

UNEVEN RECOVERY TO NEW GROWTH: RESULTS FROM THE 2023 NONPROFIT CONNECTICUT CULTURAL CENSUS

While the Connecticut Cultural Fund helped sustain and grow the cultural sector, pandemic recovery has been uneven.

The overall good news is that audiences have returned to Connecticut cultural institutions.

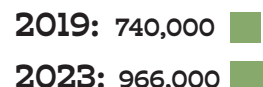
TOTAL VISITATION:



Overall, the museum sector is seeing strong growth, with statewide audiences growing over 20% since 2019.



As a group, other cultural organizations (such as cinema, literacy, civics, schools of the arts, festivals, etc.) have seen even greater statewide audience growth: over 30% since 2019



Ongoing investment will enable these organizations to build on this growth, extending impact in more Connecticut communities.

But there are two audience segments that have been slow to return:



PERFORMING ARTS

The performing arts in Connecticut continues to struggle: 2023 attendance is less than half that of 2019. Audience research indicates there are some COVID (and flu) cautious audiences who may not feel comfortable sitting for extended periods in crowded theaters or auditoriums. But there are also indications that others have shifted their leisure time patterns away from the performing arts.

PERFORMING ARTS ATTENDANCE:



While the overall attendance figures for Connecticut cultural organizations are positive, we don't want to lose sight of the fact that some audience segments have declined significantly, and about a third of organizations are still struggling to regain their audiences.

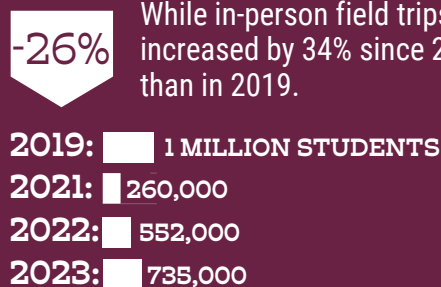
Additionally, the slow recovery of in-person field trips is also of significant concern; for many children, field trips are the only opportunity they have to explore, engage with, and learn from Connecticut's history, art, culture, and natural environment.



PREK-12 FIELD TRIPS

School field trips continue to rebuild from significant pandemic losses, as many schools have been slow to return to cultural organizations in person or have shifted their curricula.

While in-person field trips and virtual outreach has increased by 34% since 2022, this is still 26% lower than in 2019.



The CT Cultural Fund was funded by a \$30.7 million allocation from the CT General Assembly for 2022-2023. Funding was not renewed for 2024.

Source:
Nonprofit Connecticut Cultural Census, fielded December 2023/January 2024 by Wilkening Consulting on behalf of CT Humanities, n = 659



Department of Economic and Community Development

Office Of The Arts

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