

To: Higher Education and Employment Advancement Committee
From: Amy Wynn, Executive Director, Northwest Connecticut Arts Council
Date: February 10, 2011
Re: Testimony on H.B. No. 6050, An Act Concerning the Development of the Creative Economy

I appreciate the opportunity to provide this testimony in support of Bill #6050, which would establish a Council to study monitor and analyze the economic impact and activities of the Creative Industries in our state for the purpose of strategic planning. This is long overdue. I am certain that you are very familiar with the statistics supporting the position that arts and culture are solid investments. The establishment of the proposed Council would allow Connecticut to fully, and deeply understand this position in such a way that it could take maximum advantage of its cultural assets and realize the greatest potential economically, as well as in the areas of education and civic life as they are affected by the creative industries.

We see some of the strategic initiatives that have been put in place by other states such as our neighbors in Massachusetts. These initiatives have spurred growth and supported business and entrepreneurship. This is done with the benefit of up-to-date data that allows states to make informed decisions that payoff and/or are worthy of exploring further.

It is high time that Connecticut put in place a state-wide mechanism to regularly review, examine and understand fully how the creative industries make a difference here. If we do not, we will be missing an opportunity to strategically utilize the creative industries to positively impact our state's long-term health on multiple levels. I urge you to support Bill #6050.

Sincerely,

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