Arts, Culture, and Tourism Funding Roadmap  
Presented by CT Arts Alliance, CT Humanities, & CT Tourism Coalition

FACT SHEET
updated 3/22/23

**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:** $58.5 million annual state investment in the Arts, Culture, and Tourism (ACT) sector that is meaningful, reliable, and equitable:

- **Meaningful** – a level of legislative funding that fully supports tourism and cultural organizations in making Connecticut a more attractive place to visit, work, and live.
- **Reliable** – legislative funding that is consistent over time to minimize operational disruption, improve long-term planning and sustainability, and maximize the return on the state’s investment.
- **Equitable** – legislative funding that is distributed so that arts and cultural organizations -- especially those that have been historically under-resourced -- have equal access to funding opportunities, and so that Connecticut can compete with neighboring states for visitors.

**Investment:**

<table>
<thead>
<tr>
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<th>FY 24</th>
<th>FY 25</th>
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<tbody>
<tr>
<td><strong>Gov Proposed</strong></td>
<td><strong>Requested</strong></td>
<td><strong>Gov Proposed</strong></td>
</tr>
<tr>
<td>Statewide Marketing/Tourism Line Items</td>
<td>$6,855,831</td>
<td>$28,855,831</td>
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<tr>
<td>Cultural Fund/Arts&amp;Culture Line Items</td>
<td>$4,096,059</td>
<td>$25,301,871</td>
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<tr>
<td>Infrastructure and workforce</td>
<td>$2,842,298</td>
<td>$4,342,298</td>
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<tr>
<td><strong>TOTAL STATE INVESTMENT</strong></td>
<td>$13,794,188</td>
<td>$58,500,000</td>
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**Impact:**

- provide accountability and metrics for state investments,
- raise the capacity of arts and cultural organizations as contributors to the state’s economy, the vibrancy of our communities, and the quality of life of our residents,
- support tourism marketing at a level that best positions CT to compete with neighboring states for tourism dollars,
- develop ACT workforce development programs in collaboration with Connecticut’s colleges and universities.

**Potential Funding Sources:**

- **Hotel and Lodging Tax** - increase the percentage of revenues allocated to the Tourism Fund from 10 percent to 25 percent (~$32 million).
- **Car Rental Tax** - return the 3 percent allocation of the car rental tax from the General Fund to the Tourism Fund as defined by statute (~$3 million)
- **Online Gambling** - allocate tax revenue generated from online gambling (~$20 million).
- **Meals and Beverages Tax** - allocate a portion of the tax (~$23+ million).