

Department of Economic and Community Development



At a Glance

CATHERINE H. SMITH, *Commissioner*

Ronald F. Angelo, Jr., *Deputy Commissioner*

Kip Bergstrom, *Deputy Commissioner*

Established - 1995 (Consolidated with the Commission on Culture and Tourism on July 1, 2011)

Statutory authority - CGS Chapters 127b, 127c, 184b

Central office - 505 Hudson Street, Hartford, CT 06106

Number of employees - 154

Recurring operating expenses - \$18,599,386

Organizational structure - Office of Business and Industry Development, Office of Small Business Affairs, Office of Housing and Community Development, Office of Financial Review, Office of Strategy and Policy, Office of BioScience, Office of Insurance and Financial Services, Office of Responsible Development, Office of Brownfield Remediation and Development, Office of Film, Television and Digital Media, Office of the Commissioner, Office of the Arts, State Historic Preservation Office, Office of Tourism.

Mission

The Department of Economic and Community Development develops and implements strategies to increase the State's economic competitiveness.

Statutory Responsibility

Under the provisions of Conn. Gen. Statutes Chapters 127b, 127c and 184b, DECD administers programs and policies to promote business, housing, community development, brownfield redevelopment, arts, culture and tourism and is the state agency responsible for promoting economic growth.

Public Service

In an effort to provide continued quality service to its customers, the agency is staffed with highly trained economic, housing, and community development professionals who identify customer and community needs and coordinate resources—both public and private—to meet those needs.

DECD (www.decd.org) promotes in-state business and economic development, as well as out-of-state business recruitment, through use of tax credits, financing, technical assistance, and enterprise zones. Strategically, DECD supports comprehensive, industry-based economic development to strengthen the competitiveness of Connecticut's workers and industries. The department's international staff is dedicated to attracting foreign direct investment to Connecticut and helping Connecticut companies take advantage of export opportunities in the global marketplace.

DECD is the lead agency for promoting and implementing the state's responsible growth programs. To that end DECD provides planning, engineering, architectural and construction management services to oversee state-sponsored real estate development, including urban and downtown revitalization, industrial site development and brownfield redevelopment. DECD provides assistance to customers for permitting and regulatory compliance with state or federal programs to allow for an expedited development process.

DECD maintains a special focus on building strong neighborhoods and providing quality housing services. The department promotes housing development through strategic investment, professional consultation, and program and policy development as well as provides municipalities and non-profits with financial and technical assistance for community development activities.

Improving the quality of life in Connecticut continues to be a key factor in promoting economic vitality, and DECD develops and strengthens the arts and makes artistic experiences widely available to residents and visitors, both through its grant programs, and services. DECD invests in Connecticut artists and arts organizations and encourages the public's participation as creators, learners, supporters and audience members, and connects people to the arts and helps to build vital communities across the state.

DECD works to make tourism a leading economic contributor, a compelling reason for visiting the state and a source of pride for Connecticut residents. DECD partners with the Connecticut business community and three tourism districts to provide a positive image of the state, encourage strategic investment and ensure that Connecticut is a prime destination for leisure and business travelers. A primary strategy for implementing those objectives is the development of a statewide strategic marketing plan for tourism which is consumer driven with defined measurable objectives.

Through the State Historic Preservation Office (SHPO), DECD administers a broad range of federal and state programs that identify, register and protect the buildings, sites, structures, districts and objects that comprise Connecticut's cultural heritage. DECD is the regulatory authority for the review of both federally and state funded projects to determine the impact on historic resources and has the authority under the Connecticut Environmental Protection Act to pursue litigation to protect certain historic properties from

unreasonable demolition. DECD also administers seven grant programs for historic preservation, three state tax credit programs for preservation and restoration, the federal tax credit program and manages the Freedom Trail and Washington-Rochambeau Trail programs. In addition, it operates four state-owned museums: Henry Whitfield State Museum, Old New-Gate Prison and Copper Mine, Prudence Crandall Museum and the Sloane-Stanley Museum.

Improvements/Achievements 2010-11

DECD's economic and community development investments, programs and services, and policy initiatives have made a significant impact on the economy of Connecticut and the quality of life of its citizens. What follows are some highlights from fiscal year 2010-2011.

New Programs Administered by DECD

- ***Bradley Airport Development Zone*** program provides tax incentives for manufacturers and certain related businesses that build or substantially renovate facilities in the area and create new jobs. Enterprise Zone level benefits will be available to businesses that manufacture, process or assemble raw materials or parts; perform manufacturing-related research and development; or significantly service, overhaul or rebuild industrial machinery and equipment. Warehousing and motor freight businesses can qualify for tax incentives if they can demonstrate their business is dependent on goods shipped by air, while service companies – including information technology companies – can also qualify for credits if they can demonstrate their business is related to the airport. The zone, located around Bradley International Airport, includes specified census blocks within the towns of East Granby, Suffield, Windsor and Windsor Locks.
- ***Vocational Rehabilitation Job Creation Tax Credit Program*** provides a \$200 per month tax credit to Connecticut businesses that hire new employees that are receiving vocational rehabilitation services from the Bureau of Rehabilitation Services within the Department of Social Services. Tax credits apply to all business structures that hire qualifying employees during taxable years 2010-2012.
- ***Bioscience Enterprise Corridor Zone*** provides Enterprise Zone-level benefits to certain businesses and commercial properties in specific census blocks, groups and tracts in Farmington, Hartford, Bristol and New Britain. This zone is for eligible businesses which has not more than three hundred employees at any time during the preceding twelve months and is engaged in bioscience, biotechnology, pharmaceutical or photonics research, development or production in the state.
- ***Defense Plant Zone*** provides Enterprise Zone-level benefits in a municipality that has been severely impacted by a prime defense contract cutback or major aerospace or defense plant closure with not less than eight hundred employees. Any eligible project taking place in such a designated facility will be eligible for the same benefits, and subject to the same conditions, as those qualifying for benefits in an Enterprise Zone.
- ***Lean Green Manufacturing Initiative*** provides assistance to eligible manufacturing companies in converting their operations into green manufacturing facilities or in

implementing energy efficiency measures by using lean manufacturing strategies. CONNSTEP, Inc. administers the Green Manufacturing Facilities and Lean Manufacturing Energy Efficiencies Implementation Pilot Program and works closely with DECD to provide core services that include, but are not limited to: green manufacturing, lean solutions and enterprise growth services.

Economic Development

- Forty-seven loans have been enrolled in the Small Business Assistance Revolving Loan Program (aka CT Credit Consortium). Six loan funds are participating throughout the state while three of the loan funds are enrolling loans state-wide. This program provides Connecticut's small businesses with the financial resources they need to operate and grow in the state. Under this program Connecticut-based businesses with less than fifty employees are eligible for loans and lines of credit of up to \$500,000.
- DECD processed forty-five applications for the Qualified Small Business Job Creation Tax Credit Program which provides incentives to Connecticut's small businesses to hire new full-time employees. Under this program Connecticut-based businesses with less than fifty employees are eligible for a \$200 per month tax credit for each new full-time employee they hire. Tax credits apply to all business structures that hire new employees during taxable years 2010-2012.
- Five funds totaling \$138.1 million received approval through the Insurance Reinvestment Tax Credit Program, while an additional \$46.1 million in applications are pending review and approval by DECD. This program was established under Public Act 10-75 and provides a 100% insurance premium tax credit to insurance companies that invest with approved fund managers who will provide financing to eligible Connecticut business, including 25% committed to green technology businesses and 3% to pre-seed investments.
- As a part of the Enterprise Zone and Urban Jobs Program, a program providing tax credits to Connecticut companies, DECD certified 42 companies with a gross floor space of 2,747,145 square feet; 4,488 jobs were retained and 1,306 new jobs were created.
- Under the Urban and Industrial Site Reinvestment Tax Credit (URA) Program, a tax credit program available to corporations that make a minimum investment of \$5 million in distressed communities, DECD made 6 offers of assistance which resulted in \$130 million in tax credits. These credits are anticipated to create 1,585 jobs, retain 1,501 jobs, and leverage \$193.3 million in private investment.
- In SFY 2010-11, through the Manufacturing Assistance Act, DECD funded a total of 5 projects involving \$10,250,000 in state funds, leveraging a total investment of \$43,850,789. These projects resulted in the retention of 1,691 jobs and the creation of 501 jobs in Connecticut. Highlights include the following projects: A \$4 million loan to Nestle Waters North America Inc. that will enable them to remain and grow in Connecticut. The project will retain 475 jobs and create 25. A \$5 million loan to Gartner, Inc. to open their new headquarters in Connecticut creating 340 new jobs and

retaining 861 jobs. An \$825,000 thousand loan to Henkel Corporation to consolidate their headquarters operations in Rocky Hill that would result in the retention of 380 full-time positions, the creation of up to 80 new positions.

- On June 21 and 22nd, 2011 DECD hosted a two-day site-selector event in Hartford and New Haven, which served as an opportunity to “sell” Connecticut and further position the state as a leading location for world-renowned companies.

Small Business

- DECD continues to partner with CCAT to administer the Small Business Incubator Program (SBIP) which is designed to defray the financial burden of maintaining and growing a technology-based start-up business. An additional \$492,548 was made available in SFY 2010-11 for grants to companies located within an incubator facility for such uses as to acquire specialized equipment, build prototypes, conduct marketing, and protect intellectual property through patenting.
- DECD provided matching funds to the CT Procurement Technical Assistance Program (PTAP), a program which helps Connecticut businesses apply for government contracts. During SFY 10-11, CT PTAP clients reported winning approximately \$108.4 million in contract awards. (Please note that this figure represents an 8 month period, which is the latest statistics available.)
- DECD provided financial assistance to two Entrepreneurial Centers in Connecticut: The Entrepreneurial Center of the University of Hartford and The Women’s Business Development Center (WBDC) of Stamford. Both organizations provide low-moderate income individuals, including persons on public assistance, with the skills and support to make the transition into independent entrepreneurship. The Entrepreneurial Center at the University of Hartford assisted 272 individuals, and the success of its graduates led to the creation of 142 new jobs in Connecticut. The Women’s Business Development Center of Stamford assisted 655 new individuals, and the ensuing development of new businesses created 110 new Connecticut jobs.
- \$84,913 was provided to Connecticut small businesses to facilitate commercialization of research projects funded under the Small Business Innovation and Diversification (SBIDP) program. The program removes tangible barriers to commercialization, which enables a Connecticut businesses to realize significant non-research and development revenues derived from the production or service delivery of the technology to a targeted market.

Strategic Competitiveness

- DECD provided \$163,484 to CCAT to assist the hydrogen fuel cell industry with the identification and expansion of markets for product sales through marketing and public relations; an international recruiting pilot program; technical/economic assessments; an energy storage initiative; workforce readiness; and a renewable energy industrial development initiative.

- Insurance and Financial Services (IFS) – DECD collaborated with the IFS Cluster to transform the IFS Center for Educational Excellence into an industry-driven workforce initiative. The mission of this group is to help address both the industry’s short- and long-term workforce needs. The IFS Center executive Advisory Committee is comprised of over 20 businesses, academic institutions and state government who meet regularly to:
 - Monitor job trends via SkillPROOF Inc.
 - Act as a review panel for related curricula
 - Survey Human Resource Directors for workforce needs
 - Provide data to secondary and post secondary institutions
 - Act as a think tank for future workforce issues

- In August 2010 DECD partnered with the CT Hedge Fund Association to hold a business recruitment event.

International Division

- DECD staff, the Connecticut Center for Advanced Technology (CCAT) and Northeast Utilities led a group of Connecticut aerospace companies to exhibit at the Farnborough Air Show in the United Kingdom, July 19-25, 2010. Farnborough is one of the world’s largest air shows. Eighteen Connecticut companies sub-exhibited in the Connecticut booth space. The air show featured almost 1,500 exhibitors from 40 countries.

- DECD led a group of 19 Connecticut aerospace manufacturers and suppliers to exhibit at one of the world’s largest and most prestigious air shows in Paris, France from June 20-26, 2011. Connecticut’s exhibit is designed to promote the more than 1,000 Connecticut aerospace and defense manufacturers and suppliers in the state. DECD’s and CCAT’s objective for the 2011 Paris Air Show was to introduce Connecticut aerospace and defense suppliers to Original Equipment Manufacturers (OEMs), both domestically and worldwide, and to schedule meetings between those Connecticut suppliers and the OEMs. The staff also used the opportunity to encourage businesses to relocate to Connecticut, by showcasing the State of Connecticut as a strategic business location on a national and international level.

- Two Connecticut companies sub-exhibited in the “Best of New England” booth at Medica, November 17-21, 2010 in Düsseldorf Germany. Medica is the world’s largest medical trade fair and annually features over 4,400 exhibitors. Both Connecticut companies reported making significant foreign contacts and locating potential, new international distributors per their exhibition at Medica.

- Connecticut, via DECD, was selected as Chair of the Eastern Trade Council (ETC). The ETC, which represents the ten Northeastern states, is the accelerator for regional trade development and policy that leverages economies of scale and works collaboratively to increase exports, thereby creating and retaining jobs, and enhancing global competitiveness. Collectively, ETC member states and jurisdictions rank in the top five world economies.

- DECD hosted various international delegations from countries such as Belgium, Canada, China, Italy and Taiwan. Multiple delegations from Shandong Province, China, Connecticut's sister-state, visited the state in SFY 10-11. 2011 marks the 25th anniversary of the Connecticut-Shandong sister-state relationship.

Film, Television & Digital Media

- During SFY 2010-11, an estimated \$245.7 million was spent in Connecticut by qualified productions. 70 tax credit applications were processed and \$70,026,672 in tax credits were issued to 30 production companies (\$50.9 million to 28 production companies, \$16.8 million in digital animation tax credits, and \$2.2 million to one infrastructure project).
- Office of Film Television & Digital Media (OFTDM) staff provided services for 195 productions and assisted the operations of 84 productions, including 5 websites, that have begun or completed projects in Connecticut, and increased the ReelCrew© database to a total of 584 crew members and 359 film vendors.
- Office staff also participated in financial, educational and trade seminars for studios, film commissions, accountants, attorneys, producers and filmmakers in Connecticut, New York and Los Angeles.
- Notable highlights for SFY 2010-11 include:
 - Emmy-nominated Showtime cable series "The Big C" filmed Season 2 in a newly retrofit studio in Stamford. The NBCU talk shows situated at the recently renovated state-of-the-art Stamford Media Center provided the requisite critical mass to attract these new productions. Each production represents approximately 150-200 crew members. Audience members attending the NBCU talk shows provide further economic impact in the downtown Stamford area.
 - The WTBS television series "Are We There Yet" is contracted to produce 100 episodes in Stamford. This work should continue through early 2012.
 - The fourth annual Connecticut Film Industry Training Program (FITP) was conducted, in conjunction with the Office for Workforce Competitiveness, to prepare constituents for potential film union membership. There were 63 trainees in the 2011 FITP. To date a total of 416 trainees have earned certificates.
 - The OFTDM along with ESPN co-sponsored the Filmmaker/Industry Lounge at the 2011 Tribeca Film Festival in New York City. This sponsorship facilitated access to nearly 200 key industry decision makers during a purpose-based hospitality event designed to showcase the benefits of bringing film, television and digital media productions to Connecticut.

Responsible Development

- DECD's Office of Responsible Development (ORD) continued its efforts in coordinating regional economic development in accord with Public Act 10-168, An Act Concerning Regional Economic Development. Four regional economic development regions were designated Connecticut Economic Development Districts by the Governor. ORD supported responsible growth and regional economic development through outreach efforts and quarterly meetings with the regions to discuss common issues and funding opportunities. ORD continued the outreach efforts with non-participating regions to discuss benefits of regional cooperation and economic development planning. The United States Economic Development Administration's (USEDA) investment priorities encourage a collaborative process that prioritizes projects that promote a green economy, global competitiveness related to entrepreneurship, brownfield redevelopment and the growth of innovation clusters. During the course of SFY 2010-2011, the USEDA approved funding for three capital improvement projects in Connecticut in East Hartford, West Haven and New Haven with a total federal investment of \$2.8 million.
- The City of West Haven received \$1 million in Urban Act Funds to match a \$1 million grant from the USEDA to remove a deteriorated, wooden bulkhead and replace the structure with a new steel-pile bulkhead in the West River area of New Haven Harbor. This project will enable a corporate headquarters and engineering research facility to relocate within the Municipal Development Plan (MDP) area and remain in the city. The project will retain 80 jobs in West Haven, and catalyze the implementation of the city's West River MDP.
- The Tweed New Haven Airport Authority received \$4,250,000 for airport operational and safety improvements. Funds will be used for various capital improvements at the airport as well as to purchase land needed as a buffer to an adjacent residential neighborhood and to provide various community benefits. The Airport Authority plans to expand services with air carriers to support regional businesses, entrepreneurs, academic researcher and medical professionals. This project will greatly enhance the operations and efficiency of the Tweed Airport as a regional transportation resource.
- DECD won a \$2 million Sustainable Community Initiative Challenge Planning Grant from the U.S. Department of Housing and Urban Development. In 2010, HUD awarded \$100 million in Regional Planning grants to 45 rural and metropolitan regions in a highly competitive application round. Proceeds from this award will be used to support planning and zoning activities around the train stations to enhance mixed-use development in the cities of New Haven and Meriden. Portions of the grant will be used for land acquisition in Meriden and training and research on affordable housing and sustainable communities.
- The Office of the Permit Ombudsman was created within DECD in October of 2010 to expedite regulatory state agency approvals for qualifying projects. The office executed a Memorandum of Understanding with DECD and the Departments of Environmental Protection, Transportation and Public Health concerning the responsibilities of each

entity for expediting eligible permit applications. The office has responded to and assisted more than 20 requests for permitting assistance.

Brownfield Redevelopment

- The Office of Brownfield Remediation and Development (OBRD) executed a \$5 million grant to the Town of Hamden to create the Newhall Community Development Fund (NCDF). OBRD is working in the collaboration with the Connecticut Department of Energy and Environmental Protection to support remediation activities in an 18 block area in the southern portion of the Town. The area was historically wetlands and low lying areas that were filled with contaminated industrial and municipal waste. Over time, a residential neighborhood was built over this fill, which is causing structural failures for homes and greater health risks to residents. DECD- funded activities, implemented in concert with the Department of Energy and Environmental Protection and responsible party remediation, includes: land acquisition, abatement, assessments, demolition, relocation and downpayment assistance.
- OBRD executed approximately \$7.2 million in contracts. State funds assisted projects in Bridgeport, Waterbury, Hartford, Meriden, Redding, Naugatuck, Willimantic, Hamden, Somers, Seymour, Salisbury and Enfield.
- The Dry Cleaning Establishment Remediation Fund approved more than \$580,000 in funding reimbursement for site investigations and remediation activities to 19 program participants.

Housing Development

- DECD executed contract awards totaling over \$39 million for 19 projects in SFY 2010-2011 under the Federal HOME Investment Partnerships Program, the State Affordable Housing Program, and the State Housing Trust Fund Program. This investment will finance the creation or preservation of more than 444 units of housing in the following communities: Avon, Bridgeport, Franklin, Hartford, Kent, Meriden, New Haven, New London, Norwalk, Norwich, Sharon, Stamford, Waterbury, West Hartford and Windham.
- 7 contracts were awarded under the Federal HOME Investment Partnerships Program for a total of \$15,881,964 with the goal of creating or preserving 120 affordable units (Note: Dutch Point Phase 3, Hartford and Briarcliff, New London received both HOME and HTF funding).
- DECD awarded \$10,651,631 from the Housing Trust Fund to 7 affordable housing projects, expected to create or preserve 165 affordable housing units. (Note: Dutch Point Phase 3, Hartford and Briarcliff, New London received both HOME and HTF funding).
- 2 contracts were awarded under the Affordable Housing Program for a total of \$12,015,249 with the goal of creating or preserving 152 affordable units.

- 3 contracts were awarded a total of \$583,000 under the Predevelopment Loan Program for planning activities related to the creation or preservation of over 39 affordable units.

Community Development

- Mansfield Downtown Redevelopment: DECD is providing financial assistance for \$13,000,000 for costs associated with the redevelopment of Storrs Center which will include a mix of retail, residential and commercial development. State funding will be used for costs associated with improvements to Storrs Road (Route 195), construction of a parking garage, the realignment of Dog Lane, building demolition, and various infrastructure improvements.
- The town of Deep River successfully transformed its downtown with the help of a \$1,250,000 Small Town Economic Assistance Program grant. This town of fewer than 5,000 residents supplemented State funding with \$71,301 in local funds and \$123,000 in in-kind services to revitalize the deteriorated town center.
- Agency staff participated in numerous successful conferences and workshops throughout the year including: 1) the Connecticut Conference of Municipalities annual conference in Hartford; 2) the Conference of Small Towns annual meeting in Cromwell; 3) the Connecticut Main Street Annual Gala in Torrington; 4) the national Brownfield 2011 biennial conference in Philadelphia, PA; 5) the National Sustainability 2011 Summit in New York, NY; and 6) the Hartford Metro Region Knowledge Corridor Rail Conference in Hartford.
- The Office of Responsible Development executed contracts for 72 new community development projects supporting municipal and not-for-profit organizations with a total value of \$14,707,467.
- DECD awarded \$13.75 million in Federal Small Cities Community Development Block Grants (CDBG) to 35 Connecticut communities. These grants are used to ensure decent affordable housing, provide services to the most vulnerable Connecticut citizens, and create jobs through the expansion and retention of businesses.
- The Recovery Zone Bond Program provides \$90 million in self-sustaining bonding allocation through the federal American Recovery and Reinvestment Act to designated "Recovery Zones" throughout the state and allows for lowered financing costs for shovel-ready, governmental purpose construction projects that meet the criteria. The Recovery Zone Bond program is jointly administered by the CDA and DECD. \$18.8 million in Recovery Zone Economic Development bonds were allocated to the City of Waterbury for energy efficiency and conservation improvements to City Hall, the main library, Chase Avenue and the acquisition and renovation of a former Wachovia building.

Strategy and Policy

- On February 1, 2011, in accordance with Conn. Gen. Statutes Section 32-1m, DECD submitted its sixth comprehensive annual report on all of the department's community, economic and housing development activities between July 1, 2009 and June 30, 2010. This report covers topics ranging from the social and economic impact of DECD programs to a listing of the DECD-funded community, economic and housing development projects. The primary goal of this comprehensive overview of the agency is to provide policymakers and others with a greater understanding of the varied and complex nature of DECD's responsibilities. The report outlines the department's progress in all areas of responsibility.
- DECD prepared and submitted Connecticut's 2011-2012 Annual Action Plan for Housing and Community Development to the U.S. Department of Housing and Urban Development, Hartford Field Office, on July 5, 2011. The 2011-2012 Annual Action Plan is the second annual implementation plan for the 2010-2015 Consolidated Plan for Housing and Community Development that describes how the state will use the allocated funds for the four federal programs for a given Program Year.

Connecticut Office on Culture and Tourism

New Activities in SFY 10-11

- Implemented CHANGE, a series of three juried exhibitions featuring 56 artworks by 39 artists with disabilities. One of the goals of CHANGE was to provide an accessible venue for artists to showcase and sell their artwork while modeling accessibility accommodations (including Braille, large print, interpretation, and audio description) so all may enjoy the art. CHANGE was funded in part by a grant from the National Art and Disability Center and the National Endowment for the Arts.
- The State's new official tourism website, www.CTvisit.com was launched during the past fiscal year. The search engine-optimized site features extensive content, social networking interfaces, RSS feeds, interactive travel maps and visitor-friendly functions: the "Getaway Wizard" tool instantly plans the perfect getaway when users answer three quick questions; new "Travel Deals" posted daily provide visitors more value for their leisure and vacation budgets; and the "Quick Search" returns what to do, where to stay and special events to enjoy based on the user's preferred experiences, whether they be family fun, outdoor adventure, rest and relaxation, arts and culture or history.
- Launched a new Visit Connecticut site on Twitter and grew fans on CCT's Facebook page, Visit Connecticut, aimed at promoting events, attractions and specials throughout Connecticut and increasing awareness of the many opportunities the state has to offer its residents and visitors.
- The first new statewide tourism marketing campaign since 2009 was announced late spring by Governor Dannel P. Malloy. The Quick Start Partnership provided funding to allow CCT to market the state's tourism attractions, events and lodging for the 2011 summer tourism season. Forty-four partners from not just the tourism industry, but chambers, utilities, banks and other businesses committed \$800,000 with \$1.6 million

of public funds from various sources and staff resources. Lead sponsors included Foxwoods Resort Casino, Mohegan Sun, Northeast Utilities, Mystic Aquarium, Mystic Seaport and Waterford Group.

As a result CCT was able to:

- Revamp the CTvisit.com website in April
- Distribute 1 million copies of a new Getaway Guide as a Free Standing Insert in CT and NY papers just prior to the Memorial Day Weekend
- Conduct our 7th annual CT Open House with free or reduced admission for CT residents to 200 attractions statewide
- Place ¼ page ads in the New York Times Sunday Travel and Regional Sections throughout the summer
- Launch an ad campaign on NY and CT radio stations
- Our radio and print campaign was complimented by an aggressive on line campaign of ads, e-newsletters, an inquiry-generating sweepstakes campaign and cost efficient public relations

Office of the Arts

- The Office of the Arts offered numerous professional development workshops in the spring of 2011 including:
 - Two public art workshops for individual artists.
 - Two program evaluation workshops for organizational grantees.
 - An all-day conference for regional and local service agencies.
 - Two workshops illustrating Higher Order Thinking (HOT) Schools principles and strategies open to HOT School and non-HOT school educators.
- The Office of the Arts partnered for the sixth year with local arts and regional cultural service agencies to advance complementary goals. The Local Arts Agency Cultural Leadership Program aims to develop cultural leadership among the agencies while deepening their commitment to the service model promoted by CCT.
- The Office of the Arts administered the Peer Advisor Network (PAN) in partnership with the CT Humanities Council and five local arts agencies which operate as PAN field offices. PAN matches institutions in need with peer advisors for short-term consultancies. The 32 advisors on the PAN roster can assist in a variety of areas: planning, organizational development, governance, financial management, fundraising, technology needs, programming, marketing, evaluation, facility preservation/restoration, etc. This technical assistance program serves a broad range of arts, cultural and heritage organizations.
- Under the Higher Order of Thinking (HOT) School Program, CCT provided services to 13 schools, an innovative educational model that fosters learning through the arts, serving 7,500 students and 900 teachers, artists, administrators and parents. Other activities included the 17th annual weeklong Summer Institute (July 2010) that included two tracks for school administrators and teaching artists. The theme of the Institute was *Leading the Way – Higher Order Thinking in the New Decade*. The institute

focused on sharing best practices and highlighting the positive influences of the HOT approach on teaching and learning.

- Managed Connecticut's 6th Annual *Poetry Out Loud* contest, a national recitation competition for high school students, with 29 school champions competing in the state finals with the winner representing Connecticut at the national finals in Washington, D.C., in April 2011.
- 19 Projects were awarded \$282,350 under the Challenge Grant program. This program assists culture and tourism entities market and promote attractions and events that are open to visitors. The program creates a partnership between the agency and its constituents, supports product development and extends the agency's strategic marketing efforts.
- Under the Cooperative Marketing Grant program, 31 projects were awarded \$567,601. This program provides strategic marketing partnerships to all of the agency's constituents and leverages the collaboration of CCT's statewide marketing and regional tourism district funds.
- \$176,900 in funds were awarded through the Strategic Initiative Grant program, which encourages unique and groundbreaking projects that advance culture and tourism in Connecticut.
- The Office of the Arts awarded 27 Artists Fellowships in the categories of choreography, poetry, playwriting, fiction, music composition and film/video totaling \$100,000. The Office also awarded \$1,349,056 in grants to 148 organizations for operational and project support, and 99 grants totaling \$71,318 to present performances and workshops by members of the *Directory of Performing Artists & Teaching Artists*. The Connecticut Arts Endowment Fund generated interest in the amount of \$767,183 that was distributed to 102 organizations throughout the state.
- The Office of the Arts awarded \$376,230 in 20 Local Arts Agency Cultural Leaderships grants to advance complementary goals of CCT and local/regional agencies.
- In the area of arts in education, the Office of the Arts awarded 9 grants totaling \$18,000 to support services to participating HOT schools. The Creative Collaboration Grant program distributed 12 awards totaling \$21,367 to support artists' residencies in schools and professional development activities led by teaching artists at non-profit arts institutions.
- The Office of the Arts also awarded 23 other grants and fellowships totaling \$154,625 to support various professional development activities and other services to the field.
- The Office of the Arts manages the nomination and selection process for Connecticut's State Troubadour. Chuck Costa of Madison was selected State Troubadour for 2011-2012 and awarded a stipend of \$2,500.

- Dick Allen completed his first year as Connecticut State Poet Laureate and was awarded a stipend of \$1,000. He serves a five-year term ending in 2015.
- Managed Connecticut's *Art in Public Spaces* program overseeing 33 projects in various stages: 8 in early development, 8 in the jury stage, 8 in contract development, and 4 in the fabrication stage with installations pending.
- Installed an exterior kinetic sculpture by Tim Prentice at Eastern Connecticut State University, and an interior sculpture by Jun Kaneko at Manchester Community College in Manchester.
- The CCT Gallery mounted 4 exhibitions featuring the artwork of 32 artist fellowship recipients:

<i>Figurative Distance</i>	September 2 to November 2010
<i>Grey Area</i>	November 19 2010 to January 21, 2011
<i>Systems / Fictions</i>	February 3 to April 15, 2011
<i>Second Glance</i>	May 5 to July 22, 2011
- The Office of the Arts contributed to several events celebrating Connecticut's 375th birthday including: initiating a new painting of the Charter Oak; facilitating HOT School students' performance at the inaugural celebration and presentation of a classroom book about their experience for inclusion in the time capsule at the closing event; coordinating efforts for student-generated globes to be hung on the CT tree and recognized during the annual tree lighting ceremony on the National Mall in Washington, D.C.

Office of Tourism

- Presented a series of six "Connecticut Tourism Moving Forward" outreach meetings statewide for constituents and key influencers presenting CCT's new direction and action plan, marketing opportunities for SFY11 and marketing grant options.
- Deployed frequent e-blasts to industry constituents offering new marketing opportunities from CCT such as:
 - Join "Visit Connecticut" on Facebook!
 - Distribute your Brochures at Connecticut's Welcome Centers
 - Post Specials and Packages on www.CTvisit.com
- 100% advertising supported 30 page magazine-style lure pieces for fall/winter 2010-2011 and a 36 page spring/summer 2011, the *Connecticut Getaway Guide*, replaced the traditional *Connecticut Vacation Guide* and *Connecticut Culture Guide & Special Events Calendars*.
- The Challenge Grant program is intended to assist non-profit culture and tourism entities market and promote attractions and events that are open to visitors. The program creates a partnership between the agency and its constituents, supports

product development and extends the agency's strategic marketing efforts. This year, the Challenge Grant program awarded \$282,350 in support of 18 projects that included matching funds of equal or higher value.

- The Cooperative Marketing Grant program is intended to provide valuable strategic marketing partnerships to all of the agency's constituents and leverage the collaboration of the agency's statewide marketing and regional tourism district funds allocated by the State of Connecticut. This year the Cooperative Marketing Grant program awarded \$567,601 in support of 31 projects.
- To encourage Connecticut residents and out-of-state visitors to take a warm-weather getaway and explore the state's natural beauty, diverse events, attractions, historic and cultural sites, lodging and camping options, CCT launched a summer marketing campaign. The 2011 marketing efforts targeted the New York and New Jersey metro area as well as Connecticut residents. It included the new Connecticut Getaway Guide Spring/Summer 2011 distributed to one million targeted households and a heavy emphasis on expanding the reach of the State's official tourism website, www.CTvisit.com.
- Assisted an estimated 2.5 million potential visitors with Connecticut tourism information through all available methods including the www.CTvisit.com website which saw an increase of 16% with more than 10 million page views, attributed to the agency's increased focus on organic content and search engine optimization.
- Partnered with the Department of Environmental Protection to organize and promote the new Connecticut Green Lodging initiative now including 31 certified properties.
- Reached 1.1 million opt-in subscribers to the *Connecticut Tourism E-newsletter* with special travel deals, overnight packages and events.

State Historic Preservation Office

- Awarded over \$4.7 million in grants for preservation initiatives in FY 2011, funded by State and Federal funds, which included grants to municipalities under the Certified Local Government program, rehabilitation grants to municipalities and not-for-profits through the Historic Restoration Fund Grant Program, Basic Operating Grants to preservation not-for-profits, Survey and Planning Grants to municipalities and not-for profit preservation organizations, and Endangered Properties Fund Grants for the preservation of historic properties threatened by immediate loss or destruction.
- Launched a new interactive website for the Connecticut Freedom Trail, the state's African American heritage trail that offers visitors an easy to use, amply illustrated guide to over 130 sites in over 50 towns.
- Designated 17 new sites on the Connecticut Freedom Trail emphasizing the importance of the state's women of color, African American churches, the Prudence Crandall story and art and monuments.

- Two new municipalities were approved by the National Park Service as Certified Local Governments (CLG), including Danbury and Stamford, bringing the total number to Connecticut's CLG's to 44.
- Designated 18 new State Register of Historic Places listings and submitted to the National Park Service 28 new National Register listings. In addition to their honorary status, designation assists properties in eligibility for state grants or tax credits.
- Reserved tax credits for 31 proposed projects in the amount of \$1,027,647 and issued 20 tax credit vouchers for completed projects that were eligible for the State's Historic Homes Rehabilitation program totaling \$642,484.
- Over \$3.9 million in tax credits were reserved under the Historic Structures Rehabilitation Tax Credit program and over \$8.9 million in tax credit vouchers were issued.
- Under the state's Historic Preservation Tax Credit program, SHPO reserved over \$5.8 million for future projects with total construction costs estimated at \$31 million.
- Tax credit applications were reviewed and approved under the Federal Tax Incentive program for six recently completed projects totaling \$72.3 million in construction costs.
- Facilitated and expedited more than 2,000 state and federally funded projects including over 1000 federal stimulus projects for weatherization and improvements in energy efficiency through environmental staff reviews.
- Submitted two nominations to the federal National Historic Landmark program including those for the Harriet Beecher Stowe House in Hartford and the Venture Smith Home site in East Haddam.
- Funded the inventory of 2,000 of Connecticut's historic barns and an interactive website on their preservation through statutory partner the Connecticut Trust for Historic Preservation.
- Promoted the preservation of nationally-significant mid-century Modern style residences across the state and sponsored listing of over 20 such residences on the National Register of Historic Places.
- Inventoried over 1,200 historic buildings in 9 municipalities.
- HPMD staff co-authored volume *A Life of the Land: Connecticut's Jewish Farmers*, winner of an award of excellence from the Connecticut League of History Organizations in 2011.