

#ArtisPartCT Toolkit

Thank you for downloading CAA's ArtisPartCT Toolkit! Here, you will find all you need for you or your organization to engage with the campaign and spread the simple message – Connecticut Can't Recover Without the Arts!

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Graphics

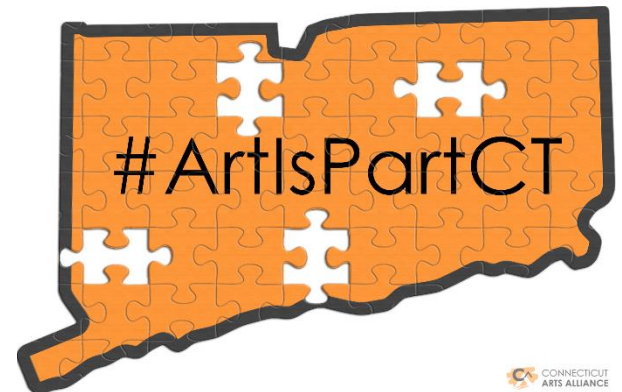
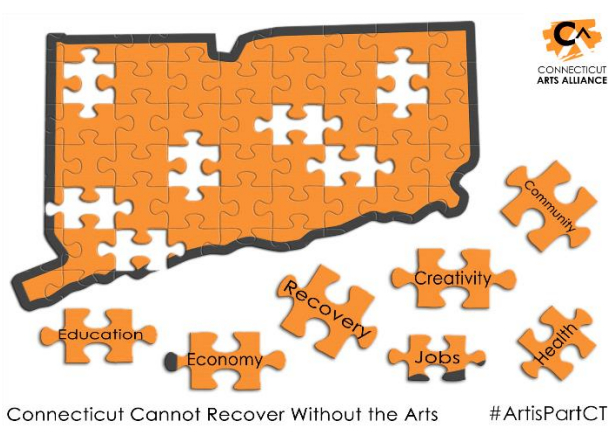


Image Sizing Guide for Social Media

Facebook: 1,200 x 630 pixels (px)

Instagram: Square – 1080 x1080px | Landscape – 1200 x 630px

Twitter: 1,200 x 630px

Hashtags and Other Resources

#ArtIsPartCT

Slogan – Connecticut Can't Recover Without the Arts

** Use the hashtag in posts for an opportunity to be reshared on CAA social media channels

Twitter - @ct_artsalliance

Facebook - @ctartsalliance

Website - <https://ctartsalliance.org/>

Campaign Homepage - <https://ctartsalliance.org/art-is-part-ct/>

2021 Legislative Agenda

ARTS AND CULTURE SECTOR IS AN ECONOMIC DRIVER

Represents 5% of CT's economy | Generates \$9 billion annually | Supports 57,000 nonprofit jobs

Returns \$7 for every state \$1 invested¹

COVID-19 HAS DEVASTATED THE SECTOR



CT CAN'T RECOVER WITHOUT THE ARTS

Empty Downtowns | Venues Closed | Economic & Job Loss | Permanent Closure & Damage

LEGISLATIVE ACTION IS REQUIRED

Prevent further economic injury and job losses | Address the impact of shutdown and accumulated losses |

Help Accelerate Recovery, not only for the sector but for all of Connecticut

The **Tourism Fund** is CT's mechanism to fund arts, culture and tourism. The fund's revenue source is the Hotel Occupancy Tax, which has underperformed as a result of the pandemic's impact on the hospitality industry. According to the Office of Policy and Management (November 2020) "**the Tourism Fund will end FY 2021 with a \$13.8 million negative fund balance.**"

Citations:

¹ [U.S Bureau of Economic Analysis CT State Report](#) and [Arts & Economic Prosperity 5 for State of CT](#)

² [U.S. Bureau of Economic Analysis CT State Report](#)

³ [Lost Art: Measuring COVID-19's devastating impact on America's creative economy \(Aug. 2020, Metropolitan Policy Program at Brookings\)](#)

⁴ [COVID-19's Impact on the Arts Research and Tracking Update: Americans for the Arts](#)

2021 Legislative Agenda

PRIORITY: **REPLENISH THE TOURISM FUND** to prevent further economic injury and job losses in the sector and maintain flat funding. **GROW THE TOURISM FUND** to help stabilize sector and accelerate recovery

- **DEDICATE 25% OF PROCEEDS FROM LODGING TAX TO TOURISM FUND** by increasing the allocation from 10% to 25%. *The increase does not affect lodging tax rates.*
- **ALLOCATE A PORTION OF PROCEEDS FROM OTHER STATE TAXES AND/OR NEW REVENUE.**

PRIORITY: **ENSURE FUNDING FOR CT OFFICE OF THE ARTS AND CT HUMANITIES** reflects their roles as the state's main source of support for arts and culture nonprofits in every municipality.

PRIORITY: **ENSURE THAT ARTS AND CULTURAL NONPROFITS ARE SUPPORTED BY ADDITIONAL FEDERAL FUNDING TO CT** with a focus on grants for operating support as opposed to loans.

Federal Legislators	State Legislators & Administration	CT Arts Alliance
<p>Continue to ensure dedicated federal funding to arts & cultural organizations survival and workers' jobs.</p>	<p>Address accumulated losses, prevent further economic injury and permanent job and institutional loss.</p>	<p>Establish a statewide advocacy network of arts advocacy teams to call on and engage in advocacy efforts.</p>

State Statistics and Facts

State Investment in Arts & Culture

- Total Appropriation \$5,499,552
- CT Per Capita \$1.54
- RI Per Capita \$2.16
- MA Per Capita \$2.03

20% decrease since 2011

- In the State Budget, “Arts Commission” = State Arts Agency = CT Office of the Arts
- Arts and cultural nonprofits are funded through CT Office of the Arts and individual line items
- \$1.5M to “Arts Commission” and \$2.7M to line items for individual arts organizations

\$1 for Tourism is NOT \$1 for Arts & Culture

- The arts are distinct from but a cornerstone to tourism
- Office of the Arts, housed in DECD, funds its operations and grants to nonprofit arts and cultural organizations throughout Connecticut
- Office of Tourism, also housed in DECD, funds its operations and statewide marketing

Return on Investment

- CT's arts investment of \$4.2M generates \$42M in revenue to state government

\$1 to Arts = \$7 to State Govt *

- CT's nonprofit arts & culture industry generates \$800 million in total economic activity
- MA and RI have followed national trend and increased investment in the arts in recent years

*Source: *Arts & Economic Prosperity 5* by Americans for the Arts

COVID-19 Impact Data

COVID-19 Economic Impact on CT's Arts & Culture Sector

\$386M

in estimated economic losses this year for arts & culture nonprofits



- **Venues completely closed** with many cancelling seasons through fall 2021
- **Arts education cancelled** for schools and extracurricular programs
- **No rehearsals or events** at arts organizations of all sizes
- **Unemployment still growing** for individual artists and arts professionals

CT CREATIVE INDUSTRY ECONOMIC IMPACT

- **\$2.4B** in estimated cumulative lost sales
- **33,258** in estimated cumulative lost jobs

CT RECOVERY SO FAR

- Various PPP & EIDL Loans and PUA Support
- Regional relief funds supported by municipalities, community foundations, and donors
- Federally appropriated CARES ACT funding through National Endowment for the Arts and CT Office of the Arts

NATIONAL IMPACT

- \$150B in estimated cumulative lost sales for creative industries
- 2.7M in estimated cumulative jobs lost in creative industries
- \$10.7B in losses to nonprofit arts and cultural organizations
- 96% of events cancelled as far out as summer 2021
- 62% of artists and creative industry workers fully unemployed
- One in three museums may close permanently

STATEWIDE EMERGENCY RELIEF UNDERWAY

- Massachusetts – \$31M bond bill being advanced for cultural sector recovery
- Oregon – \$50M approved by lawmakers for immediate use in cultural relief
- Vermont – \$5 million for a new grant program to help nonprofit arts organizations
- Utah – \$9 million allocated to create the COVID-19 Cultural Assistance Program
- North Carolina – \$9.4M in emergency aid to the arts passed by their General Assembly

Sources:

- *Arts & Economic Prosperity 5, Americans for the Arts, 2015 (most recent data)*
- *Lost Art: Measuring COVID-19's devastating impact on America's creative economy, Metropolitan Policy Program at Brookings Institute, August 2020*
- *U.S. Bureau of Economic Analysis, 2018*
- *COVID-19 Impact Survey, Americans for the Arts, 2020*

CT CAN'T RECOVER WITHOUT THE ARTS

- ★ 5% of CT's economy
- ★ Generates \$9B annually
- ★ Supports 57,000 jobs in CT
- ★ 2nd in value added economic impact - that's greater than construction and transportation
- ★ 69% of visitors come to CT for arts and cultural offerings
- ★ Nonprofit arts sector alone generates \$800M in economic activity, supports 23,000 jobs, and generates \$72.3M in government revenues annually

Talking Points

The Arts Sector

- 5% of the state's economy
- Generates \$9 billion annually
- Supports 57,000 nonprofit jobs
- Is **42nd nationally** in state funding (excluding line items for specific organizations and groups)

COVID-19 Impact

- Lost \$2.4 billion in sales
- Lost 33,258 creative economy jobs
- Lost \$400 million in revenue for arts and cultural nonprofits

We Ask Legislators To:

- Replenish the Tourism Fund – The Office of Policy Management estimates that the Tourism Fund will end FY21 with a \$13.8 million shortfall.
- Dedicate 25% of proceeds from lodging tax to tourism fund by increasing the allocation from 10% to 25%. The increase does not affect lodging tax rates.
- Allocate a portion of proceeds from other state taxes and/or new revenue.
- Ensure funding for CT Office of the Arts and CT Humanities reflects their role as the state's main source of support for arts and culture nonprofits in every municipality