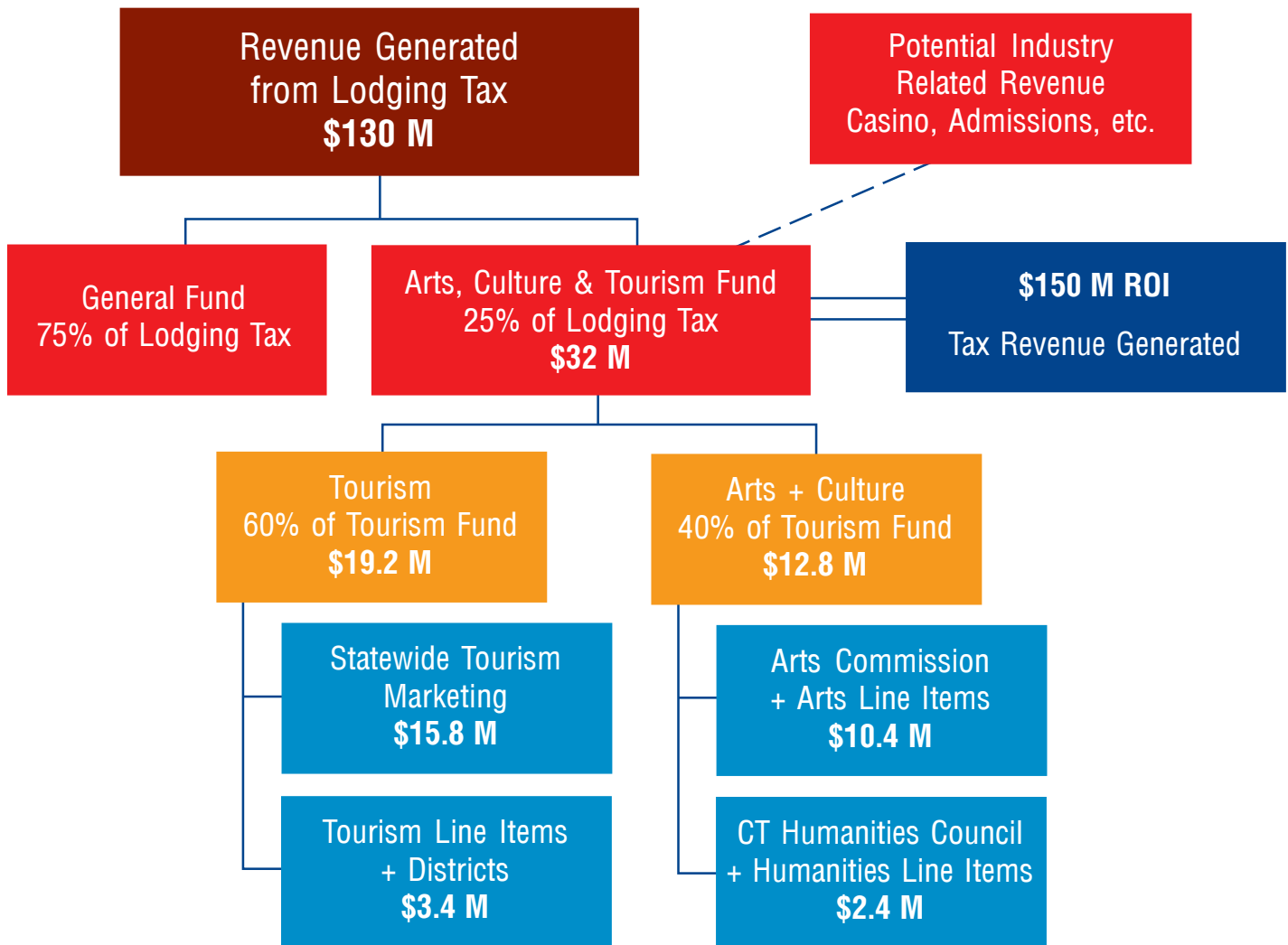


# ARTS, CULTURE & TOURISM FUND PROPOSAL



## Legislative Action Required:

- 1) **Allocate 25% of existing Lodging Tax into the Tourism Fund<sup>1</sup>**  
An increase of ~ \$20M compared to current allocation of 10% (*this change does **not** impact lodging tax rates*)
- 2) **Dedicate 60% of fund to Tourism and 40% to Arts + Culture**
- 3) **Change names** of “Tourism Fund” to “Arts, Culture, and Tourism Fund” and “Statewide Marketing” budget line to “Statewide Tourism Marketing” to clarify intention of fund

## Revenue generators, not cost centers:

- Tourism represents **10% of CT’s economy**, generates \$14.7 Billion annually, and supports **122,000 jobs<sup>2</sup>**
- Arts and culture represents **5% of CT’s economy**, generates \$9 Billion annually<sup>3</sup>, and supports **57,000 jobs**

## CT can capitalize on arts, culture and tourism to:

- **Increase return on investment:** Tourism \$3 for every \$1 ROI and Arts & Culture \$7 for every \$1 ROI<sup>4</sup>
- **Generate** estimated \$150M in state tax revenue and **Increase Competitiveness** with our neighboring states
- **Restore** state pride for current residents and businesses, enhance experiences, improve our quality of life
- **Revitalize** our cities and towns, create vibrant communities and raise CT’s profile
- **Attract** new visitors, talent, businesses and families

<sup>1</sup> Tourism Fund - PA 17-2 JSS (effective October 31, 2017)

<sup>2</sup> Connecticut Office of Tourism, Department of Economic & Community Development (2015)

<sup>3</sup> U.S. Bureau of Economic Analysis, National Endowment for the Arts (2015)

<sup>4</sup> Americans for the Arts, Arts and Economic Prosperity V (2017)

# ARTS, CULTURE & TOURISM FUND PROPOSAL

## Notes

- DECD currently designates and administers funds through the following categories and offices:
  - Tourism – CT Office of Tourism: Statewide Tourism Marketing, Stepping Stones Museum for Children, Nutmeg Games, Discovery Museum, CT Open, Beardsley Zoo, Maritime Center Authority, Mystic Aquarium, Connecticut Science Center, Northwestern Tourism, Eastern Tourism, Central Tourism, Op-Sail, Amistad Vessel
  - Arts & Culture – CT Office of the Arts: Arts Commission = CT Office of the Arts (services, programs and competitive grant program), Performing Arts Centers, New Haven Festival of Arts and Ideas, Performing Theaters Grant, Art Museum Consortium, CT Flagship Producing Theaters Grant, Hartford Urban Arts Grant, Neighborhood Music School, National Theatre of the Deaf, Greater Hartford Arts Council, New Haven Arts Council, Cultural Alliance of Fairfield, New Britain Arts Council, Litchfield Jazz Festival, Arte Inc., CT Virtuosi Orchestra, New Haven Symphony, CT Humanities Council, Twain/Stowe Homes, Amistad Committee for the Freedom Trail, Barnum Museum
- Increase to Tourism is allocated to Statewide Tourism Marketing; Tourism Line Items remain at current levels
- Increase to Arts Commission & Arts Line Items maintains current funding priorities
  - 80% for unrestricted general operating support for nonprofit arts organizations
  - 20% for restricted project grants for education, individual fellowships, and workforce development
- Funding to the Arts category is partially matched by National Endowment for the Arts (currently \$722K), which requires CT Office of the Arts to maintain a strategic plan

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## Sponsoring Organizations:



**CT**humanities