

# 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:

	FY 24		FY 25	
	<u>Gov Proposed</u>	<u>*Requested*</u>	<u>Gov Proposed</u>	<u>*Requested*</u>
<i>Statewide Marketing/Tourism Line Items</i>	\$ 6,855,831	\$28,855,831	\$ 6,855,831	\$28,855,831
<i>Cultural Fund/Arts&amp;Culture Line Items</i>	\$ 4,096,059	\$25,301,871	\$ 4,096,059	\$25,301,871
<i>Infrastructure and workforce</i>	\$ 2,842,298	\$ 4,342,298	\$ 2,842,298	\$ 4,342,298
<b>TOTAL STATE INVESTMENT</b>	<b>\$13,794,188</b>	<b>\$58,500,000</b>	<b>\$13,794,188</b>	<b>\$58,500,000</b>

### 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)