

CT CULTURAL FUND IMPACT: RESULTS FROM THE 2022 NONPROFIT CONNECTICUT CULTURAL CENSUS

Because of Connecticut's investment in arts, culture, and tourism, the cultural sector is employing more people and expanding their reach to more residents in Connecticut.

Let's take a look.

EMPLOYMENT

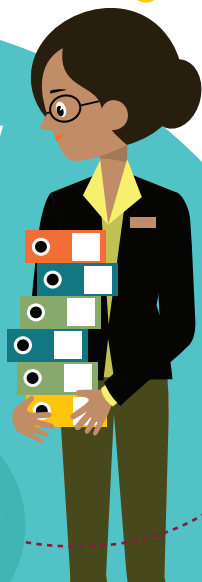
Employment has increased by a third from 2021 to 2022, with the addition of over 4,000 full-time, part-time, and contract jobs.

CULTURAL SECTOR EMPLOYMENT:

2021: 12,300

2022: 16,400

+34%



CULTURAL PARTICIPATION

And with more staff creating more exhibitions, programs, and performances, audiences are now exceeding pre-pandemic norms.

IN-PERSON VISITATION:

2019: 8.5 MILLION

2021: 4.6 MILLION

2022: 9.5 MILLION

In 2022, our audiences had a growing number of exhibitions, programs, and performances to attend during those visits. Compared to 2021, there were:

+50%
new exhibitions
over 1,900

+133%
programs
over 40,000

+100%
performances
over 8,900

OPERATING BUDGET GROWTH (MEDIAN)

With more operating capital, CT cultural organizations have been able to increase their operating budgets by a median of **\$50,000**. Yet the median CT Cultural Fund award was **\$8,800**, creating a **5.7x** return on investment.

5.7x



There is much to celebrate here, as this growth indicates the relevance and importance of the cultural sector to Connecticut residents.



But we also need to be mindful that every cultural organization has a different story to tell, and not all audiences have returned to in-person engagement since the COVID-19 pandemic. Those challenges are explored in our "Ongoing Pandemic Challenges" infographic.