4.2 Support Arts and Creative Culture

5 – 30 Points

Action Updates

This action was last updated in 2024. The previous version of this action is available for comparison. Edits are highlighted in yellow.

Objective

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

What to Do

Support Arts and Creative Culture (Up to 30 points)

The more you do, the more points you earn.

Note: Sub-action #13 allows municipalities to submit an initiative that does not fall under the other options listed. Please ensure that any submissions under sub-action #13 do not align with the other sub-actions. Activities that are used to earn points toward this sub-action may not be used to earn points toward any other Sustainable CT action (i.e., no "double-counting").

1. Establish a Poet Laureate. **(10 points)**

   Submit: A copy of the resolution, ordinance, or other supporting documentation. Your documentation must show that there is a current Poet Laureate in your municipality.

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. **(5 points)**

   Submit: A hyperlink and a screenshot of the relevant webpage(s) hosting online marketing materials and/or samples of printed marketing materials that have been disseminated in the last three years.

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. **(10 points)**

   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 capital construction or renovations budget must be spent on art; municipality can adjust the % requirement in excess of 1%). **(10 points)**

   Submit: A description of the program you established and how it is current and active.

5. Establish a Cultural Office or Arts and Culture Department/Council. **(5 points)**

   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. Your documentation must show that there is currently a Cultural Office or Arts and Culture Department/Council.

6. Establish and designate/appoint an Arts and Culture Liaison or Artist-in-Residence to your municipality. **(5 points)**

   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).

7. Streamline permitting system for events, performances, etc. in public spaces. **(10 points)**

   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 current permitting process and, if applicable, a description of how permitting systems were altered to facilitate permitting for events, performances, etc. in public spaces.

8. Establish an Arts or Cultural District. **(10 points)**

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

9. Establish an annual recognition program for local artists. **(10 points)**

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

0. Support arts and cultural activities offered at your local library(ies) by promoting, through municipal outlets, events offered at your local library(ies). **(5 points)**

   Submit: Provide one example of how a program was promoted in the last three years.

11. Support artists. **(10 points)**

    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. Your documentation must show that the professional development services are active and current.

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

    Submit: A description of the internship/apprenticeship program created as well as at least one example of promotional materials disseminated, which could include flyers, articles, letters, newsletters, presentations, or digital communications. For websites, submit both a hyperlink and a screenshot of the relevant webpage(s). Your documentation must show that the internship and/or apprenticeship programs are active and current.

    c. Develop an artist mentoring program.

    Submit: A description of the mentoring program, including documentation that it is current and has been active in the last three years.

12. Develop a workshop(s) or professional artist network with peer sharing and discussion opportunity(ies) for artists, art administrators, and arts presenters/curators. The workshop or network must have been active in the last three years. **(5 points)**

    Submit: Description of the artist professional network or workshop, including dates of activities, and and at

least one additional piece of documentation related to the forum, such as a promotional flyer, an agenda, minutes, presentations, or photographs.

13. Other initiative supporting arts and creative culture in your municipality or region, not listed above. **(10 points)**

    Submit: Documentation that shows completion of an activity that supports your community's arts and creative culture. Documentation must show that the arts and creative culture program is currently active or has taken place in the last three years.

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
- Sustainable CT Community Match Fund
- State Funding Readiness Project

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 Economic and Community 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

- Coventry - May 2022 Certification
- Ashford - Oct 2022 Certification
- Cheshire - Oct 2022 Certification
- Vernon - Oct 2022 Certification
- Hamden - Sep 2023 Certification
- Middletown - Sep 2023 Certification
- Clinton - Sep 2023 Certification
- Old Saybrook - Sep 2023 Certification
- New Haven - Sep 2023 Certification
- Milford - Oct 2024 Certification
- Southbury - Oct 2024 Certification
- Stamford - Oct 2024 Certification
- West Hartford - Oct 2024 Certification
- Marlborough - May 2025 Certification