**#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!

Contents:

* Graphics
  + Hashtags and other resources
* 2021 Legislative Agenda
* State Statistics and Facts
* COVID-19 Impact Data
* Talking Points

**Graphics**

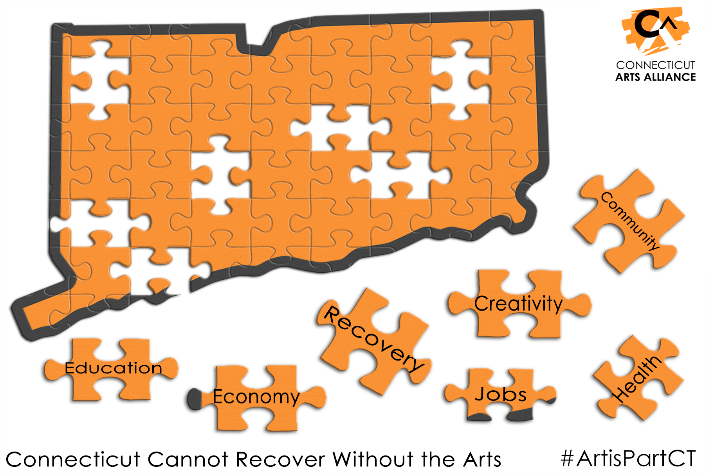
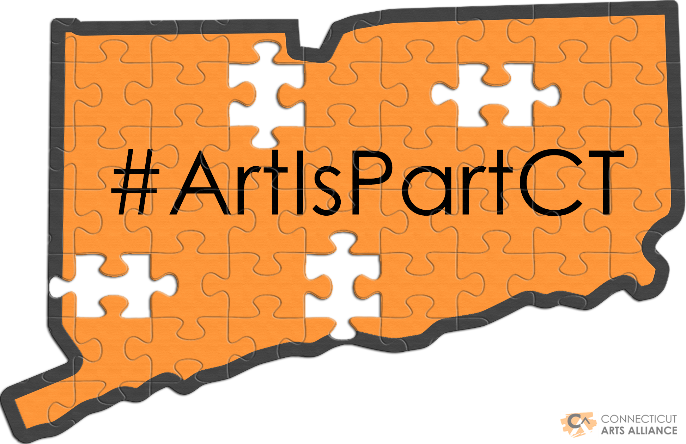


Image Sizing Guide for Social Media

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](https://apps.bea.gov/data/special-topics/arts-and-culture/summary-sheets/Arts%20-%20Connecticut.pdf) and [Arts & Economic Prosperity 5 for State of CT](http://files.constantcontact.com/41bfac1e501/152f7b64-a777-469f-b0a1-1751ba520f61.pdf)

2 [U.S. Bureau of Economic Analysis CT State Report](https://apps.bea.gov/data/special-topics/arts-and-culture/summary-sheets/Arts%20-%20Connecticut.pdf)

3 [Lost Art: Measuring COVID-19’s devastating impact on America’s creative economy (Aug. 2020, Metropolitan Policy Program at Brookings)](https://www.brookings.edu/research/lost-art-measuring-covid-19s-devastating-impact-on-americas-creative-economy/)

4 [COVID-19’s Impact on the Arts Research and Tracking Update: Americans for the Arts](https://www.americansforthearts.org/node/103614)

**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 |
| Continue to ensure dedicated federal funding to arts & cultural organizations survival and workers’ jobs. | Address accumulated losses, prevent further economic injury and permanent job and institutional loss. | Establish a statewide advocacy network of arts advocacy teams to call on and engage in advocacy efforts. |

**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

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

$42M in revenue to state government

* 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**

**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 [To](https://ctartsalliance.org/advocacy-resources/policy-information-2020/)[urism Fund](https://ctartsalliance.org/advocacy-resources/policy-information-2020/) – 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](https://ctartsalliance.org/hotel-and-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](https://ctartsalliance.org/other-revenue-streams/).
* Ensure funding for [CT Office of the Arts and CT Humanities](https://ctartsalliance.org/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