

Arts, Culture, and Tourism Funding Roadmap

Presented by CT Arts Alliance, CT Humanities, & CT Tourism Coalition

FACT SHEET

updated 01/08/24

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.*

Request: An additional \$41.7 million annual state investment in the Arts, Culture, and Tourism (ACT) sector through the Tourism Fund.

Investment:

	FY25 Total Funds Requested	FY24 Budget	Additional Funds Required
CT Humanities Line Item	\$2,500,000	\$850,000	\$1,650,000
Arts Commission Line Item	\$2,500,000	\$1,497,000	\$1,003,000
Connecticut Cultural Fund	\$17,500,000	\$0	\$17,500,000
Tourism Marketing	\$25,000,000	\$4,500,000	\$20,500,000
All Other Line Items*	\$6,800,000	\$6,800,000	\$0
Workforce Development	\$1,000,000	\$0	\$1,000,000
Total	\$55,300,000	\$13,427,912	\$41,653,000

*reflects the total of all tourism fund line items for individual organizations, consortia and the three tourism districts exclusive of ARPA and carry forward funds.

Impact:

- provide accountability and metrics for state investments,
- maximize the impact of arts, culture and tourism on 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,
- Build a pipeline of workers in collaboration with Connecticut's colleges and universities.

Potential Funding Sources:

Hotel and Lodging Tax -increase contribution to the Tourism Fund from 10 percent to 25 percent (~\$32 million).

Car Rental Tax-return the 3 percent 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 (~\$7 million).

Meals and Beverages Tax-allocate 0.5% (half a percent) of the tax (~\$46+ million).

CTARTS ALLIANCE

cthumanities

CONNECTICUT TOURISM COALITION