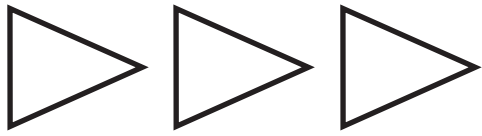


IMPACT REPORT

New Haven Cultural Equity Plan





“Being asked to participate in the cultural equity plan had seamlessly put me in a place where I realized how to advocate for myself as an artist and advocate.”

-New Haven Arts Leader

The City of New Haven recognizes the imperative of fostering inclusivity and diversity in our arts, culture, and tourism to sustain and improve our quality of life, economic vitality, and thriving future. The FY2023 Arts & Culture Social Impact Report illuminates the profound economic impact of cultural equity initiatives while celebrating the culturally relevant initiatives that infuse vibrancy into the heart of the city.

This report is a byproduct of the culminated efforts originally initiated in our 2022 Cultural Equity Plan, which aimed at leveraging arts and culture as catalysts for diversity, equity, inclusion, and justice. Additionally, this report celebrates these unique endeavors and continues to welcome the New Haven community to partner in the ongoing commitment to new, equitable systems that prioritize justice and inclusivity in the cultural sector. The following outline summarizes our vision for the future and the economic benefits of our commitment to cultural equity.

I. Progressing with a Purpose: A Journey of Empowerment

- Reflecting on the past four years, the Department of Arts, Culture, and Tourism has ignited transformative progress in nurturing cultural equity through the pioneering of initiatives, such as The Black Wall Street festival, The Creative Sector Relief Fund, Unapologetically Radical conference and the Arts for Anti-Racism pledge, to lay the groundwork for fostering inclusivity and embracing diversity within our community.
- Through targeted efforts, the department has actively engaged with historically marginalized voices and communities, striving to create a more equitable and inclusive city.

II. Presence: Embracing Diversity, Enriching Community

- Ongoing dialogue and partnerships with diverse stakeholders continue to enrich understanding of cultural dynamics and amplify marginalized voices within the department.
- The economy thrives on cultural growth that exudes from the Department of Arts, Culture, and Tourism's initiatives, which are committed to New Haven's equitable civic engagement, spiritual uplift, and economic development. From neighborhood festivals and eateries to community-wide art projects, each of these initiatives resonate with the pulse of the New Haven community. We welcome all those who are interested with a sense of belonging and New Haven pride.

III. Promise: Charting New Horizons

- Looking ahead, the Department of Arts, Culture, and Tourism is committed to furthering its cultural equity agenda and expanding its impact through deepening engagement with underrepresented communities, through resilient connections of solidarity that foster mutual understanding and cultivating an environment where every individual feels valued, respected, and empowered to contribute to our collective success.

IV. Economic Impact: Harnessing the Power of Cultural Equity

- Cultural equity initiatives serve as a catalyst for economic growth, driving tourism, and fostering community development through strategic investments in cultural programming. New Haven has witnessed an increase in tourism thus stimulating the local businesses and revitalizing neighborhoods.
- With a standing 324,000 people employed in the city of New Haven¹ and nearly 61.5 million dollars in GDP reported in December 2022², the economy continues to soar above challenges and obstacles.

V. Equitable Cultural Tourism: A Gateway to Discovery

- Attracting visitors near and far alike, cultural tourism continues to emerge as a cornerstone of New Haven's economic landscape. With iconic landmarks like East Rock and Shubert Theater or summer festivals, such as the Black Wall Street Festival, PRU Parade and The international festival of arts and ideas, these magnets for cultural enthusiasts offer immersive experiences that celebrate not only where the community has come from, but where the community is going.
- Maximizing the community resources through the expansion of cultural tourism can open up avenues that can further impact the future of New Haven, highlighting and enriching its roots while also acknowledging its robust growth.

In consideration of how the New Haven economy is progressing, one truth is evident: cultural equity is not solely a moral imperative; as showcased in the FY2023 Arts & Culture Social Impact Report, it is a powerful engine, driving the growth and communal vitality of New Haven.

1. New Haven, CT Economy at a Glance: U.S. Bureau of Labor Statistics, n.d.

2. U.S. Bureau of Economic Analysis, Total Gross Domestic Product for New Haven-Milford, CT (MSA) [NGMP35300], retrieved from FRED, Federal Reserve Bank of St. Louis; <https://fred.stlouisfed.org/series/NGMP35300>, February 26, 2024.

The Cultural Equity Plan Impact Report offers a snapshot of critical outcomes related to the plan's development and implementation. This report is not exhaustive. It is meant to celebrate essential milestones that have transpired with the plan's creation since its rollout in 2021. This report highlights themes that have emerged from engagement with the city's Arts, Culture, and Tourism institutional partners, members of the plan co-creation team, and community members.

Also, along the subsequent pages, you will find a timeline of crucial Cultural Equity Plan-affiliated milestones, organized based on six impact areas: Cultural Preservation, Cultural Infrastructure Development, Cultural Advocacy, Advancing Cultural Equity, Equitable Grantmaking and Equitable Cultural Tourism.

Finally, the report shares a vision for the work as a call to action and an invitation for the reader and community members to stay engaged and committed to ensuring the goals and objectives of the Cultural Equity Plan can be realized.



Cultural Preservation

Extends the value of cultural heritage as a vital and defining element of communities and helps ensure its continued use today and beyond.



Cultural Infrastructure Development

Supports the development of places, spaces, people, and technologies necessary for arts and culture to thrive.



Cultural Advocacy

Educates and informs a wide array of community members about the importance of arts and culture.



Advancing Cultural Equity

Furtheres the practices that connect people with our humanity and the world around us.



Equitable Grantmaking

Reduces power disparities within funding mechanisms that drive creative ecosystems.



Equitable Cultural Tourism

Activates awareness of and investment in the richness of local cultures representing diverse voices, viewpoints, and lived histories.



Sharmont Influence-Little
New Haven Poet Laureate, 2023



Project HEAL Presents:
An Artist Mental Health Symposium, 2023
Afro-American Cultural Center at Yale



Day of Friendship with Tlaxcala Mexico, 2023



Diary Disks Project, 2021
Partnership with the International
Festival of Arts & Ideas,
Design Brigade, initiated by the Yale Center for
Collaborative Arts & Media, & Atelier Cho Thompson.



2023 Annual Puerto Rican Festival of New Haven
Puerto Ricans United
Supported through American Rescue Plan Act Funds



William Lanson Statue Unveiling, 2020
Statue with Sculptor Dana King

Milestones

- The Arts for Anti-Racism Pledge**
A call to action and collection of resources and programming for organizations looking to address anti-racism in their policies, practices, and values.

2020 to present
- Unapologetically Radical**
One-day virtual convenings of arts and cultural leaders, scholars, activists, and community organizers to examine critical issues to achieving anti-racism in arts and culture.

2020-2022
- Creative Sector Relief Fund**
A funding initiative that began to assist creatives and smaller-budget arts organizations impacted by the global pandemic and morphed into a fund that provides \$10K unrestricted grants to Black, Brown, and Indigenous artists as part of a social and racial justice initiative.

March 2020
- Mask Up**
A partnership with local artists to raise awareness about the use of masks against the spread of COVID-19.

May 2020



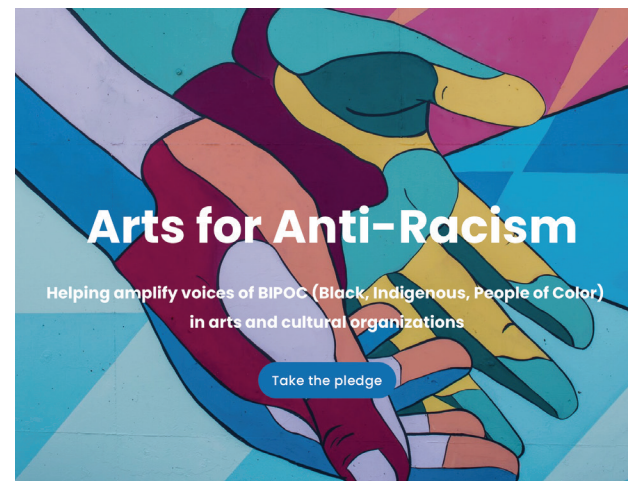
NYTimes Top 52 to Go in 2023
New Haven (#50)



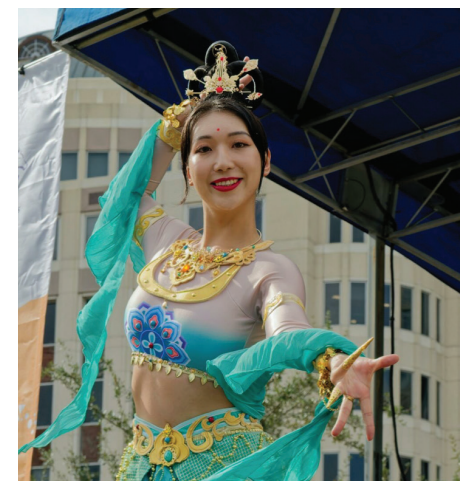
Unapologetically Radical, 2020-2022



Mask up Campaign, 2020
Partnership with Together New Haven
& Artist Smitty



Arts for Anti-Racism Pledge,
Together New Haven



2023 International
Food and Cultural Festival
Arts in CT Corporation
Supported through American Rescue Plan
Act Funds

William Lanson Statue
In Elm City, New Haven officials unveiled the statue of Black engineer, entrepreneur, and civil rights activist William Lanson, a prominent 19th-century citizen of the city. Sculptor Dana King created the work, which was coordinated by the New Haven City Plan Department and Amistad Committee.

September 2020

American Rescue Plan
Between 2021 and 2023, \$2.2 million in arts funding from the American Rescue Plan was allocated to a wide range of arts and cultural programming across New Haven to reduce the devastating effects of the pandemic on the creative ecosystem.

2021-2023

Cultural Equity Plan Launch
The City of New Haven's Cultural Equity Plan culminated community-generated ideas and recommendations for deeper engagement with arts and culture, stories that celebrate and unify the City through its diverse cultural perspectives, and visions for how to continue the work forward to enrich the city's cultural equity.

May 2021



Diary Disks Project, 2021



Day of Friendship with Tlaxcala Mexico, 2023



Mural of Dr. Alexander Bouchet
Corner of Henry Street & Dixwell Ave.
Artists: Kwadwo Adae and Kwasi Adae
Supported by the Neighborhood Cultural Vitality Grant



Black Lives Matter Mural, 2020
Temple Street
Artists: Jesse Wolf, Marshun, & Perez.



Cultural Equity Plan In-Person Workshop
Stetson Library, 2022

Diary Disks Project
Haven Arts Park was commissioned to install temporary healing spaces in the city. Eleven disk installations served as community journal entries as invited residents to share their experiences during the COVID-19 pandemic.

May - June 2021

Black Wall Street Festival
A partnership between the City and The Breed Entertainment to showcase black and brown-owned businesses while fostering community engagement, education, and activism around issues of racial and economic justice. Annually, it features 30 to 150 businesses and an array of live performances.

2022-present

Cultural Equity Plan Tour
A series of engagement activities with various New Haven stakeholders to collectively debrief on the development of the Cultural Equity Plan and its implementation's challenges and potential success.

March - June 2022



Black Wall Street, 2023
Live Performances
Partnership with The Breed



Unapologetically Radical, 2020-2022



Black Wall Street, 2023
Live Performances
Partnership with The Breed



Creative U Conference, 2023
Sweets & Sounds



Black Wall Street, 2023
Partnership with The Breed

Anti-Racism Public Art Project
A project organized by artists Nu Spiral Collective in partnership with the New Haven Department of Arts, Culture, and Tourism, the Connecticut Department of Transportation, and retailer Ikea to create three murals as part of a public art initiative that celebrates neighborhood vitality and honors the voices of artists working to combat racism.

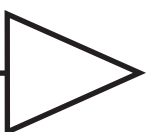
August 2022

Top 52 Places to Visit Convening
In 2023, the NYTimes ranked New Haven at #50 in the "Top 52 places to visit in the World." In March 2023, the City convened 50 presenting organizations who contributed to this ranking to discuss the economic impact of cultural tourism, the consumer base, and engaging diverse communities through citywide marketing.

January 2023

New Haven poet Laureate
Sharmont Influence-Little was named New Haven's first Poet-Laureate in a partnership between Kulturaally LIT and the City's Department of Arts, Culture, and Tourism.

September 2023



Impact: The Plan in Action

The launch of New Haven's first Cultural Equity Plan created a foundation for an infusion of resources, ideas, and communal energy when the nation and the world faced deep societal challenges.

The Plan sparked opportunities for collective dialogue on what culture is, how to access it, what equitable access to resources means, and how the city stakeholders experience it. What was produced is the outcome of ongoing relationships between artists, arts organizations, local businesses, and other residents and tourists alike. Additionally, the plan continues to inform an allotment of economic resources, programming, and knowledge-sharing to normalize the narrative that within New Haven, culture is accessible to all.

Funding (2020-2023)

Cultural Affairs Budget – Since 2021 the budget allocation has remained static at \$190k.

New Haven Cultural Fund (Pandemic-Relief Spending Plan/ American Rescue Plan) – Federal funding to address artists, creatives and arts organizations who lost revenue due to COVID-19 closures and restrictions. This has allowed the department to distribute over \$1,987,000 for programs and services. (\$ 787,000 allotted in FY21/22 and \$1,200,000 allotted in 2023.)

Creative Sector Relief Fund – Developed in partnership with the Arts Council of Greater New Haven, for arts and cultural organizations who lost revenue or were unable to operate programming during the pandemic. Total allocation: \$300k

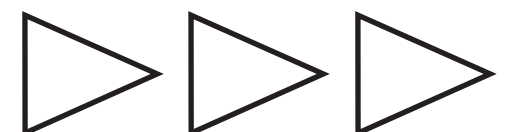
Neighborhood Cultural Vitality grew out of a desire to support projects that celebrate, recognize, and bring together the city's diverse neighborhood cultures. It provides funding for arts and cultural programming and services within the City of New Haven.

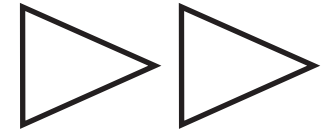
- 2020 distributed 24 awards, allocation: \$95,000 (Due to COVID-19 most 2020 programs were extended into 2021.)
- 2022 distributed 42 awards, allocation: \$187,200
- 2024 distributed 23 awards, allocation: \$92,917

Cultural Equity Sponsorship Fund – \$77,358 since 2020

Culture Con Sponsorships – The department provided the opportunity for 14 New Haven creatives to attend the 2022 Culture Con in New York. Total allocation: \$7k

Creative Workforce Initiative – In 2022 the Department with the Arts Council of Greater New Haven developed the Creative Workforce Initiative. This apprentice program partnered 20 individuals with creative jobs throughout New Haven. Program allocation \$75k





Communicating the Message of Cultural Equity

What is cultural equity? We define cultural equity as:

- Creating the conditions under which all people can express their culture fully;
- Changing existing cultures, especially within institutions, that do not recognize and lift up the humanity of all people;
- Redistributing resources and power to people systematically underresourced by our society, and supporting vibrant cultural expression in every community.

The New Haven Department of Arts, Culture, and Tourism introduced the cultural equity plan to its stakeholders through various platforms, including door-knocking across communities and a series of programs such as a student meeting, virtual executive forum, in-person workshop, and Culture Celebration. These engagement activities allowed us to introduce the plan and gather information from a range of stakeholders about what they need to make the experience of culture equitable in New Haven.

We also know we must engage with more communities and stakeholders across the city, including schools. We are excited to grow new and existing partnerships, utilize increased resources, and share more information about the plan.

New Haven and Neighborhood Cultures

The Cultural Equity Plan supports new ways to activate the diversity of New Haven neighborhoods via local anchor organizations and programming. What is culture? In the plan, we define culture as the practices that connect us with other people, with our own humanity, and with the world around us. There are future opportunities to continue the conversation about what culture is, what cultural equity means, and how cultivating relationships between people and local organizations, such as cultural institutions and local government, can further enrich the dynamic character of our unique New Haven neighborhoods.

Activities that gathered stakeholders across New Haven neighborhoods:

NYTimes Top 52 Places to Go Convening of New Haven Presenters; International Food and Cultural Festival; Annual Puerto Rican Festival of New Haven; The International Festival of Arts and Ideas.

Partnerships

Increases in strategic partnerships due to the plan, particularly those between local artists, businesses, and local government, provided artists with new ways to connect with local leaders. These partnerships supported individual artists in building their advocacy skills and significantly impacted the success of new projects and initiatives. These partnerships also centered more intentional conversations between organizations and artists about resources.

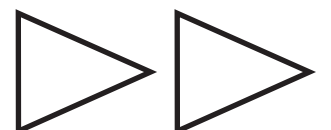
Examples of strategic partnerships included:

City of New Haven and Greater New Haven Arts Council; Cultural Equity Plan Core Planning Group; Arts for Anti-Racism Pledge (The Pledge); Black Wall Street; Mask Up Campaign; Black Lives Matter Mural

Community: History and Future

There continue to be new opportunities to create accessibility to our cultural legacies for New Haven residents and visitors from diverse social and economic backgrounds and political affiliations. And there are still elements of New Haven's cultural history to be examined. Together we can learn more about ourselves and each other. Community-building is about looking back, honoring, acknowledging, and reckoning with history and creating a future of possibilities for all community stakeholders to access the city's cultural resources.

Some examples of the impact of the plan on shaping this work include: commissioning the statue of William Lanson; Unapologetically Radical, 2020-2022; Artist Mental Health Symposium, 2023



Looking Ahead. Why The Plan (Still) Matters?

To consider the Cultural Equity Plan's impact as a matter of reporting, it is critical to understand why elements of the plan still matter now and identify significant areas to explore in the future.

Strategic partnerships: As we continue to move forward, we recognize the power of partnerships between private and public entities as a way to enhance opportunities and support local businesses and artists.

Economics: The arts have important economic implications for New Haven. The arts are an economic driver for domestic and foreign tourism and a mechanism for wealth generation for artists with no history of familial wealth ties. The arts can also serve as a pipeline for wealth generation for individuals and revive community vitality, which has further social and economic implications.

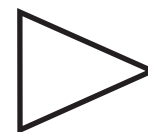
Funding: Thanks to the plan, artists, collectives, and organizations either new to the city's funding process or underrepresented in the funding portfolio were invested in like never before. Let's expand these opportunities to increase citywide investment in the creative sector!

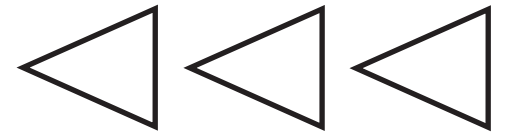
Communication: Segments of the city's population have not heard of the Plan to date, nor have they had access to any of the cultural offerings it endorses. Now is the time to increase modes of communication and engagement.

Exchange: Cultivating greater cultural exchange is crucial to ensuring the richness of the city's cultural diversity. Let's build stronger ties with new and long-term residents across racial, gender, and ethnic groups, including those of diverse immigration status.

Voice: The process of creating the Cultural Equity Plan gave individuals who may have previously felt they were not recognized a voice in the city. The plan's work matters because it can further activate other New Haven stakeholders to realize their community's voice and contribute to this collective work. Whether you have access to power (financial, informational, network) or not, members of the local community ecosystem can invest in the collective leadership to collaborate with artists, cultural institutions, local businesses, and local government.

The city needs your voice to move our culture forward.

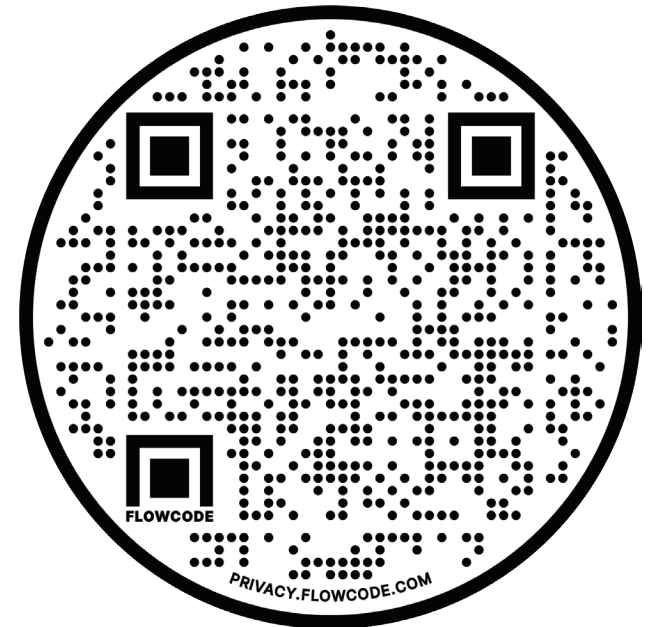
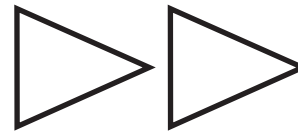




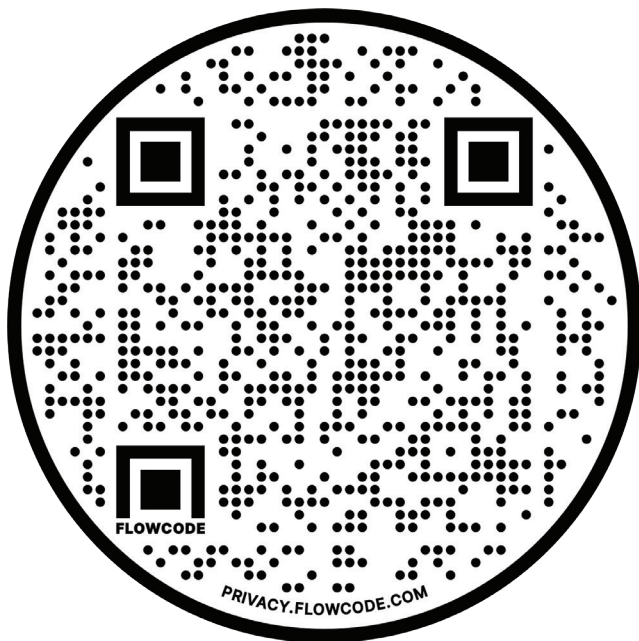
“The culture equity plan can be something revolutionary that can catalyze change, not just in New Haven, but throughout the state.”

-New Haven Resident

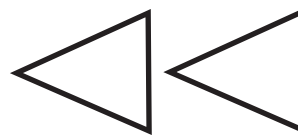
Read the New Haven
Cultural Equity Plan.



▶ Cultural Affairs Commissioners
Join in & Advocate ◀



Sign the Arts for
Anti-Racism Pledge.



Report research and design by:

Leading
ChangeMakers

www.leadingchangemakers.com

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