4.2 Support Arts and Creative Culture

10 Points **15 Points** **20 Points** **25 Points**

Action Updates

This action has been revised for the **current certification cycle**. A version of this action from the prior program year is available for comparison. Edits are highlighted in yellow. (Last updated 2021)

Objective

Support and implement projects that create or enhance collaboration between artists, the community, and your municipality.

What to Do

Complete 3 sub-actions for 10 points and receive 5 points for each additional sub-action, plus an additional 5 points if sub-action #11 supports artists that identify as marginalized or underserved. A maximum of 25 total points are available for this action.

Support Arts and Creative Culture (Up to 25 points)

1. Establish a Poet Laureate.

   Submit: A copy of the resolution, ordinance, or other supporting documentation.

   Timeframe for Credit: Eligible for new action credit and rolling credit. This action falls under the action type "Websites, Maps, Inventories, Checklists, Assessments, Plans, Ordinances, Policies, Regulations and Resolutions" (see "Timeframe for Credit" Guidance Document for submission requirements).

2. Include arts and culture in publicly available municipal marketing (printed or web-based). *Note:* Including a link to materials for your municipal library's event(s) will not satisfy this requirement. However, those materials may satisfy action 4.2.10 below.

   Submit: A hyperlink and a screenshot of the relevant webpage(s) hosting online marketing materials and/or samples of printed marketing materials.

   Timeframe for Credit: Eligible for new action credit and rolling credit. This action falls under the action type "Outreach, Education, Programs, Campaigns, Recognition/Designation in External Program, and Funding" (see "Timeframe for Credit" Guidance Document for submission requirements).

3. Commit dedicated funding to the arts (during the twelve-months prior to application submission). Funding may be directed at an Arts Office, as part of the municipal budget, through grants, or to outside services.

   Submit: A description of amount of funding allocated and what was funded.

   Timeframe for Credit: Eligible for new action credit and rolling credit. This action falls under the action type "Outreach, Education, Programs, Campaigns, Recognition/Designation in External Program, and Funding" (see "Timeframe for Credit" Guidance Document for submission requirements).

4. Establish a percent for art/public art program (at least 1% of capital construction or renovations budget must be spent on art; municipality can adjust the % requirement in excess of 1%).

Submit: A description of the program you established.

Timeframe for Credit: Eligible for new action credit and rolling credit. This action falls under the action type "Outreach, Education, Programs, Campaigns, Recognition/Designation in External Program, and Funding" (see "Timeframe for Credit" Guidance Document for submission requirements).

5. Establish a Cultural Office or Arts and Culture Department/Council.

Submit: Proof you established the Cultural Office or Arts and Culture Department/Council (for example, a signed letter from the Department Head or Chief Elected Official) and a description of the office's mission.

Timeframe for Credit: Eligible for new action credit and rolling credit. This action falls under the action type "Committee/Task Force/Position Creation" (see "Timeframe for Credit" Guidance Document for submission requirements).

6. Establish and designate/appoint an Arts and Culture Liaison or Artist-in-Residence to your municipality.

Submit: The name of your currently appointed Arts and Culture Liaison or Artist-in-Residence and proof of appointment (for example, a signed letter from the Department Head or Chief Elected Official).

Timeframe for Credit: Eligible for new action credit and rolling credit. This action falls under the action type "Committee/Task Force/Position Creation" (see "Timeframe for Credit" Guidance Document for submission requirements).

7. Streamline permitting system for events, performances, etc. in public spaces.

All elements must be completed to receive credit.

a. Reviewing existing permitting process;

b. Identifying barriers to permitting events, performances, etc.; and

c. Softening or removing barriers where possible.

Submit: A copy of your permitting process and if possible, a description of how permitting systems were altered to facilitate permitting for events, performances, etc. in public spaces.

Timeframe for Credit: Eligible for new action credit and rolling credit. This action falls under the action type "Websites, Maps, Inventories, Checklists, Assessments, Plans, Ordinances, Policies, Regulations and Resolutions" (see "Timeframe for Credit" Guidance Document for submission requirements).

8. Establish an Arts or Cultural District.

Submit: Documentation proving the Arts or Cultural District exists. Describe how the district was created and how the area was selected.

Timeframe for Credit: Eligible for new action credit and rolling credit. This action falls under the action type "Outreach, Education, Programs, Campaigns, Recognition/Designation in External Program, and Funding" (see "Timeframe for Credit" Guidance Document for submission requirements).

9. Establish an annual recognition program for local artists.

Submit: A description of the components included in the recognition program, include selection process and award criteria, outreach and marketing, etc.

Timeframe for Credit: Eligible for new action credit and rolling credit. This action falls under the action type "Outreach, Education, Programs, Campaigns, Recognition/Designation in External Program, and Funding" (see "Timeframe for Credit" Guidance Document for submission requirements).

0. Support arts and cultural activities offered at your local library(ies).

Choose One

a. Option 1: Promoting, through municipal outlets, events offered at your local library;

OR

b. Option 2: Partnering with your local library to create an arts and culture program and promoting it through municipal outlets.

Submit:

a. If selecting **Option 1:** Provide one example of how a program was promoted.

b. If selecting **Option 2:** Describe the program created and how it was promoted (include a URL, copies of printed materials, or other).

Timeframe for Credit: Eligible for new action credit and rolling credit. This action falls under the action type "Outreach, Education, Programs, Campaigns, Recognition/Designation in External Program, and Funding" (see "Timeframe for Credit" Guidance Document Guidance Document for submission requirements).

11. Support artists.

    Choose One

    a. Develop professional development services for artists, art administrators, and arts presenters/curators (they may be virtual).

    Submit: A description of the professional development services developed, how it was administered and number of participants.

    Timeframe for Credit: Eligible for new action credit and rolling credit. This action falls under the action type "Outreach, Education, Programs, Campaigns, Recognition/Designation in External Program, and Funding" (see "Timeframe for Credit" Guidance Document for submission requirements).

    b. Develop municipal internship opportunities (paid or unpaid) or an apprenticeship program.

    Submit: A description of the internship/apprenticeship program created as well as a hyperlink and a screenshot of the relevant webpage(s) hosting information on the program.

    Timeframe for Credit: Eligible for new action credit and rolling credit. This action falls under the action type "Outreach, Education, Programs, Campaigns, Recognition/Designation in External Program, and Funding" (see "Timeframe for Credit" Guidance Document for submission requirements).

    c. Develop a workshop(s) or professional artist network with peer sharing and discussion opportunity(ies) for artists, art administrators, and arts presenters/curators.

    Submit: Description of the artist professional network or workshop. Describe events, memebers, and overall goals, you may include workshop/discussion opportunity flyers, agendas, photos, etc.

    Timeframe for Credit: Eligible for new action credit. This action falls under the action type "Events, Meetings, Trainings" (see "Timeframe for Credit" Guidance Document Guidance Document for submission requirements).

    d. Develop an artist mentoring program.

    Submit: A description of the mentoring program. Include oversight plan and budget.

    Timeframe for Credit: Eligible for new action credit and rolling credit. This action falls under the action type "Outreach, Education, Programs, Campaigns, Recognition/Designation in External Program, and Funding" (see "Timeframe for Credit" Guidance Document Guidance Document for submission requirements).

Timeframe for Credit

Actions can either be "New" or considered for "Rolling Credit."

New Action Credit. Any action completed within the past three years (from January 1 of the year seeking certification) is eligible for potential certification points. If you are applying for recertification in your year of expiration, you may not claim New Action Credit for items that previously received credit.

Rolling Credit. For any action older than three years (from January 1 of the year seeking certification), you must demonstrate ongoing, currently relevant, and meaningful impact in your community to be considered for certification points. If you are applying for recertification in your year of expiration, you must apply for Rolling Credit for any item that previously received credit, even if it was completed within the past three years.

View the "Timeframe for Credit" Guidance Document for detailed submission requirements.

Engaging Partners

Sustainable CT encourages regional collaboration and other forms of partnership. For every action, please complete the "Partners" box in your submission, indicating the name(s) of any municipalities and/or organizations you partnered with (if any) and a brief description of your municipality's role. If you collaborate with other municipalities, each community will receive points. For additional information, please see the "Partners Guidance Document".

Potential Municipal and Community Collaborators

Anyone from your chief elected official's office, planning department, economic development staff, library, or parks and recreation staff could be helpful in implementing this action.

In addition, you may find help implementing this action from your community arts and culture commission, art organizations, artists, etc.

Funding

If available, below are potential funding sources specific to this Action. For a complete listing of potential funding opportunities to assist with implementing Sustainable CT Actions, please visit the Sustainable CT Grants Portal, which is searchable by Action. Please also visit the Support for Your Town page for opportunities for technical assistance and other supports.

- Urban Act Grant Program
- Municipal Grant Program (MGP)
- 2022 Sustainable CT Community Match Fund

Resources

Toolkits, Calculators, Guidance Documents, General Information

- Percent for Art Ordinances
- Artists Thrive
- Americans for the Arts, "Monograph: Public Funding for the Arts at the Local Level"
- Massachusetts Cultural Districts Initiative.
- Americans for the Arts
- Common Questions about Poet Laureates

Organizations and Relevant Programs

- CT Department of Community and Economic Development, Office of the Arts
- National Endowment for the Arts, Local Arts Agencies
- Designated Regional Service Organizations

Benefits

By creating permanent governmental offices or positions, various regulations, contractual relationships with

cultural organizations, municipal ownership of spaces reserved for creative activities, tax abatements that help creative people to live or work in the community, you create a municipality where arts and culture can thrive. Ongoing municipal support demonstrates that your city/town values, encourages and invests in arts and culture and recognizes its positive impact on the economy, quality of life, and civic vitality.

According to the CT Department of Economic and Community Development's Office of the Arts, the arts are integral to building and unifying our communities, "63% believe the arts lift them up beyond everyday experiences; 73% believe the arts are a positive experience in a troubled world; 62% believe that the arts help them understand other cultures better; and 67% believe the arts unify their communities regardless of age, race, and ethnicity."

CT Success Stories

- Ashford - Oct 2019 Certification
- Coventry - Oct 2018 Certification
- New Britain - Jun 2020 Certification
- Stamford - Oct 2018 Certification
- New Britain - Oct 2020 Certification
- Old Lyme - Oct 2020 Certification
- Trumbull - Oct 2020 Certification
- Cheshire - Jun 2021 Certification
- Milford - Jun 2021 Certification
- Glastonbury - Nov 2021 Certification
- Trumbull - Nov 2021 Certification
- Hartford - Nov 2021 Certification
- Milford - Nov 2021 Certification
- Old Lyme - Nov 2021 Certification
- West Hartford - Nov 2021 Certification