



April 26, 2021

Dear Municipal Leader:

BOARD OF DIRECTORS

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The Cultural Alliance of Western Connecticut is a partner of the CT Arts Alliance, a statewide advocacy network for the arts. We're reaching out to solicit your support in a statewide effort to help *rebuild* the arts through the American Recovery Plan and federal funding to our cities and towns. *See the attached.*

As you are aware, the creative sector was the first to be shut down and they will be among the last to fully reopen. Most arts organizations are struggling to survive. Employment in the sector has been cut in half – to levels not seen for 30 years. Unemployment claims are up 468% compared to one year earlier. Theatres are closed. Art festivals canceled. Community music programs are silent.

Through the American Recovery Plan (ARP), the federal government is sending hundreds of millions of dollars to our cities and towns. **As you consider how to best use county level ARP funding in Bethel, we ask that you commit 1% of it to the arts and creative sector. That's only \$19,000 from the estimated \$1.9 million Bethel will receive. These funds will be large enough to make a substantial impact in the creative sector, while still allowing for other pressing needs are fully met.**

There are many ways to distribute funds to the creative sector quickly, but to keep things simple and efficient, we hope you will consider the Cultural Alliance as an important resource and partner.

We are your regional arts service organization. During a time of great uncertainty, the Cultural Alliance has worked tirelessly to make certain the arts stay alive, and our shared constituency has benefited. *Center Ground for emergency funding, resources, and opportunity for the arts sector; Empowering leaders to navigate issues on racial equality and social justice; Long term recovery efforts; Small business development with a priority on the use of technology to build capacity.*

We are uniquely positioned to regrant art funds for an administrative fee. The Cultural Alliance is experienced working with local arts organizations and municipal commissions. We can assist with developing guidelines, assessing needs, rehiring staff, sustaining operations and marketing to rebuild audiences; and more.

The impact of supporting the arts right now cannot be underestimated. Bethel's investment in arts institutions, arts-related businesses, artists, and arts workers will be a large step toward repairing the deep economic damage caused by the pandemic and ensuring a robust recovery for your town and your residents.

To discuss further or address any questions, contact our Executive Director, Lisa Scails at 203-798-0760 or via email [lscails@cawct.org](mailto:lscails@cawct.org).

Best regards,

Lew Wallace  
President

Lisa M Scails  
Executive Director

+1 203 798 0760

256 Main Street, Unit 2  
Danbury, CT 06810

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