

Committee Name: Arts, Culture and Tourism
Co-Chairs: Wendy Bury and Stephen Tagliatela

Please address the following questions using this template in a memo not exceed 2 pages. You are welcome to submit appendices or other attachments in addition to the memo.

1. How do you propose the Lamont Administration should prioritize the policy goals in this area, and on what timeframe?

The Lamont Administration should prioritize a new vision for arts, culture and tourism (ACT) with a new investment strategy, accountability structure and innovative thinking that will demonstrate ACT is a solution to stimulating economic growth, boosting tourism and making cities and neighborhoods more vibrant and equitable. CT must immediately increase competitiveness with neighboring states by securing increased and sustainable funding through a shift of existing revenue and guaranteed allocations for ACT. Funding for ACT should be focused on statewide tourism marketing for increased tax revenue and new jobs, and operating support for arts and cultural organizations.

2. Which goals are achievable in the first 100 days of the Administration?

- **Investment Strategy** Accelerate economic growth by reallocating the lodging tax revenue deposited into the Tourism Fund from 10% to a minimum of 25% annually to restore pre-recession levels (\$31.6M); Define the state funding for arts/culture and statewide tourism marketing investment by allocating 40% for arts/culture and 60% for tourism annually from the Tourism Fund at accelerated level; change the fund to its originally intended name, "Arts, Culture and Tourism Fund" to reflect both local and statewide benefit
- **Cultural Facilities Fund** Announce a Cultural Facilities Fund to provide an economic stimulus that will create construction jobs; support world-class arts and cultural facilities; increase tourism; expand access and education in the arts, humanities, and sciences; and improve the quality of life in cities and towns.
- **Private Sector Investment** Governor as leader to spur private sector investment and public/private partnerships; convene business leaders to establish mutually beneficial (state and corporate) investment goals and lead the charge of acting globally, investing locally to spur public/private partnership.
- **Promote CT** Implement immediate changes to market and promote CT's arts, cultural and tourism assets and open the welcome centers to declare CT is open for business to travelers.
- **Providing Access** Promote and incentivize access to all arts, cultural and tourism assets to improve quality of life and educational opportunities for all.
- **Funding Distribution** Form a task force to re-examine the current system that distributes funds to the arts, culture and tourism community with the goal of ensuring that it maximizes the impact of state funds in support of job creation, economic growth and community vitality.
- **Regional Tourism Marketing** Re-imagine the current model used for marketing the State's regions with the goal of establishing a new innovative model to efficiently and effectively market Connecticut's resources in a manner that is relevant, inclusive, and more meaningful for the diverse entities across CT.

3. Which goals will require legislation to move forward? Which items can be advanced through the actions of the Administration alone? What is the fiscal impact of these legislative or executive actions?

Legislation: Investment Strategy; Cultural Facilities Fund | **Administration:** Private Sector Investment; Promote CT; Providing Access; Funding Distribution; Regional Tourism Marketing; Prioritize innovation across sectors through creativity and the arts; ensure access to integrated arts education to enhance workforce development

These goals have a minimal impact on state budget because reallocated funds would be offset by new revenue generated. This Policy Committee is willing and offering to have a role in advancing these recommendations.

4. Are there specific challenges you can identify with regard to achieving the Lamont Administration's goals, and how would you suggest to address those?

Sustainability and consistency of funding is a challenge because of the state's fiscal issues. With continued decreases in funding to both tourism and arts and culture, the industries have lost confidence and trust in government as a partner and champion. CT has missed out on many opportunities. Require and advance collaborative goals for continuity among state offices, their affiliate councils/committees, and the industries they serve. Prioritize innovation across sectors through creativity and the arts; ensure access to integrated arts education to enhance workforce development to spur economic growth.

5. How will implementation of policy in this area create jobs and spur economic growth?

Currently, the tourism industry supports 122,000 jobs and the ROI in state revenue is at least \$12.4M; the nonprofit arts industry supports 23,000 jobs and the ROI in state revenue is at least \$40.5M. With implementation of this policy and the ROI in state revenue will increase to \$145M, creating substantial job and economic growth.

6. Are there opportunities for cost savings for CT state government in the context of implementing this policy?

Collaboration, streamlining, and data sharing will identify opportunities for cost savings and modernization.

7. What examples of success from other states, countries, or the private sector in this policy area should the Administration study?

Empirical data shows that ACT generates significant return on investment in terms of tax revenues, jobs and quality of life. Surrounding states, including Massachusetts, New York and Rhode Island have consistently increased investment to support statewide tourism marketing and support for arts and cultural institutions. When arts, culture and tourism thrive, CT thrives.

Investment Strategy – NY, PA, MN, MA; **Promote CT** – CA, FL, HI; **Private Sector Investment** – NY, **Providing Access** – MA, OR, PA; **Cultural Facilities Fund** – MA

8. Are there any other issues/considerations you would like to highlight with regard to this policy area?

Tourism and the arts have enjoyed a long, symbiotic relationship of support; however, the strengths of each industry must be considered and wielded independently. To neglect the strengths of either, or treat them the same, will only weaken the capabilities of Connecticut's strong artistic community and dilute the goals and aspirations of Connecticut tourism.

Governor-elect Lamont proclaimed during his campaign, that, if elected, he would be *Connecticut's biggest cheerleader*. By making the smart business decision to invest in Connecticut's ACT, the new administration can combat many of the economic issues that we face today and lay the groundwork for the state's future. Our state would be well-served to have our new Governor be the lead spokesperson for a new, revitalized commitment to tourism and a champion of arts and culture.