AN ACT AUTHORIZING CERTAIN ARTS, CULTURE AND TOURISM GRANTS.

Be it enacted by the Senate and House of Representatives in General Assembly convened:

Section 1. Section 10-400 of the general statutes is repealed and the following is substituted in lieu thereof (Effective October 1, 2023):

With respect to arts activities, the Department of Economic and Community Development shall encourage, within the state or in association with other states, or both, participation in, and promotion, development, acceptance and appreciation of, artistic and cultural activities that shall include, but are not limited to, music, theater, dance, painting, sculpture, architecture, literature, films and allied arts and crafts and to this end shall have the following powers: (1) To join or contract with consultants, private patrons, individual artists and ensembles and with institutions, local sponsoring organizations and professional organizations; (2) to enter into contracts to provide grants, loans or advances to individuals, organizations, or institutions, public or private, that are engaged in or plan to engage in artistic and cultural programs or activities within the state, or that are engaged in or plan to
engage in the promotion, development, or encouragement of artistic
and cultural programs or activities within the state, including, but not
limited to, grants or loans to such individuals, organizations or
institutions, for the purposes of state-wide marketing, infrastructure or
workforce development; (3) to accept, hold and administer, on behalf of
the department, in accordance with the provisions of sections 4-28, 4-31,
4-31a and 4b-22, real property, personal property, securities, other
chooses in action and moneys, or any interest therein, and income
therefrom, either absolutely or in trust, for any purpose of the
department. The department may acquire or receive such property or
money for its purposes by the acceptance of state or federal or public or
private loans, contributions, gifts, grants, donations, bequests or
devises, and the department shall deposit or credit the same in the
culture and tourism account established under section 10-395; (4) to
establish a nonprofit foundation for the purpose of raising funds from
private sources to encourage, within the state or in association with
other states, or both, participation in, and promotion, development,
acceptance and appreciation of, artistic and cultural activities that shall
include, but are not limited to, music, theater, dance, painting,
sculpture, architecture, literature, films, heritage, historic preservation,
humanities and allied arts and crafts. All funds received by the
foundation shall be held in the manner prescribed by sections 4-37e to
4-37j, inclusive; and (5) to perform such other acts as may be necessary
or appropriate to carry out the objectives and purposes of the
department. The General Assembly declares that all activities
undertaken in carrying out the policies set forth in this chapter shall be
directed toward encouraging and assisting, rather than in any way
limiting, the freedom of artistic expression that is essential for the well-
being of the arts. Said department shall maintain a survey of public and
private facilities engaged within the state in artistic and cultural
activities and determine the needs of the citizens of this state and the
methods by which existing resources may be utilized, or new resources
developed, to fulfill these needs. The department shall maintain a
register of Connecticut artists. The name, town of residence and artistic
medium of any such artist residing in Connecticut shall be entered in
the register by the department upon the artist's request.

Sec. 2. Section 10-401 of the general statutes is repealed and the following is substituted in lieu thereof (Effective October 1, 2023):

The Department of Economic and Community Development shall establish and administer a special incentive grant program to provide financial assistance for artistic and cultural programs and activities pursuant to subdivision (2) of section 10-400, as amended by this act. The department shall identify strategic goals, establish metrics and establish an accountability structure for such grant program. No state funds appropriated to the department for the purposes of said program shall be disbursed unless one-third of the amount of such financial assistance consists of nonfederal funds raised and received by said department.

Sec. 3. Section 10-396 of the general statutes is repealed and the following is substituted in lieu thereof (Effective October 1, 2023):

With respect to tourism activities, the Department of Economic and Community Development shall:

(1) Develop, annually update and implement a strategic marketing plan for the national and international promotion of Connecticut as a tourism destination;

(2) Develop a Connecticut strategic plan for new tourism products and attractions;

(3) Provide marketing and other assistance to the tourism industry;

(4) Ensure cooperation among the regional tourism districts;

(5) Within available appropriations, maintain, operate and manage the visitor welcome centers in the state;

(6) Within available appropriations, develop and administer a grant program to support programs and initiatives of entities primarily
engaging in activities relating to the tourism industry;

[(6)] (7) Develop and administer a program of challenge grants to encourage innovation and job development, provide incentives for coordinated activity consistent with the strategic marketing plan and stimulate the development of private funds for tourism promotion;

[and]

[(7)] (8) Subject to available funds, assist municipalities to accommodate tourist attractions within such municipalities or within neighboring or adjoining municipalities; and

(9) Establish metrics and an accountability structure for tourism investments made by the state.

| This act shall take effect as follows and shall amend the following sections: |
|------------------|------------------|------------------|
| Section 1        | October 1, 2023  | 10-400           |
| Sec. 2           | October 1, 2023  | 10-401           |
| Sec. 3           | October 1, 2023  | 10-396           |

**Statement of Purpose:**
To authorize the Department of Economic and Community Development to provide certain grants concerning arts, culture and tourism, and to require the department to identify strategic goals, establish metrics and establish an accountability structure for such grants.

[Proposed deletions are enclosed in brackets. Proposed additions are indicated by underline, except that when the entire text of a bill or resolution or a section of a bill or resolution is new, it is not underlined.]