• United + influential creative sector
• Vibrant, healthy, connected, + equitable communities

STRONGER CONNECTICUT

INVESTMENT IN THE ARTS
• Government
• Corporate
• Foundation

POLICY PLATFORM
• Economic Growth
• Vibrant Communities
• Health + Wellness
• Lifelong Learning
• Social Justice
ECONOMIC GROWTH
Generates $9 billion annually, supports 57,000 jobs, supports tourism + workforce development

VIBRANT COMMUNITIES
Attracts + retains residents, revitalizes public spaces, builds trust + social cohesion

HEALTH + WELLNESS
Improves health outcomes + safety, develops physical + mental growth

LIFELONG LEARNING
Drives STEAM + youth development, supports education + self expression across generations

SOCIAL JUSTICE
Values racial diversity + equity, strives to provide affordable + accessible creative experiences

POLICY PLATFORM
PROGRAMS

EDUCATE

- **ADVOCACY TRAINING** Toolkits, webinars, + workshops for “grasstops” and grassroots in the creative sector

- **PUBLIC AWARENESS CAMPAIGNS** Promoting the many ways that the arts strengthens our state to the general public

ADVOCATE

- **INCREASE STATE FUNDING**
  - Allocate 25% of lodging tax to Tourism Fund
  - Provide best-in-class grants through Office of the Arts

- **PROVIDE ARTS EDUCATION**
  - Always include the arts in STEAM
  - Restore arts specialist positions at Department of Education

- **RETAIN RESIDENTS + BUSINESSES**
  - Engage the arts for DECD and CERC initiatives

ORGANIZE

- **POLICY CONVENINGS** Roundtable discussions with artists, creative organizations, and community leaders to explore opportunities and issues facing our state and the creative community

- **CREATE THE VOTE CT** Nonpartisan campaigns to raise awareness and support for the arts among voters and candidates running for public office