
**CULTURAL
COALITION**
serving southeastern & northeastern CT

Who We Serve

Designated Regional Service Organization to support CT Office of the Arts/DECD

42 municipalities of eastern CT

550+ registered partners (museums, performing arts, historic/historical sites, creative businesses, artists)

Mission: to improve the economy, vitality and quality of life in eastern Connecticut by supporting the arts, cultural and creative community.



Department of Economic and
Community Development

Office Of The Arts

Connecticut Cultural Districts

STONINGTON – MAY 18, 2022

Three Phases

- 1) Municipality forms a Cultural District(s) via Resolution adopted by Board of Selectwomen
- 2) Apply for State Designation as a CT Cultural District
- 3) Cultural District Commission or Committee is responsible for developing goals and objectives

Municipality forms Cultural District(s)



STANDARDS AND CRITERIA



STANDARDS AND CRITERIA continued



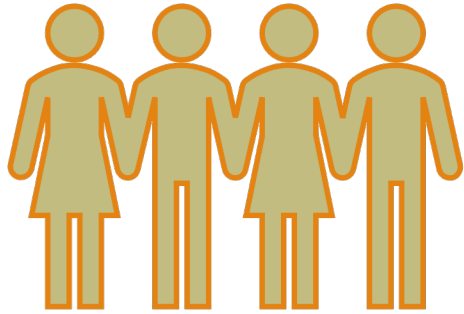
MAPPING



The map should show the boundaries of the proposed Cultural District and where the district is in the municipality (color maps are best).

The map should include the following:

- Cultural facilities
- Artistic spaces
- Creative businesses
- Historic sites
- Locations of cultural activities



CULTURAL DISTRICT COMMISSION

A CITY OR TOWN MUST ESTABLISH A CULTURAL DISTRICT COMMISSION.
A CULTURAL DISTRICT COMMISSION MAY BE ESTABLISHED THROUGH
ONE OF THE THREE MODELS AND IN ACCORDANCE WITH THE
MUNICIPALITY'S GOVERNANCE STRUCTURE

CULTURAL DISTRICT COMMISSION

1

Create new Board/Commission in accordance with local charter requirements.

2

Assign to an existing Board/Commission and create an Advisory Council subcommittee reporting to the existing Board/Commission.

3

Assign Cultural District oversight to an existing Board/Commission, **if the Board or Commission can meet the community representation requirement.**

Members

Cultural District Commission members should include at least one representative from six (6) of the following categories:

- City, town or borough
- Local cultural council / arts council
- Cultural organizations (historical society, museum, ethnic heritage organization)
- At least one artist that lives and/or works in the district
- Organizations that represent artists (artist cooperative, etc.) if applicable
- For-profit creative business i.e. gallery, theater
- Local business and/or chamber of commerce

Members **continued**

A city, town or borough may elect to include additional representatives. This will depend on the assets in the Cultural District and the district's goals. They can be from:

- Tourism
- Historic Preservation/History
- Leisure Industry (including hotels and similar businesses)
- Educational Institutions
- Economic/Community Development

Application for State Designation Cultural District(s)



SUBMIT (ELECTRONICALLY) THE FOLLOWING DOCUMENTS TO YOUR DESIGNATED REGIONAL SERVICE ORGANIZATION FOR REVIEW:

- ✓ LETTER OF ENDORSEMENT FROM CHIEF ELECTED OFFICIAL
- ✓ COPY OF RESOLUTION FROM THE CITY COUNCIL/BOARD OF SELECTMEN (SEE SAMPLE RESOLUTION)
- ✓ MASTER MAP: PLEASE PROVIDE A MAP OF THE CULTURAL DISTRICT
- ✓ LIST OF CULTURAL ASSETS, INCLUDING CULTURAL EVENTS HELD AT LOCATIONS WITHIN THE PROPOSED CULTURAL DISTRICT
- ✓ LIST OF AVAILABLE MUNICIPAL RESOURCES THAT WOULD SUPPORT AND/OR BENEFIT CULTURAL DISTRICT (EX. TAX CREDIT, INCENTIVES, ETC.)
- ✓ OFFICIAL LEGAL DOCUMENTS ON ZONING OVERLAPS OR ORDINANCES RELEVANT TO THE CULTURAL DISTRICT, SUCH AS EXISTING ARTS OR HISTORIC DISTRICT (IF APPLICABLE)
- ✓ MARKETING MATERIALS, IF RELEVANT TO THE CULTURAL DISTRICT

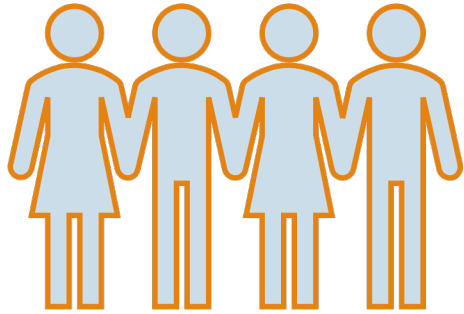
NOTE: DRSO WILL FORWARD DOCUMENTS TO CT OFFICE OF THE ARTS

To qualify for State's investment of resources

SITE VISIT

- ❑ A MEETING WITH THE CHIEF ELECTED OFFICIAL AND/OR DESIGNEE AND/OR OTHER RELEVANT MUNICIPAL EMPLOYEES
 - ❑ A WALKING TOUR OF THE PROPOSED CULTURAL DISTRICT
 - ❑ A MEETING WITH THE CULTURAL DISTRICT COMMISSION/COMMITTEE MEMBERS AND APPROPRIATE STAKEHOLDERS TO HEAR ABOUT THE GOALS, OBJECTIVES AND PLANS FOR THE CULTURAL DISTRICT
-

Cultural District Commission/Advisory Committee Sets Goals and Objectives



Duties and Procedures

THE CULTURAL DISTRICT COMMISSION SHOULD BE RESPONSIBLE FOR DEVELOPING A MANAGEMENT PLAN AND PROVIDE OVERSIGHT WITH IMPLEMENTATION.

THE CULTURAL DISTRICT COMMISSION SHOULD CONVENE ON A REGULAR BASIS AND OPERATE IN ACCORDANCE WITH MUNICIPALITY'S GOVERNANCE STRUCTURE.

Duties and Procedures **continued**

THE CULTURAL DISTRICT COMMISSION MUST DEVELOP:

- GOALS AND OBJECTIVES
 - A MANAGEMENT PLAN
 - A CULTURAL ASSETS MAP AND INVENTORY
 - A MARKETING PLAN*
 - GOALS AND SUCCESS MEASURES FOR THE DISTRICT
-

Official State Designated Cultural Districts

#1 Town of Ridgefield –2020

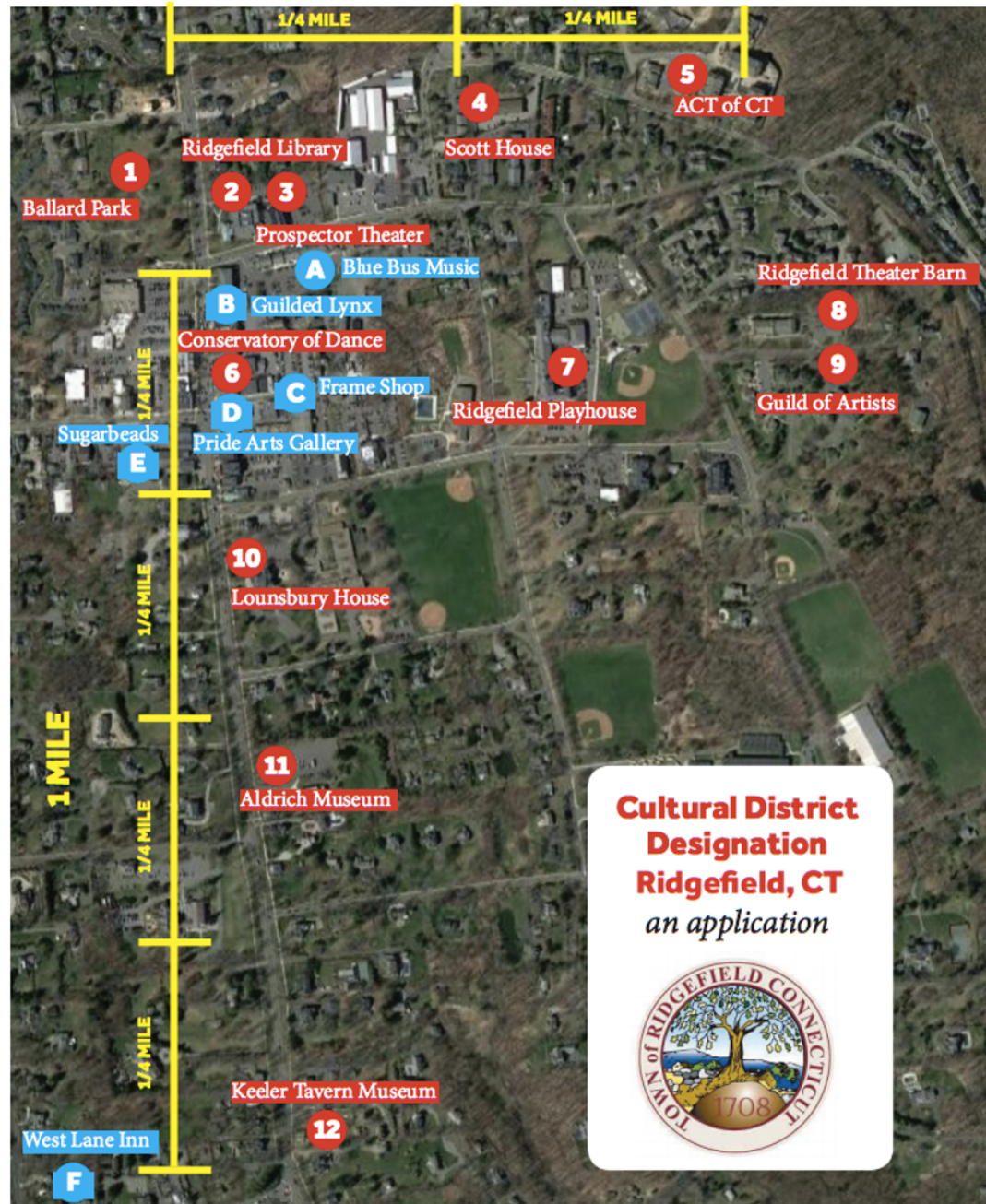
#2 Town of Torrington – 2022

#2 City of New London –2022 (public announcement coming)

- Combining Economic Development & Cultural District Commission (next step)

Other Towns in Eastern CT that are in the process of exploring a Cultural District:

Killingly, Norwich, City of Groton



Ridgefield

The Ridgefield Economic & Community Development Commission (“ECDC”), in collaboration with the Ridgefield Board of Selectmen, chose to create an Advisory Council subcommittee reporting to the ECDC.

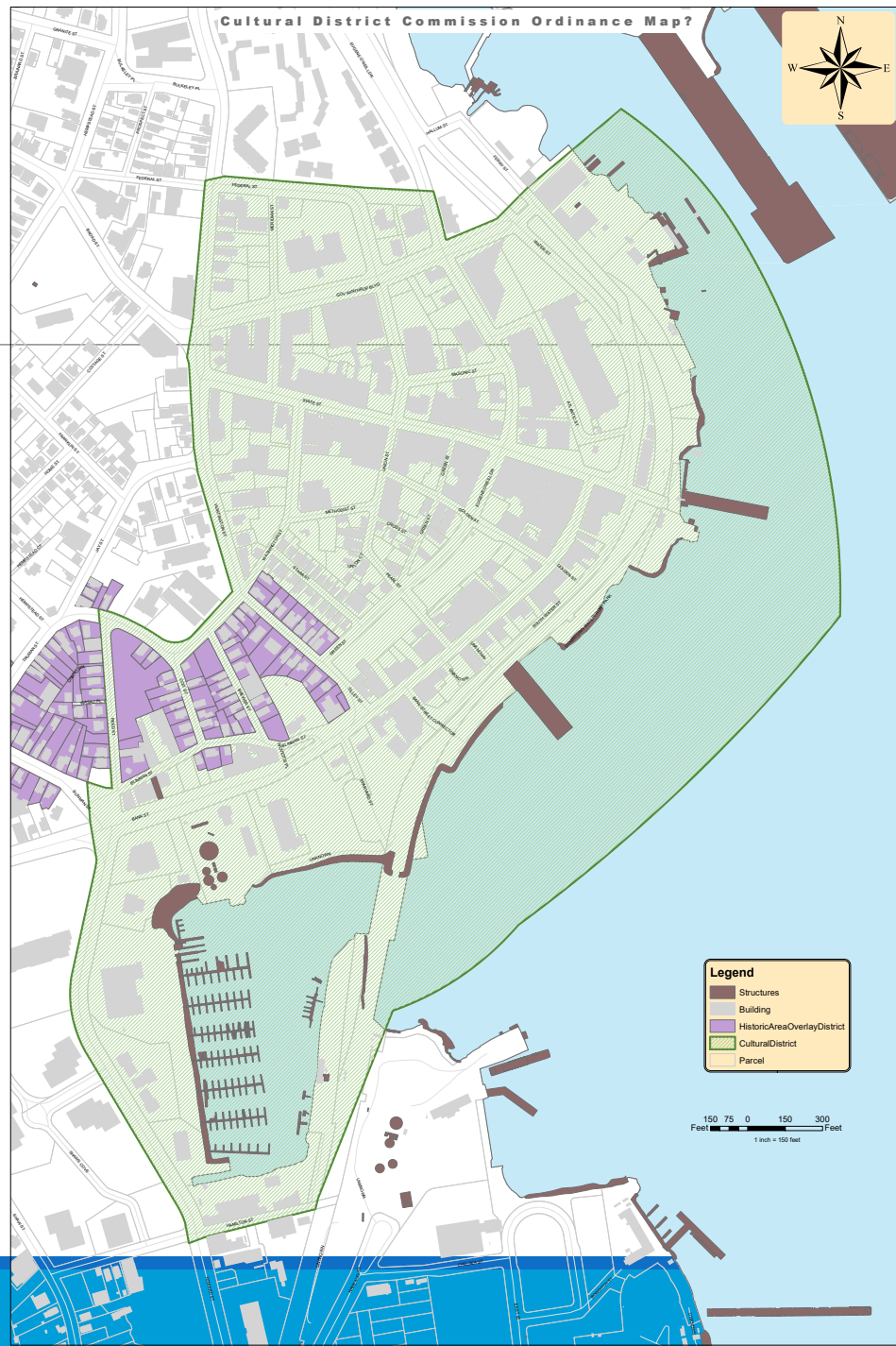
The Subcommittee members represent a diverse mix of nonprofit and for-profit organizations and businesses. They represent the shared interests of the CD. All members live and/or work in the CD. Due to the large number of assets in the CD, they included additional representatives beyond the minimum required six members.

The Subcommittee seeks to continue to support the vast arts and culture businesses and organizations in Ridgefield. Soon, they will meet to discuss the design and location of two outdoor signs designating the location of the CD (i.e., “You are entering the CD” signs).

Structure of the Subcommittee

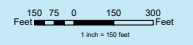
- a. City, Town, or Borough - Barbara Manners, Ridgefield Board of Selectmen, Glori Norwitt, Chairs, Ridgefield Economic & Community Development Commission (“ECDC”), Geoffrey Morris, Chair, Ridgefield ECDC, Dan O’Brien, Chair, Ridgefield Historic District Commission
- b. Local Cultural Council / Arts Council - Colleen Cash, Chair of the Ridgefield Arts Council
- c. Cultural Organizations (historical society, museum, ethnic heritage organization) - Hilde Grob, Executive Director, Keeler Tavern Museum & History Center, Alliston Stockel, Executive Director, Ridgefield Playhouse, Alison Greeley, Chair, Ridgefield Library, Emily Devoe, Head of Marketing & Communications, The Aldrich Contemporary Art Museum, Jonathan Winn, Founder and Co-Artistic Director, Thrown Stone Theatre Co., Gary Singer, Board member and former President, Ridgefield Historical Society
- d. At least one artist that lives and/or works in the district - Pamela Stoddart, Executive Director, Ridgefield Guild of Artists
- e. Organizations that represent artists (artist cooperative, etc.) if applicable - Pamela Stoddart, Executive Director, Ridgefield Guild of Artists
- f. For-profit creative business (ie gallery, theater) - Geoffrey Morris, President, TownVibe Medi
- g. Local business and/or Chamber of Commerce - Christine Carnicelli, Innkeeper, West Lane Inn

Cultural District Commission Ordinance Map?



Legend

- Structures
- Building
- HistoricAreaOverlayDistrict
- CulturalDistrict
- Parcel





Andrew Camacho, artistically known as Suave-Ski, is a successful hip-hop artist from New London, CT. From recording music to producing videos, graphics and websites, he has been working diligently to highlight various musicians and events through his business Creative Konnection. Andrew does this to foster a spirit of unity and collaboration. He recently launched Artflame, a non-profit music mentorship program created to provide a creative environment for youth to pursue their passion while promoting positivity, artistic growth, and collaboration through the music-making process.

Artist • Member of Arts Council • Creative Business



Melissa Ford is a native and resident of New London. She currently serves as a board member on Community Speaks Out, acquiring proceeds through fundraising and event planning. Melissa is a member on the Personnel Committee of City of New London writing policies and resolving employee complaints. She also serves on the Economic Development Commission as the community liaison. Her experiences include serving two terms on the East Lyme Board of Education, chair of the finance sub-committee. She has over a decade of experience as a medical social worker including her role as Director of Business Development and Marketing for SavaHealth.



LaChale Gillis started her career as a makeup artist working within various venues in Hollywood. She moved back to CT in 2015 and started her photography business, quickly becoming well-known to anyone who attends sporting or community events in New London and New York. Her pictures have been featured in The Day newspaper, various magazines, and various online media outlets. She has volunteered for the New London Talent Show and various other community events. LaChale is a member of the New London NAACP and volunteers on their Juneteenth celebration committee.

Artist • Creative Business • Member of Cultural Organization



Rich Martin is a longtime resident of downtown New London where he also runs The Telegraph, an independent record store. He is a fixture in the regional arts scene having played in bands since the late 80s, releasing hundreds of titles from regional musicians and writers through his small label and press, presenting hundreds of events in his capacity as President of the non-profit New London Music Festivals, and recently helping to launch the New London Arts Council. He previously served on the Board and as Managing Director at Hygienic Art, Marketing Director at the Mystic Arts Center, and on the Board of the Cultural Coalition. He currently serves as the Democratic Registrar of Voters for New London.

Member of Arts Council • Creative Business • Organization that Represents Artists



Sean Patrick Murray is the manager of The Social Bar & Kitchen and The Oasis Pub in New London. He is a board member of New London Music Festivals co-producing popular New London events such as I Am Festival and The Whalie Awards. He has also served as Marketing Manager at New London Main Street. He has been proud to work with The City of New London and local organizations to further improve New London's reputation to its residents and to potential tourists and visitors.

For-Profit Creative Business • Organization that Represents Artists



Jeanne Sigel, born in Bangor, Maine and raised in Norwich, CT began her tenure at the Garde Arts Center in 2006 as a special assistant to the Garde Board of Trustees focusing on development and marketing. She now serves as the Marketing and Development Director. The Garde's community outreach strategy was enhanced by her passion for community service and education.

Organization that Represents Artists

New London Cultural District

Application for Recognition

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Business & Property Improvement Incentive Programs & Designations	36
Other Relevant Maps and Overlays	39
Relevant Items from New London's Plan of Conservation & Development	51
K-12 Arts Education Curriculum	71
Other Relevant City Commissions	88
Marketing Materials	90

Stonington Next Steps

- 1) Written MOU or agreement between Town and Borough acting as one municipality (First Selectwoman, Borough Warden) – [Wendy](#)
- 2) Group to work on drawing proposed lines of CD(s) according to State requirements – [Need Volunteers](#)
- 3) Group to work on asset mapping within those CD(s) and tangential/relevant assets outside those areas – [Need Volunteers](#)
- 4) Form a CDC - EDC votes to form an Advisory Committee that will serve as CDC – [Elsie & Dave](#)
- 5) Committee Chair(s), Roles & Responsibilities, Set Meeting Plan & Schedule, Subcommittee Plan & Schedule - [TBD](#)
- 4) Draft a Resolution that will need to be passed by BOS, which includes governance structure (CDC information) and maps with defined areas and purpose (samples of resolution available)- [Elsie, Dave, Wendy and FS Chesebrough](#)

AT THIS POINT, THE TOWN HAS FORMED A CD

- 5) Assemble applications requirements for State designation with support from EDC, Cultural Coalition and other stakeholders
- 6) Apply for State Designation