



**Introduction** - With Treasury's guidance for using ARPA funds in your hands, now is the time to join other municipalities and commit **at least 1% of your ARPA funds to arts & culture in your community.**

**Why is 1% for arts and culture critical to your town?**

- Vibrant, thriving nonprofit arts and culture organizations **directly benefit the recovery of restaurants, lodging, tourism and hospitality industries**
- Outdoor arts events this summer and fall are **vital for reviving downtowns, restoring jobs, and renewing our social connections**
- Access to creative activities **improves mental health and students' educational outcomes.**
- **Funds directly benefit the residents and businesses in your community**

Looking for guidance on what that could look like? We can help with ideas, expertise and shovel-ready options. Below are some ideas we could help with:

**Ideas to SUSTAIN Existing Arts & Culture in Your Community:**

- Direct Grants (\$5,000 each) to local organizations for general operating support to aid with planned events in summer and fall\*
- Back to Business Grants (\$1,000 to \$5,000) to local businesses and organizations to help with reopening costs (masks, HVAC, signage, etc.), marketing costs, and events
- BIPOC - Black, Indigenous, People of Color - Grants (\$5,000) to arts and cultural organizations, creative businesses, or arts programs that have historically been disenfranchised and under-represented in your community\*
- Sponsorships of cultural events, such as summer concert series, festivals/fairs, performances\*
- Hire musicians, theater troupes, etc. for performances in downtown areas, public parks, festivals, outdoor areas

\*Consider 2-/3-year grants to help sustain recovery and expend ARP funds over time

**Ideas to EXPAND Existing Arts & Culture in Your Community**

- Accelerator Grants (\$5,000 to \$10,000) to collaborative projects & programs, including cross-sector partners (arts & culture, restaurants, hotels, etc.)
- Empty Storefront Pop Ups, using local artists, creative business start ups, and performers to fill spaces, generate foot traffic and support new businesses
- Public Art in downtowns, parks, and neighborhoods to celebrate culture, provide community healing, address social & racial justice, beautify cities and towns
- Create Cultural Districts, with a budget (min. \$5,000) for the inaugural Cultural District Commission/Advisory Council
- Long-Term Recovery Support through a 3-year \$10k a year (total investment \$30k for an individual municipality) for CT Office of the Arts & [AIR Institute](#) partnership for the state of CT.

**Ideas to CREATE NEW FORMS of Arts & Culture in Your Community**

- WPA-Style Program investing in putting artists - muralists, performers, actors, musicians, etc. - back to work by commissioning new public art in buildings, streetscapes, transportation projects, beautification projects, lighting projects, blight removal
- Shark Tank-Style Community Centered Ideas for rapid investment to bring creative ideas, programs and events to fruition
- Covid Memorials, using local artists
- Hire local artists to create or lead community arts projects
- Fund arts and culture in schools: bring arts to school assemblies or hire teaching artists for residencies that help children readjust to learning in a classroom environment.