

# CT ARTS ALLIANCE

## ACTION ALERT

**What:** Public and written testimony by the Conservation and Development subcommittee of Appropriations

**When:** Monday, February 27, 2023 at 5:00 P.M.

**Where:** Room 2C of the Legislative Office Building

**Why:** Public input on the Governor's proposed FY 24-25 budget for Conservation and Development Agencies

**Why this is important:** The Governor's proposed budget puts arts, culture and tourism funding back to 2019 levels. **We can't go back!** This is an important opportunity to present the Funding Roadmap as an alternative. The Conservation and Development subcommittee of Appropriations will most likely be the next stop for any bill supporting the Roadmap. The hearing will be attended by Appropriations leadership, who will be key supporters when the bill lands in Appropriations.

### Instructions:

- Register for oral testimony (in person or zoom) [here](#)
- Submit written testimony using the [On-line Testimony Submission form](#).
- Registration will close on Sunday, February 26, 2023 at 3:00 P.M.

### Talking Points:

Use these talking points and facts to build your case. You don't need to use all of them, but they provide a general sense of the message we want to send. We need our message to be clear and consistent!

**\*\*See below for resources on how to testify and create compelling testimony\*\***

- Establish who you are and, if applicable, your relationship to one or more committee members. For example, you may live in a committee member's district or work at an arts, cultural or tourism-related organization in a committee member's district.
- Point out that the Governor's budget returns state funding for arts, culture, and tourism to 2019 levels.
- That level of funding was inadequate then and is even less adequate now.
- For example:
  - In 2021, Connecticut invested only \$1.53 per capita in arts and culture, while Rhode Island, New Jersey and New York each invested around \$2.30 and Massachusetts invested \$2.64.
  - At \$1.11 per capita, pre-pandemic state funding for tourism ranked lowest among our neighbors—Rhode Island (\$5.05), New York (\$3.07), and

Massachusetts (\$1.65)—making it difficult to compete for tourists in those markets.

- If we go back to pre-pandemic funding levels, the state will lose the considerable investments it made in these sectors in the FY2022/2023 budget.
- Connecticut Arts Alliance, Connecticut Humanities, and Connecticut Tourism Coalition have worked together on an Arts, Culture, and Tourism Funding Roadmap that offers legislators a guide to meaningful, reliable, and equitable investment in these important contributors to the state's economy and workforce.
- The Roadmap addresses the historical underfunding by proposing an investment that is:
  - At a level that fully supports tourism and cultural organizations in making Connecticut a more attractive place to visit, work, and live.
  - Consistent over time to minimize operational disruption, improve long-term planning and sustainability, and maximize the return on the state's investment.
  - 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.
  - Backed up metrics and data that demonstrate value.
  - Administered by trusted public and private partners to ensure accountability.
- **Tell a compelling story about how arts, culture and tourism benefit the state and its residents. If your organization received funding from the CT Cultural Fund, share how it benefited your community and the state.**
- Close by thanking the committee, restating that the Governor's budget takes us backwards, and urging them to use the Funding Roadmap ensure that the considerable investment the legislature made in arts, culture, and tourism in the current budget is not lost .

Facts about Arts, Culture, and Tourism Sector:

- Comprised of more than 1,000 organizations.
- Represents \$40 billion (13.4%) of the state domestic product
- Directly and indirectly employs a workforce of 175,000
- When adequately funded, state investments return \$3 in revenues for each \$1 invested and returns begin to be realized in the same fiscal year.

**Important links:**

[The Public Hearing Notice](#)

[Funding Roadmap Overview](#)

[The Governor's Budget \(Tourism Fund\)](#)

[List of Conservation and Development Members](#)

[Find Your Legislator](#)

[Tips on Effective Testimony](#)