

3.2 Support Arts and Creative Culture

10 Points

15 Points

20 Points

25 Points

Action Updates

This action has been revised for the **2019 certification cycle**. A version of this action from the prior program year is [available for comparison](#). Edits are highlighted in yellow.

Objective

Demonstrate your community's commitment to the arts and creative culture by choosing from a flexible menu of options. You may work with nonprofits or other implementers to carry out this action. This action may also be implemented by working with your neighboring communities.

What to Do

Complete at least three of the following eleven activities. (10 points for completion of 3 activities, and an additional 5 points for each additional activity, plus an additional 5 points if sub-action #11 supports artists that identify as marginalized or underserved, maximum of 25 total points for this action).

Support Arts and Creative Culture (Up to 25 points)

Complete 3 actions for 10 points, and receive 5 points for each additional action. 25 points max.

1. Establish a Poet Laureate.

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

2. Include arts and culture in publicly available municipal marketing (printed or web-based).

Submit: Links to online marketing materials and/or samples of printed marketing materials.

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. Funding cannot be directed towards another Sustainable CT action, nor can it be directed at the creation or operational expense of a Cultural Office or Arts and Culture Department/Council as depicted in Subpart #5, listed below (though it may be a part of this office/department/council budget for projects or events).

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

4. Establish a percent for art/public art program (at least 1% of project cost must be spent on art, municipality can adjust the % requirement in excess of 1%).

Submit: A description of the program you established.

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

Submit:

- a. 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).

- b.** A description of the office's mission.
- 6. Establish and designate/appoint an Arts and Culture Liaison or Artist-in-Residence to your municipality.

Submit:

- a.** The name of your 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).
 - b.** A description of the selection process, including duration of the appointment.
- 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 description of how permitting systems were altered to facilitate permitting for events, performances, etc. in public spaces.

- 8. Establish an Arts District.

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

- 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.

- 10. Support arts and cultural activities offered at the local library(ies).

Choose One

- o **Option 1:** Promoting, through municipal outlets, events offered at your local library;
- OR

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

Submit:

- o If selecting **Option 1:** List the arts and culture programs offered by your local library for the current year that were promoted. Provide one example of how a program was promoted.
 - o If selecting **Option 2:** Describe the program created and how it was promoted (include a url, copy of printed materials, or other).
- 11. Support artists. 5 additional points will be added to your total score if you support artists that identify as marginalized or underserved (for example, young and emerging, veterans, seniors).

Choose One

- o **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. Description of how it was administered and number of participants.

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

Submit: A description of the internship/apprenticeship program created. Link to the website hosting information on program.

- Develop a workshop(s) and discussion opportunity(ies) for artists, art administrators, and arts presenters/curators.

Submit: Workshop/discussion opportunity flyers, agendas, photos.

- Develop municipal professional artist network(s) and peer sharing opportunity(ies).

Submit: A description of the artist professional network and peer sharing opportunity(ies). Describe events, number of members, outreach and engagement plan, mission statement of network, description of oversight process.

- Develop an artist mentoring program.

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

Credit for Past Action

- Proof of current status for all actions is required prior to application submission.

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

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 [Sustainable CT Resources for Certification](#) page for opportunities for technical assistance and other supports.

- [Access to Artistic Excellence, "Our Town" Program \(National Endowment For the Arts\)](#)
- [ARTE-accessible Grant Program](#)
- [Urban Act Grant Program](#)
- [Municipal Grant Program \(MGP\)](#)

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

- [2018 Coventry - Detailed Submissions](#)
- [2018 Glastonbury - Detailed Submissions](#)
- [2018 Hartford - Detailed Submissions](#)
- [2018 New Haven - Detailed Submissions](#)
- [2018 Stamford - Detailed Submissions](#)
- [2018 West Hartford - Detailed Submissions](#)
- New London, CT: [Poet Laureate](#)
- Torrington, CT: [Artist Relocation Program](#)