

CT CULTURAL FUND IMPACT: RESULTS FROM THE 2023 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.

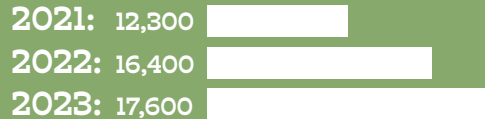
Let's take a look.



Economic Impact

Employment has increased over 40% from 2021 to 2024, with the addition of over 5,000 full-time, part-time, and contract jobs.

CULTURAL SECTOR EMPLOYMENT:



Social Impact

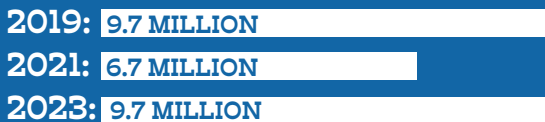
In 2023, our audiences had a growing number of exhibitions, programs, and performances to attend during those visits. There were:



CULTURAL PARTICIPATION

And with more staff creating more exhibitions, programs, and performances, audiences are now matching pre-pandemic norms.¹

TOTAL VISITATION:



Education Impact

Overall PreK-12 engagement (in-person field trips + virtual programs) is approaching pre-pandemic norms.

In 2023, cultural organizations reached over 925,000 children, an increase of 37% from 2022.



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 recognize that many performing arts organizations (as well as a few others) are not yet back to pre-pandemic engagement norms. Those challenges are explored in our "Uneven Recovery to New Growth" infographic.

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

¹While many performing arts organizations have not yet returned to pre-pandemic norms, museums and other cultural organizations are experiencing 10% growth in visitation from 2019.