

AT A GLANCE

THE ECONOMIC IMPACT of the Arts, Film, History and Tourism in Connecticut

By the Numbers

Culture and Tourism Industry

- \$14 billion in GSP (7.6% of state total)
- \$9.1 billion in personal income (5.74% of state total)
- 171,023 total jobs (10% of state total)
- \$1.7 billion in state and local revenue (6.9% of state total)

By Individual Industry

Arts

- 27,716 direct jobs
- 44,474 total jobs (2.6% of state total)
- \$3.8 billion in GSP (2.06% of state total)
- \$2.7 billion in personal income (1.7% of state total)
- \$433 million in state and local revenue (1.74% of state and local total)

Film

- 8,323 direct jobs
- 18,079 total jobs (1.06% of state total)
- \$2.5 billion in GSP (1.35% of state total)
- \$1.2 billion in personal income (0.76% of state total)
- \$200 million in state and local revenue (0.8% of state and local total)

Historic Preservation & Heritage

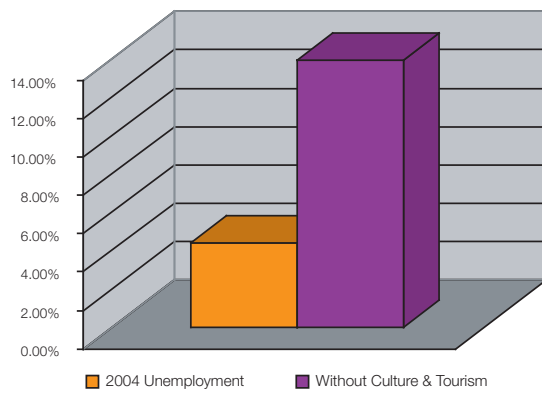
- \$74 million in historic preservation and heritage spending annually
- 630 direct jobs
- 2,166 total jobs (0.13% of state total)
- \$111 million in GSP (0.06% of state total)
- \$105 million in personal income (0.07% of state total)
- \$17.8 million in state and local revenue (0.07% of state and local total)

Tourism

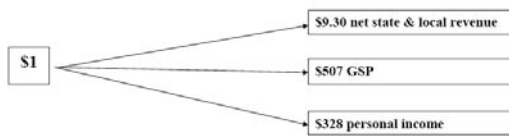
- \$9 billion in direct visitor spending
- 110,775 total jobs (6.5% of state total)
- \$7.95 billion in GSP (4.3% of state total)
- \$5.4 billion in personal income (3.4% of state total)
- \$1.2 billion in state and local revenue (4.6% of state and local total)
- \$11.5 billion in total sales by CT businesses (3.8% of state total)



In Other Words



Without culture & tourism's 171,023 jobs, the unemployment rate in 2004 would have been **14% instead of 4.43%**.



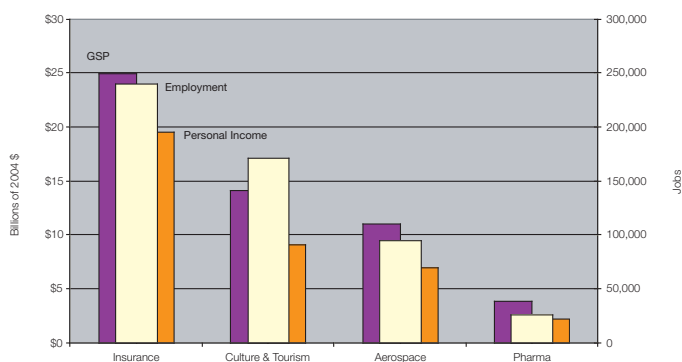
* Average CCT state appropriation FY04 & FY05

The state's \$27.7 million average annual appropriation to CCT **leverages \$258 million in net state and local revenue.** For every dollar invested in CCT the state sees \$9.30 net state and local revenue, \$507 GSP, and \$328 personal income.



Because of culture and tourism's \$258 million contribution to state and local revenue, **each household saves \$196 in taxes each year.**

Chart E-1: Employment, GSP and Personal Income Impact of Connecticut's Select Industries



Culture and tourism is a key state industry, with a significant economic impact.

State Track Record

- 2003 – Commission on Culture & Tourism was created, merging 11 tourism districts into five, reducing tourism marketing budget by \$6+ million, and bringing together the arts, history, film and tourism
- 2004 – Legislature authorizes \$6.5 million in bonding to fund restoration of previously closed state museums
- 2005 – Legislature doubles CT Humanities Council budget to \$2.1 million for heritage grants
- 2005 – Legislature authorizes \$1 million in bonding for capital grants to cultural institutions
- 2005 – Legislature passes the Community Investment Act, creating \$5 million in annual funding for historic preservation and providing \$200K to the CT Trust for Historic Preservation
- 2005 – Legislature authorizes bonding for acquisition of the Carter House to supplement the Prudence Crandall Museum
- 2006 – Legislature passes 30% tax credit for film production
- 2006 – Legislature passes tax credits to encourage restoration of historic commercial and industrial buildings
- 2006 – Governor proposes and Legislature restores \$600K to statewide tourism marketing budget
- 2006 – Governor announces \$10 million Cultural Treasures proposal to fund the arts

The Challenge

- Culture and tourism are a smart investment, generating revenue for the state General Fund that can be used to pay for other state activities.
- The Governor and the Legislature have recognized the importance of historic preservation, heritage and film by investing in them.
- To ensure the viability of Connecticut's arts institutions, the Legislature should pass the Governor's Cultural Treasures proposal.
- To ensure the continued economic impact of culture and tourism, the Legislature should invest in marketing these vibrant assets by increasing the state's tourism budget.



**Connecticut Commission
on Culture & Tourism**

Source: "The Economic Impact of Arts, Film, History and Tourism in Connecticut," Connecticut Center for Economic Analysis, University of Connecticut, 2006, available at www.cultureandtourism.org.

One Financial Plaza
755 Main Street
Hartford, CT 06103
860.256.2800