Infrastructure



Administered by CT Humanities



Preserve Tourism Fund Line-items



CT Humanities & CT Office of the Arts

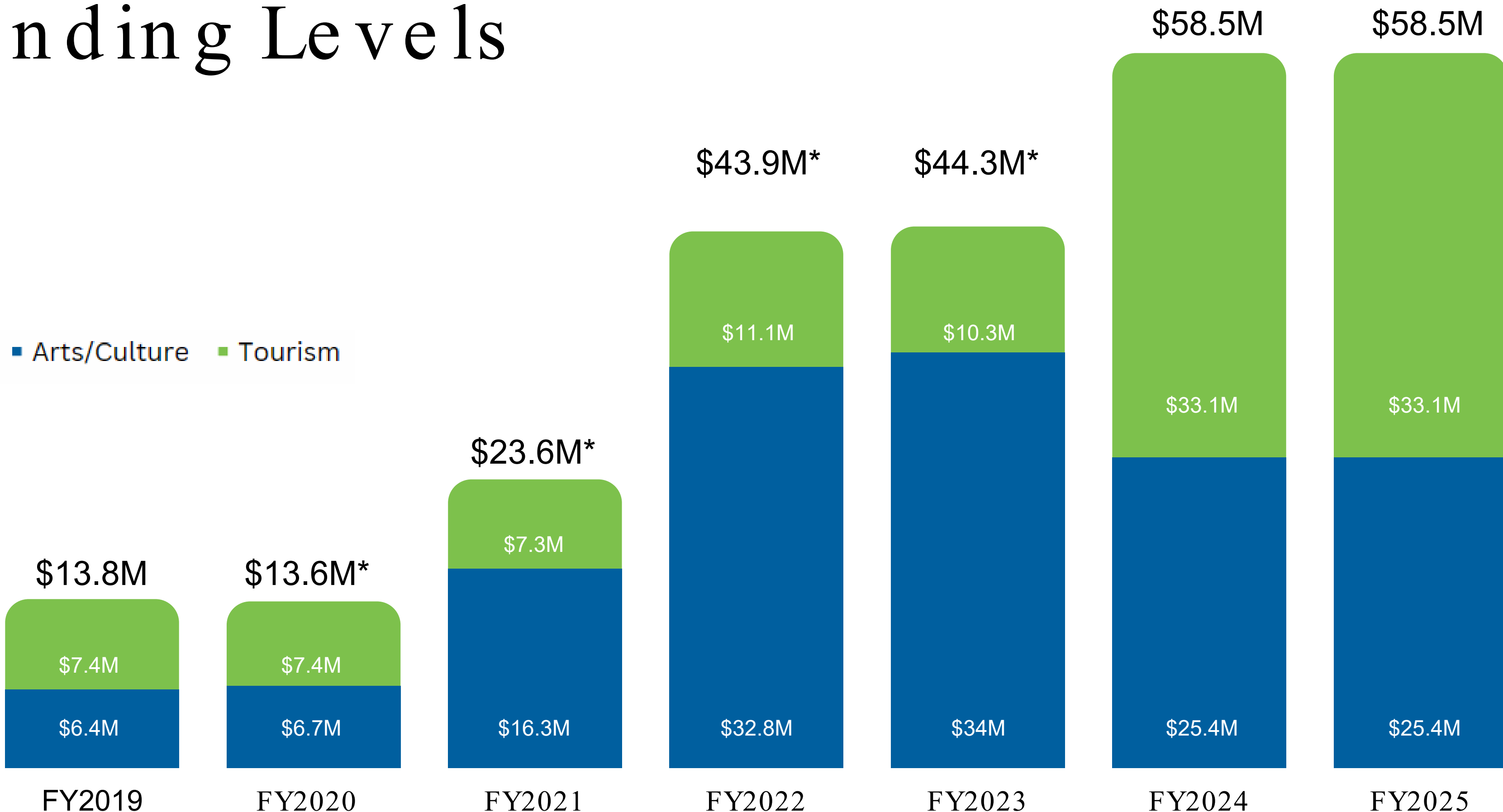


Arts, Culture, & Tourism Workforce Development

*Significant progress toward equity

Funding Levels

■ Arts/Culture ■ Tourism



*Includes all regular state, regular federal, and state and federal pandemic relief funding

Possible Funding Sources + Pathways



Lodging Occupancy Tax



Car Rental Tax



Online Gambling
Tax Revenues

Progress + Opportunity



Year 1 Participating Museums

- The Amistad Center for Art & Culture
- Avery-Copp House Museum
- Danbury Railway Museum
- The Dudley Farm Museum
- Finnish American Heritage Society
- Haddam Historical Society
- Historical Society of Glastonbury
- New England Carousel Museum
- Sharon Historical Society
- Simsbury Historical Society
- Slater Memorial Museum
- Stanley-Whitman House
- Trumbull Historical Society
- Wilton Historical Society
- Windham Textile & History Museum




Progress + Opportunity

Stony Creek Museum: Broadening Audiences

“

...developed video vignettes on topics of interest in Stony Creek's history to be shown in the museum and distributed digitally to schools and libraries.

A Screenshot of the Stony Creek Museum's Tourism Vignette Video



Progress + Opportunity

New London Landmarks: Including More Stories



Reverend Jan P H Bernoudy, during her oral history interview

“

Paid internships provided meaningful opportunities for two New London youths.

Their project allowed past and current residents of New London's income-restricted housing projects to tell their own stories -

and to cumulatively tell a story about how New London's housing projects evolved over decades.

Progress + Opportunity

Times Fool Company: Expanding Opportunity

“

We employed 12 artists and three production crew, most of whom are local Connecticut artists.

More than 900 community members were able to experience free, professional theatre

-

- including many families & children seeing Shakespeare for the first time!



Photo by Kevin Anderson

Times Fool Company's free professional Shakespeare

Progress + Opportunity

International Festival of Arts & Ideas: Diversifying Content

Photo by Joel Callaway



La consumada activista de derechos civiles y organizadora comunitaria Dolores Huerta, en conversación

“

We know expanding, diversifying, and broadening the content reach of the Ideas series is the best way to serve our local communities.

We look forward to reaching more K-12 students and Spanish-language speaking communities across the state in the coming year.

Mohegan Sun Casino



Maritime Aquarium at Norwalk



Connecticut Valley Railroad



Connecticut Science Center



MYSTIC
AQUARIUM
RESEARCH



Foxwoods Resort Casino



Tomorrow is NOW!



What You Can Do

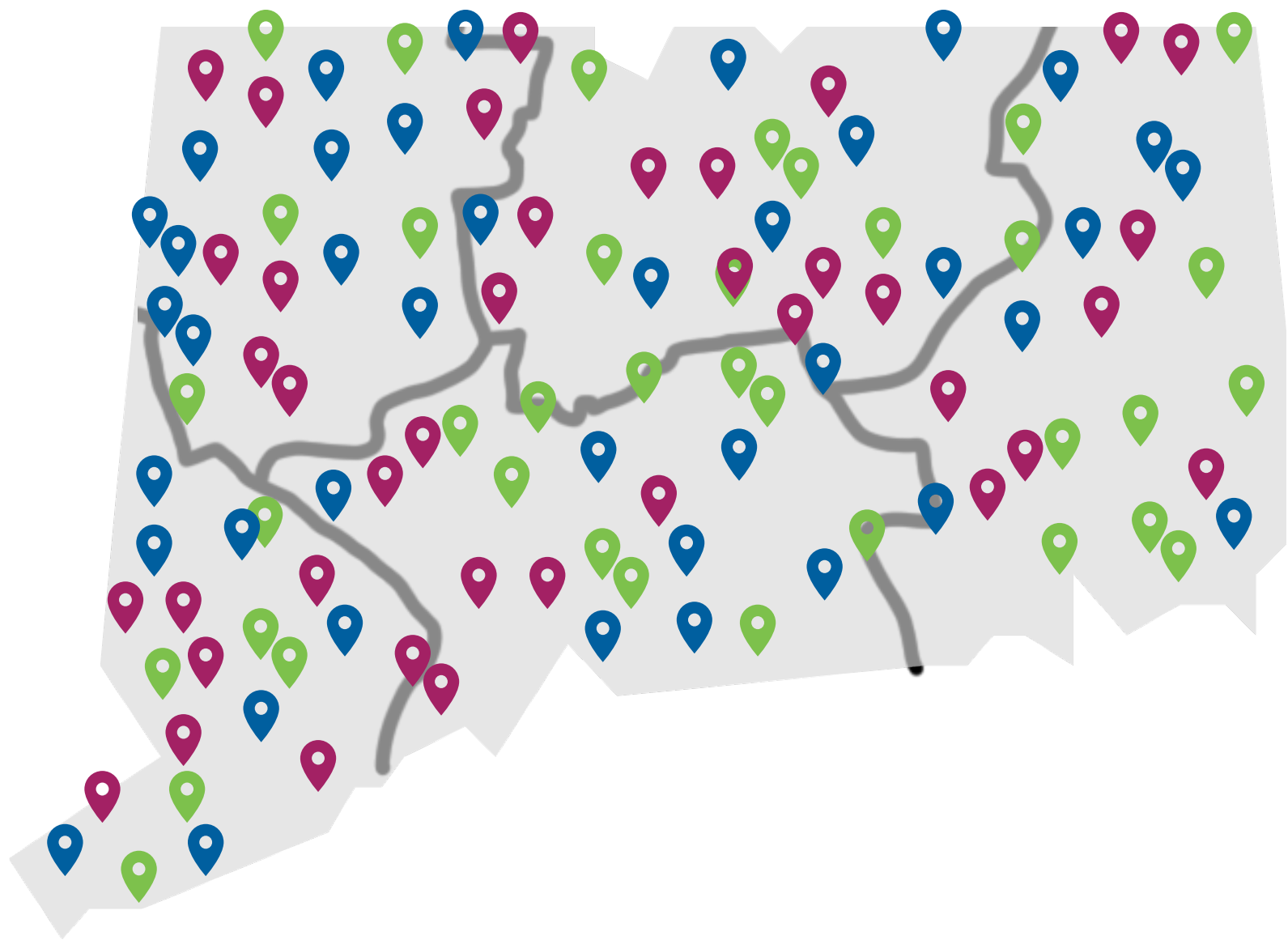


Co-Sponsor and Support the Roadmap Bill

Contact Rep. Parker or Senator Somers



Young artists enhancing at 10 Selden, a community arts space in Woodbridge



Download this Presentation



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