



**ANNUAL
REPORT**

CULTURAL COALITION
serving southeastern & northeastern CT

2023

MISSION

Our mission is to improve the economy, vitality and quality of life in Eastern Connecticut by supporting the arts, cultural and creative community.

CONNECT

We strive to connect arts, cultural and creative individuals and entities to build on respective strengths and create successful partnerships.

COLLABORATE

We foster collaboration among arts, cultural and creative individuals and entities to facilitate innovative solutions and opportunities.

COMMUNICATE

We communicate with patrons, organizers and beneficiaries of arts, cultural and creative entities and individuals to promote opportunities and convey the sector's impact.

Designated Regional Service Organization

In partnership with the CT Office of the Arts, Department of Economic and Community Development, the Cultural Coalition is a Designated Regional Service Organization (DRSO) supporting our 42 town region in Eastern Connecticut.

Southeast towns (since 2014):

Bozrah | Colchester | East Lyme | Franklin
Griswold | Groton | Lebanon | Ledyard | Lisbon
Lyme | Montville | New London | North Stonington
Norwich | Old Lyme | Preston | Salem | Sprague
Stonington | Voluntown | Waterford

Northeast towns (since 2021):

Ashford | Brooklyn | Canterbury | Chaplin
Columbia | Coventry | Eastford | Hampton
Killingly | Mansfield | Plainfield | Pomfret | Putnam
Scotland | Stafford | Sterling | Thompson | Union
Willington | Windham | Woodstock



2023: A Year of Transition and Stability

A Message from our Executive Director~

Have you ever looked back and realized that your past experiences culminated into where you are supposed to be at this very moment in time? In accepting the role of Executive Director, the pieces fell seamlessly into place. My business mindset, my nonprofit leadership, and my experience in the creative and humanities fields, all sweetened by my successes, challenges, and lessons learned, provide the back story and set the stage for the work I am currently engaged in.

For the Cultural Coalition, 2023 brought a change in leadership. All of the pieces of growing the organization over the last decade- its challenges, its achievements, and its ability to pivot during a global pandemic- all led to where it is today. Throughout the transition of leadership, we were able to sustain our record of success and preserve our core values. We were able to continue to provide the same level of support through our programming, outreach, and advocacy. All of which can be attributed to our amazing team, both past and present.

As we look forward to continuing to support the arts, cultural, and creative community in Eastern Connecticut, I can't wait to see what pieces fall into place as we transition into the next decade of service. Thank you for your continued support.

Wendy Vincent

STRATEGIC PLAN 2020-2025

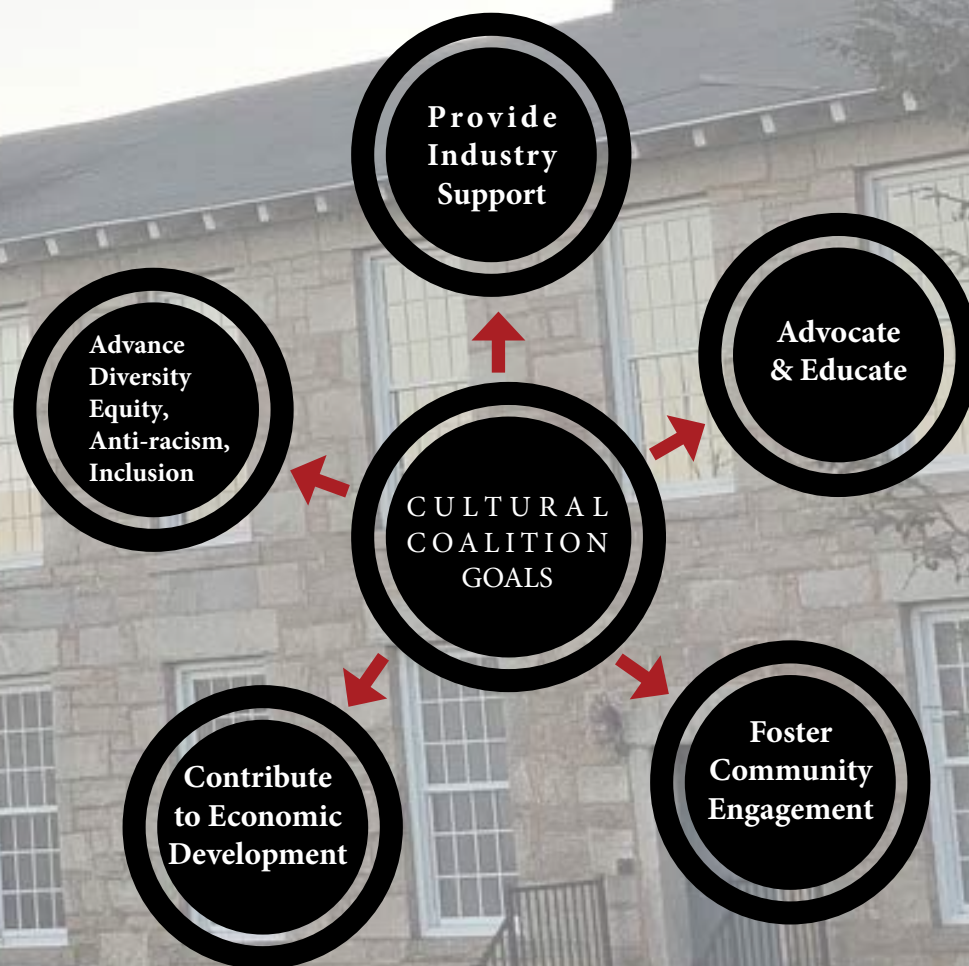


Photo: KirbyMill, Mansfield

Cover photo: Make Music Day Tuba by Chaurielle Robinson

2023 BY THE NUMBERS

50+
events, roundtables
and forums
convened



46%
participation in
AEP6 Organization
Survey*

**more info. on page 9*

738 Southeastern
457 Northeastern
AEP6 Audience Surveys
Collected*

**more info. on page 9*

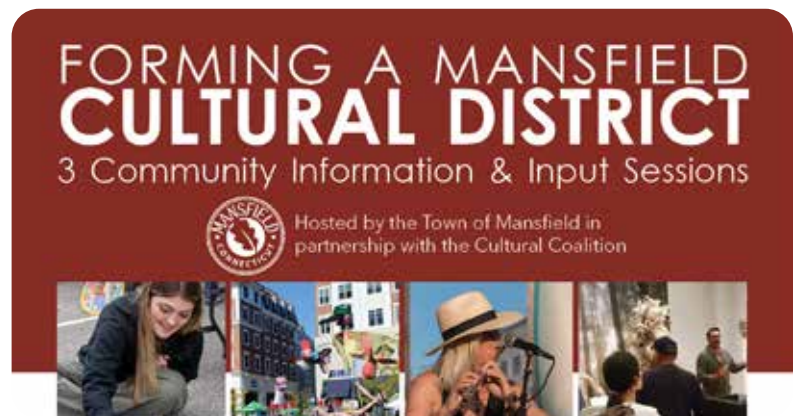
2000+
receive monthly
Newsletters & Need to
Know Communications

Municipal Services

The Cultural Coalition continued to provide arts and culture consulting and project support for individual municipalities working with Mayors and First Selectmen, Town Councils, Economic Development Departments and Commissions during 2023. Regional updates and resources were also shared in monthly meetings with the Southeastern CT Council of Governments (SCCOG) and Southeastern CT Enterprise Region (seCTer).

Cultural Districts

Stonington and Mansfield took steps toward establishing Cultural Districts in their towns, with the Cultural Coalition assisting in facilitating community input sessions, asset-mapping and in the application process with the Department of Economic & Community Development/CT Office of the Arts.



Norwich ARPA

For the 2nd year, the Cultural Coalition continued the partnership with the City of Norwich to manage and administer what remained of the \$500,000 of municipal American Rescue Plan Act (ARPA) funds allocated for arts & culture grants and special projects.

A 2nd round of project grants (up to \$10,000 each) were distributed to 11 individual awardees. Additionally, 7 applicants were awarded IMPACT grants (up to \$25,000) for collaborative, multi-partner projects to support major events, programs and activities expected to have high impact- economic, social, and/or community - in the City of Norwich.

Norwich Public Art

The Cultural Coalition formed an ad hoc committee, Norwich Public Art Committee (NPAC), to assist with the investment in arts and culture using the City's ARPA funds. NPAC put out a call for artists to share design concepts for a public art project to be located on the roundabout at Franklin Square in downtown Norwich. Three concepts were selected to proceed to the full proposal phase, with selection and construction expected in 2024. A Values Statement was also prepared by the Norwich Public Art Committee to guide decisions about Public Art.

Photos (right): Make Music Day featuring Byrd Stay Low at Foundry 66, Norwich; Culture Connects event at the Loos Center for the Arts, Woodstock

The Funding Booster Program

The Funding Booster Program provides free resources, technical support and professional development to improve the arts and cultural community's ability to capitalize on funding opportunities at all levels. Our Program Manager, Jessica Morozowich, provided over 90 hours of one-on-one consultations, many with first-time applicants, which included review of draft budgets and narratives.

The Funding Booster Program had one-on-one consultations with 40% more artists in 2023 than in 2022!

Monthly Drop-In Clinics (8) served 67+ attendees. The annual Grant Writing 101 training, Arts & Culture Funders Forum, and NEA Info. Session were well attended and provided useful advice to potential grant applicants.

6th Annual Make Music Day Southeastern CT

10 Towns 24 Host Venues
62 Performers 70 Performances

Part of Make Music Day, a global music celebration held on the summer solstice that brings people of all ages and skill levels together to share music in free public performances.



Culture Connects

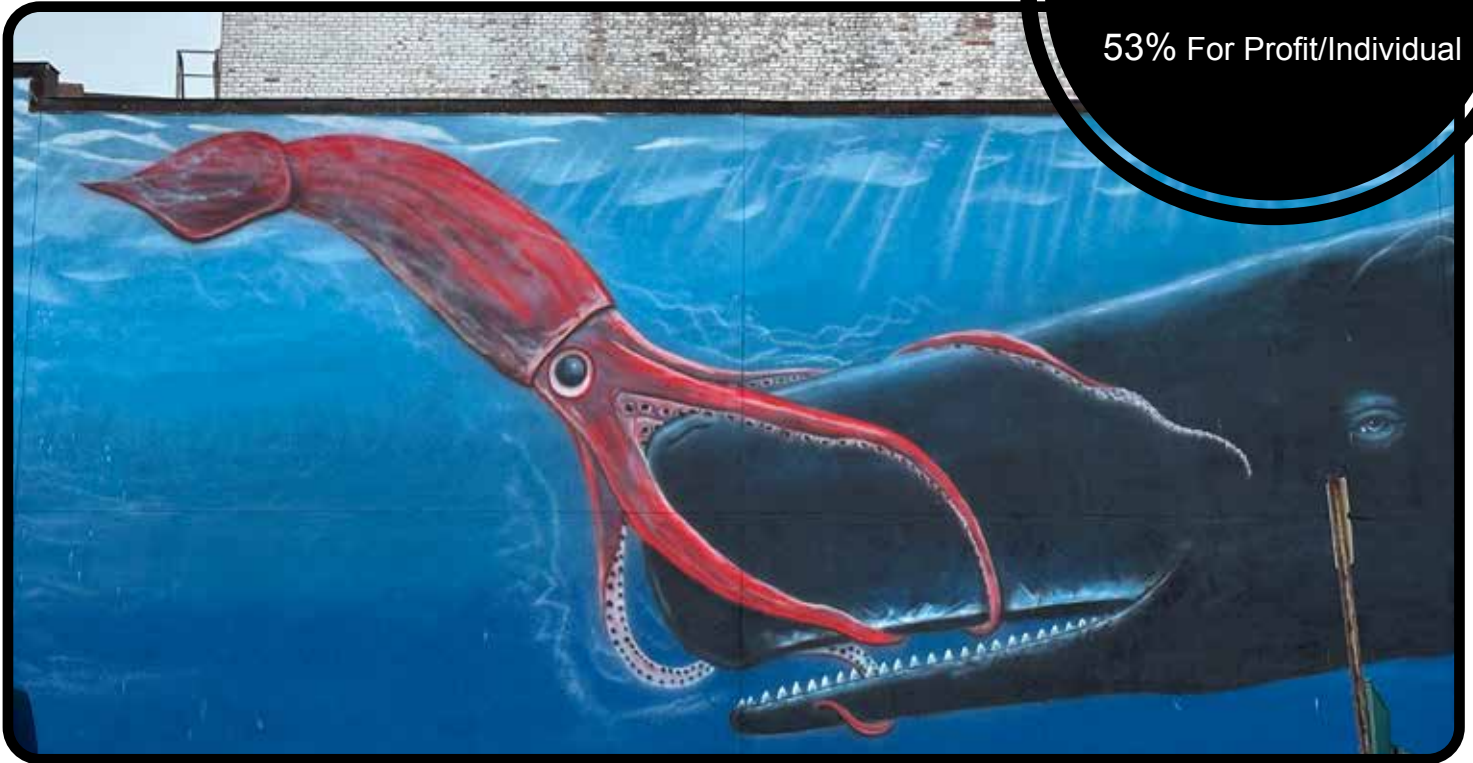
Culture Connects social and networking events were held in two locations in the Northeast Region and in Norwich for a holiday gathering. These casual meet-ups provided the opportunity for the arts and culture community to meet and get to know other members of the Cultural Coalition and the new Executive Director. Facilitated by the Cultural Coalition's Outreach & Community Impact Coordinator, Kia Baird, guests enjoyed making new connections and learning about other businesses.



Cultural Coalition Members

580+ businesses, organizations and individuals who live, work and support the arts, heritage, cultural and creative sector.

The Cultural Coalition is a free membership organization (registered partners/contacts) serving in 42 municipalities in Eastern Connecticut.

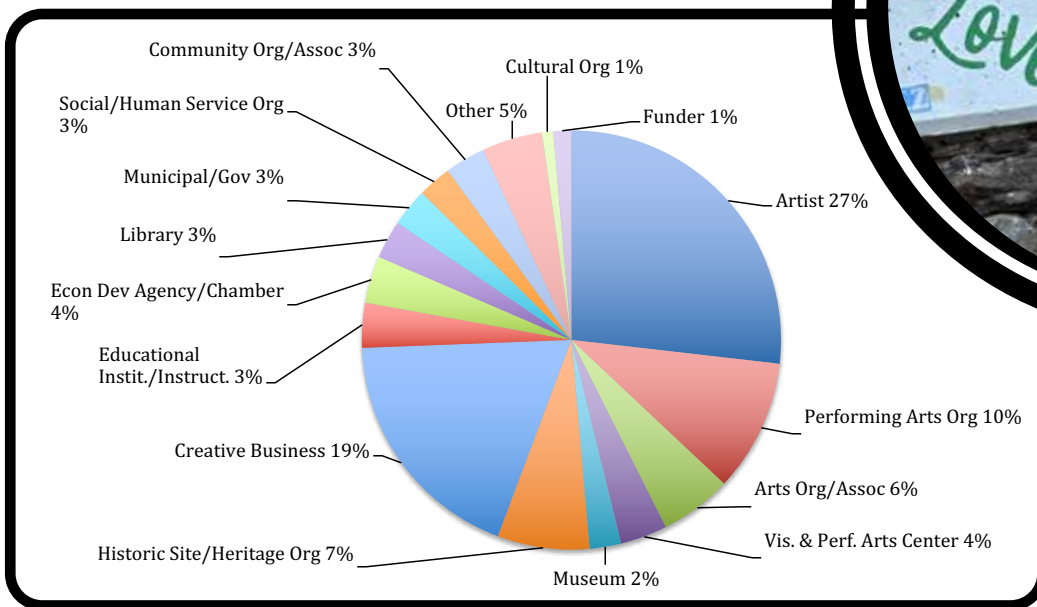


Members by Municipality

Ashford	1	Hampton	0	Pomfret	5	Waterford	15
Bozrah	0	Killingly	5	Preston	8	Willington	6
Brooklyn	0	Lebanon	5	Putnam	15	Windham (Town of)	4
Canterbury	2	Ledyard	12	Salem	4	City of Willimantic	11
Chaplin	1	Lisbon	1	Scotland	0	Woodstock	3
Colchester	9	Lyme	1	Sprague	4	Outside NER & SECT	5
Columbia	0	Mansfield	17	Stafford	0	New London County	3
Coventry	8	Montville	6	Sterling	1	Outside Southeast CT	98
Eastford	1	New London	94	Stonington	64		
East Lyme	23	North Stonington	6	Thompson	2		
Franklin	1	Norwich	51	Union	0		
Griswold	5	Old Lyme	22	Voluntown	1		
Groton	56	Plainfield	2				

Our members create a **vibrant creative economy** throughout Eastern Connecticut by stimulating **innovation**, contributing to **economic development**, fueling **tourism**, creating healthy **communities**, and promoting **culture**.

Members by Category



Our region is home to world-class **museums**, nationally recognized **performing & visual arts centers**, local, regional and national **history & heritage assets**, innovative **creative businesses**, and a bevy of talented **musicians, artists, thespians** and other members of the **creative community**.



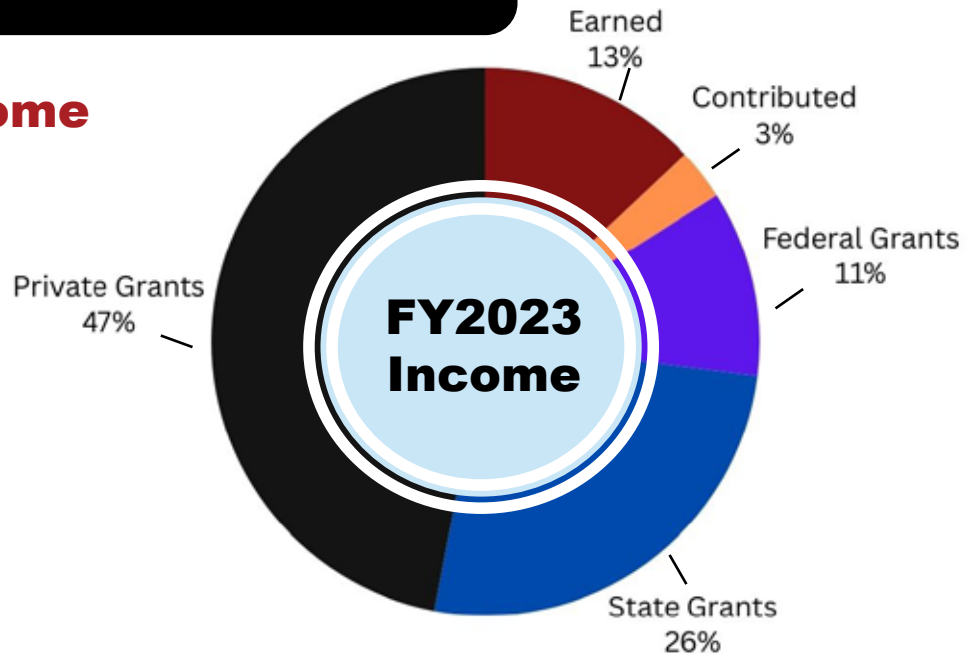
Photos: Wyland Mural, New London (left page); Eastern CT artists and performers (right page).

Financial Overview

The Cultural Coalition is a 501 (c)(3) nonprofit organization. We pursue our mission with financial conservatism and transparency. The Coalition is committed to the highest level of integrity in its administrative, service and outreach activities, and we maintain records accurately and transparently.

FY 2022-2023 Income

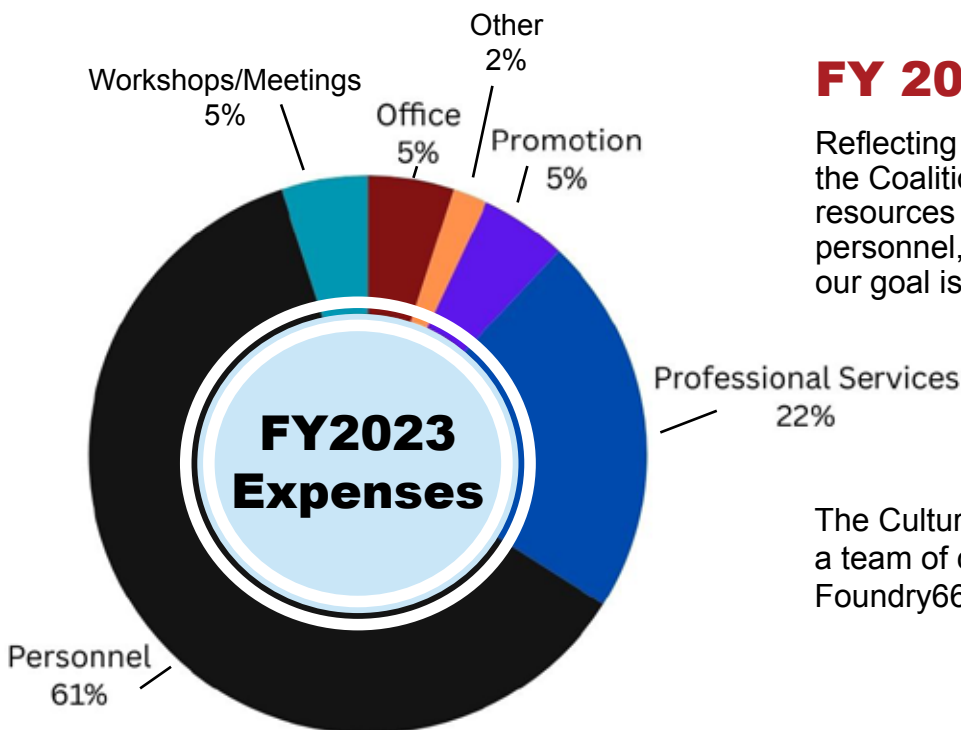
Our largest grants in 2023 came from the CT Office of the Arts/Department of Economic and Community Development to deliver services as the Designated Regional Service Organization for 42 towns in Eastern Connecticut, and from Connecticut Humanities as part of the CT Cultural Fund FY23 Operating Support Grants. Major grant support for our organization also came from the Community Foundation of Eastern Connecticut.



*Deferred revenue as of 06/30/23 was \$18,000.
Note: Fiscal sponsorships & ARPA Grants not included.

FY 2022-2023 Expenses

Reflecting the Board of Directors' belief that the Coalition ensures concomitant growth of resources to advance our mission, including personnel, financial resources and facilities, our goal is to financially invest in the future.



The Cultural Coalition has two full-time staff, a team of contractors, and an office at the Foundry66 co-work space in Norwich.

Note: Fiscal sponsorships & ARPA Grants not included.

Photos (right): Make Music Day, Bards of Gungywamp by Chaurielle Robinson; (far right) Hayes Sculpture Garden, Coventry

Donors

Anonymous
Bob & Nita Ross
Carrie Dyer
Goodspeed Musicals
Katharine Hepburn Cultural Arts Center
Kathleen Stauffer
Matt McCauley & Ashby Carlisle
Town of Bozrah
Town of East Lyme
Town of Groton
Town of Montville

Benefactors

YaleNewHavenHealth
Lawrence + Memorial Hospital

Chelsea Groton
Feel good about your bank™

Thank you to donors who have supported us online through AmazonSmile Foundation program.

Grants



CThumanities

MAKE MUSIC

Alliance Inc.





Arts and Culture activities are a critical economic driver!

The Economic and Social Impact Study of Nonprofit Arts & Culture Organizations & their Audiences

Arts and culture is a \$151.7 billion national industry supporting 2.6 million jobs and \$29.1 billion in government revenue.

Most CT attendees (88%) of arts and cultural events agreed that the cultural experience “inspir[es] a sense of pride in this neighborhood or community.”

Nearly a billion dollars (\$954 million) is generated in Connecticut in economic activity supporting 16,667 jobs.

Building on its 30-year legacy as the largest and most inclusive study of its kind, AEP6 used a rigorous methodology to document the economic and social contributions of the nation’s nonprofit arts and culture industry. As the Designated Regional Service Organization (DRSO) for the CT Office of the Arts, Department of Economic & Community Development, the Cultural Coalition partnered with Americans for the Arts to conduct two separate AEP6 studies in Eastern Connecticut— one for the southeast region and one for the northeast region.

Audience surveys (1,195) were collected from May 2022 through June 2023. Nonprofit organizations (122) provided FY22 budget, attendance and staffing information to the independent researchers.



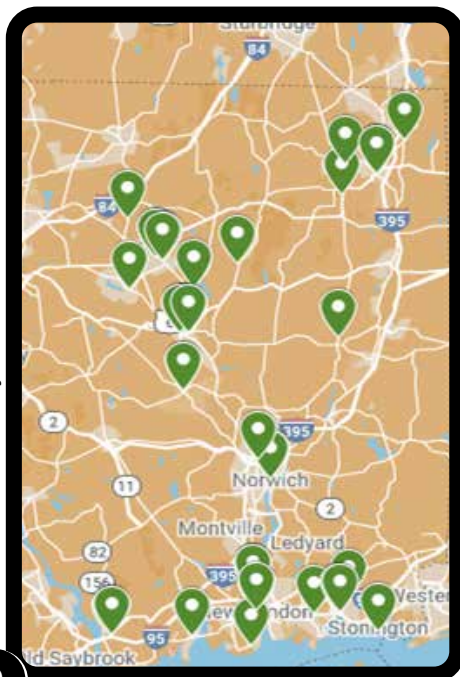
Northeast Connecticut Region Findings

- **\$12.7 million** in total economic activity generated in 2022
- Typical arts & culture attendee spends an additional **\$19.33** per person, per event beyond cost of admission in the region

Southeast Connecticut Region Findings

- **\$183 million** in total economic activity generated in 2022
- Typical arts & culture attendee spends an additional **\$32.33** per person, per event beyond the cost of admission in the region

Visit the Cultural Coalition AEP6 webpage: culturesect.org/arts-economic-prosperity-6-study-aep6/ for information, summaries and full reports for Northeast CT Region, Southeast CT Region, Connecticut and National.



Audience Survey Collection Locations

Board of Directors

Gene Michael Deary - SVP, CAO Consumer Lending & Payments, Berkshire Bank (Willimantic)

Carrie Dyer - Chief Executive Officer, Reliance Health, Inc. (Norwich)

Kolton Harris - Program Associate, Connecticut Office of the Arts (New London)

Captain Andrea Marcille (ret. USCG) - President, U.S. Coast Guard Academy Alumni Association (New London)

Dan McMahon - Director of Marketing and Public Relations, Goodspeed Musicals (East Haddam)

Nishant Sahoo - Wealth Management Advisor, Devoe/Schrage/Sahoo & Associates – Merrill Lynch (Stonington)

Kathleen Stauffer - Chief Executive Officer, The Arc Eastern Connecticut (Norwich)

Samson Tonton - Artist, Artsbytonton (Norwich)

Elizabeth Wood - Executive Director, Stonington Historical Society (Stonington)

Advisory Council

Caleb Bailey - Executive Director, Eastern Connecticut Symphony Orchestra (New London)

Eric Garofano - Attorney, Conway, Londregan, Sheehan & Monaco, P.C. (Stonington)

Rich Martin - Owner, The Telegraph (New London)

Lisa McGinley - Retired, Deputy Managing Editor, The Day (New London)

Robert Richter - Director of Arts Programming, Connecticut College (New London)

Robert Ross - Executive Director, Connecticut Office of Military Affairs (Hartford/Groton)

Steve Sigel - Executive Director, Garde Arts Center (New London)

Christopher Zendan - (Groton)

Our Team

Wendy Vincent - Executive Director (beginning June 2023)

Wendy Bury - Executive Director (through May 2023)

Deb Mathiasen - Assistant Director

Jessica Morozowich - Funding Booster Program Manager

Kia Baird - Outreach & Community Impact Coordinator

Charlene Haukom - Northeast Region Coordinator
(through March 10, 2023)

Sarbani Hazra - Norwich Arts & Culture Coordinator

Please contact us if your name has been inadvertently omitted or misspelled in this report.

*Photos: Prudence Crandall Museum, Canterbury AEP6 participant (center);
Members of our team (right)*

Cover design & report layout by Wendy Vincent





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Foundry 66, 66 Franklin St., Norwich, CT 06360

CultureSECT.org



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