



BIG IMPACT.

# Culture & Tourism

HUGE POTENTIAL.



**THE ECONOMIC IMPACT** of Arts, Film, History and Tourism in Connecticut



Connecticut Commission  
on Culture & Tourism

# CONNECTICUT

The economic impact of culture and tourism in Connecticut is profound and far-reaching. The arts, film, history and tourism together account for over **\$14 billion in economic activity** and **170,000 jobs** annually.

Direct, indirect and induced spending related to culture and tourism accounts for 10% of Connecticut's labor force, 7.6% of the gross state product and 6.9% of state and local revenue.

Investments in culture and tourism pay both fiscal and human dividends. Every dollar the State appropriates to the Commission on Culture & Tourism (CCT) is leveraged by: \$9.30 in net state and local revenue; \$507 in gross state product; and \$328 in personal income. Over 22 million people per year experience Connecticut's cultural attractions, and over 500 nonprofits and municipalities benefit from CCT grants annually.

To distinguish itself as a sought-after destination, an exceptional place to do business and an enviable place to call home, Connecticut must continue investing in culture and tourism.

*State funding for culture and tourism is administered by the Connecticut Commission on Culture & Tourism ("CCT").*



"The \$14 billion culture and tourism industry in Connecticut plays an important part in enhancing Connecticut's vitality, providing jobs for our citizens and enriching our lives."  
– M. Jodi Rell, Governor



**Arts, film, history and tourism** generate more than **\$9 billion in personal income** for Connecticut citizens and over **\$1.7 billion in state and local revenue.**



# Arts

CCT supports the arts through grants and technical assistance to artists, arts organizations and schools.

## A World-Class Scene

There are over **27,000 arts jobs** in Connecticut and the industry supports over **44,000 jobs** statewide. The arts generate over **\$3.8 billion in gross state product annually**, including over **\$2.6 billion in personal income**.

State funding for the arts, in the form of grants to artists and arts institutions, is matched by private sector contributions at the rate of \$11 for every dollar spent by the State.

World-class arts institutions, artists, events and attractions are unique attributes that enhance Connecticut's economic base and distinguish it from other states. The arts give the State a competitive advantage in attracting individuals and businesses who value a vibrant and fulfilling cultural life. The State's concentration of theaters, museums, galleries, performances and

events make the arts an integral component of almost every city and town.

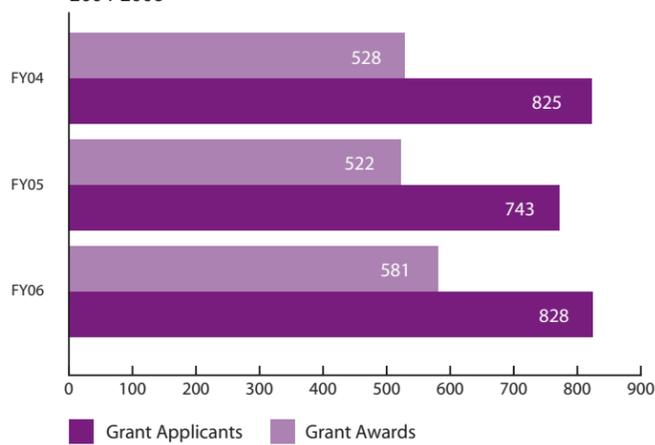
The arts enhance the spirit and beauty of our State, creatively engage our children and give meaning to our lives.



## Economic Impact\* of Connecticut's Arts Industry

AVERAGE YEARLY IMPACT	Statewide Estimate	Percent of CT Economy
Gross State Product	\$3.8 billion	2.06%
Personal Income	\$2.7 billion	1.69%
State and Local Revenues	\$433 million	1.74%
State and Local Expenditures	\$330 million	1.2%
Jobs	44,474	2.60%

CCT Arts Grants (#)  
2004-2006



\* Economic impact refers to direct, indirect and induced activity.

# Film

CCT markets Connecticut for film production and administers the film production tax credit program.

## A Prime Production Location

With a wide range of historic, coastal, residential and scenic locations, as well as its accessibility from New York, Connecticut is a choice site for film, television, video and digital productions.

A 30% production tax credit incentive, passed in 2006, makes Connecticut one of the most competitive states in the country for film, commercials and digital productions.

Film and digital media activity in Connecticut currently accounts for over **8,000 film jobs**. The industry supports over **18,000 jobs**. And direct, indirect and induced spending in connection with film generates **\$2.5 billion in gross state product**, including **\$1.2 billion in personal income**.

Connecticut is the proud home to ESPN, World Wrestling Entertainment and many studios and production businesses.

An aggressive tax incentive for film and digital media productions attracts millions of dollars in economic activity, rapidly grows the job base with highly skilled workers and creates an infrastructure for a sustainable new industry.



## Economic Impact\* of Connecticut's Film Industry

AVERAGE YEARLY IMPACT	Statewide Estimate	Percent of CT Economy
Gross State Product	\$2.5 billion	1.35%
Personal Income	\$1.2 billion	0.76%
State and Local Revenues	\$200 million	0.81%
State and Local Expenditures	\$87 million	0.32%
Jobs	18,079	1.06%

\* Economic impact refers to direct, indirect and induced activity.

CCT works with five tourism regions to promote Connecticut for travel and tourism through advertising, marketing, public relations and six visitor centers.

- Fairfield County/CONNECTICUT
- Greater New Haven/CONNECTICUT
- Litchfield Hills/CONNECTICUT
- Mystic Country/CONNECTICUT
- River Valley/CONNECTICUT

# Tourism

## A Top Getaway Destination

Travelers to Connecticut pump over **\$9 billion** into the economy each year. Spending includes lodging, recreation, meals, shopping, fuel, transportation, marina sales and gaming. Visitor spending accounts for **\$70 million annually in hotel occupancy taxes**, and contributes a total of **\$1.15 billion in state and local revenue**.

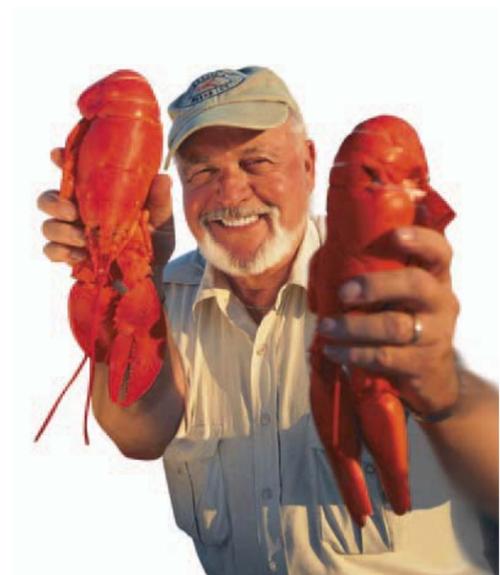
Visitors to the State are attracted to Connecticut's cultural life, heritage sites, outdoor recreation, casinos, retail opportunities, restaurants and unique events. Connecticut's proximity to two major population centers – Boston and New York – make it an ideal getaway that is easy and inexpensive to reach.

Travel and tourism results in over **110,000 jobs**, or 6.5% of the State's total. Tourism generates **\$5.3 billion in personal income** and **\$7.95 billion in gross state product**.

## How Connecticut's Tourism Budget Compares\*

Rank	State	FY 2005-2006 Total Budget
1	Hawaii	\$69,200,000
2	Illinois	\$47,816,637
3	Pennsylvania	\$31,832,000
11	Virginia	\$16,580,905
22	New Jersey	\$12,760,000
24	Maryland	\$11,094,953
32	Massachusetts	\$8,353,282
35	Maine	\$7,554,190
<b>40</b>	<b>Connecticut</b>	<b>\$5,563,935</b>
49	Rhode Island	\$1,378,632

\*Source: Travel and Industry Association

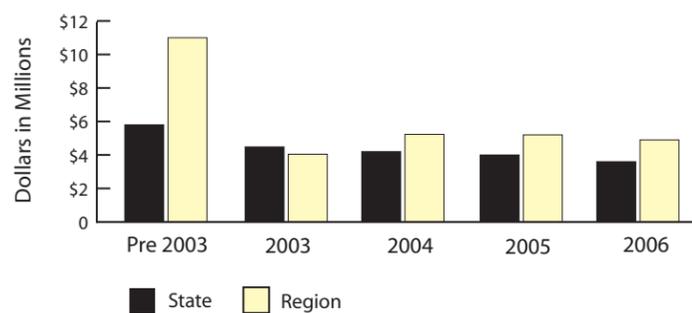


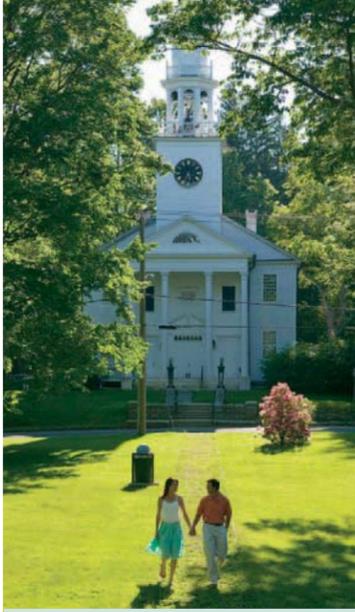
## Economic Impact\* of Connecticut's Tourism Industry

AVERAGE YEARLY IMPACT	Statewide Estimate	Percent of CT Economy
Gross State Product	\$7.9 billion	4.28%
Personal Income	\$5.4 billion	3.37%
State and Local Revenues	\$1.2 billion	4.64%
State and Local Expenditures	\$1 billion	3.91%
Jobs	110,775	6.5%

\*Economic impact refers to direct, indirect and induced activity.

## History of Tourism Funding





CCT serves as the State Historic Preservation Office, preserving Connecticut's irreplaceable historic and heritage assets through grants, technical assistance, regulation, tax credits and listings on State and National Registers of Historic Places.

# History

## A Past To Be Proud Of

Connecticut's history is America's history. The State's historic places are reminders of the people and events that shaped this nation. Preserving that history is intrinsically valuable and creates economic value.

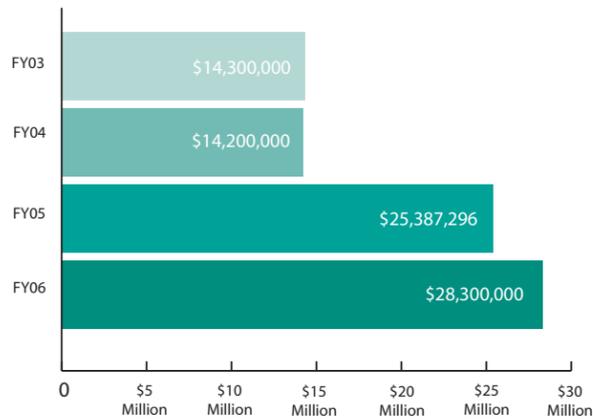
Each year, more than 3.5 million visitors to Connecticut seek out one of hundreds of historic sites and heritage attractions. These individuals want to see, touch and feel history. History and heritage are essential components of Connecticut's \$9 billion travel and tourism industry.

Restoring and preserving historic structures and places also generates significant economic activity in the form of architectural and construction services, material purchases, employment and enhanced property values. Historic preservation and heritage generate over **2,000 jobs, \$17.8 million in state and local revenue** and more than **\$111 million in gross state product**. Historic structures, historic districts and heritage sites enhance local property values and increase economic activity.

CCT partners with, the Connecticut Humanities Council and the Connecticut Trust for Historic Preservation.

*\* Economic impact refers to direct, indirect and induced activity.*

Completed Historic Preservation Tax Credit Projects



Economic Impact\* of Connecticut's Historic Preservation Industry

AVERAGE YEARLY IMPACT	Statewide Estimate	Percent of CT Economy
Gross State Product	\$111 million	0.06%
Personal Income	\$105 million	0.07%
State and Local Revenues	\$17.8 million	0.07%
State and Local Expenditures	\$18.5 million	0.07%
Jobs	2,166	0.13%

*Source: "The Economic Impact of Arts, Film, History and Tourism in Connecticut," Connecticut Center for Economic Analysis, University of Connecticut, 2006, available at [www.cultureandtourism.org](http://www.cultureandtourism.org).*



**Connecticut Commission  
on Culture & Tourism**

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