



February 10, 2021

RE: Support HB 6119, AAC Arts, Culture, and Tourism Funding.

To whom it may concern:

For the good of the State as a whole, and now given a Statewide budget crisis, it is urgent that the State **properly** fund its Arts, Culture and Tourism industry.

Even *before* the COVID crisis our State has **under-invested** in the industry. Now, considering only **its huge (300%) and nearly immediate ROI**, the industry **could be our budget's salvation** if leveraged to be the cash cow it can be, flooding the State's desiccated coffers with tax revenue **desperately needed other urgent purposes**.

- **Increase Immediate Flow of Tax Revenue**

The industry is among the State's largest contributors of tax revenue to the State's and our towns' treasuries. Unique to the industry are that:

- a) Its tax revenue flows fast, paying for itself plus three times more within *just months* of the investment.
- b) It is among the few industries that attracts a large share of its tax revenues without any burden on *Connecticut* residents or businesses.

- **Reduce Unemployment Expenses**

The industry is among our State's largest employers, particularly of families subsisting on entry-level jobs so severely hit by the pandemic. If only to reduce the outflow of unemployment expenses, getting those folks back to work would save the State Millions!

In a naive effort to save money, the State over and over has missed-out on the opportunity to **significantly increase State and local tax revenues**. Literally *Billions* of dollars in the past decade have been thrown away that could have been used to support our most vulnerable citizens. Personally I believe that is because its budget is wrongly among expense items and as such, politically a *seemingly* frivolous item. Meanwhile, an astute consideration of its full economic impact and particularly of its rapid and huge ROI would put it among **revenue items** and the politics of **maximizing its returns** would be a no-brainer.

Best to reach me by cell: (860) 463-9772 or to my personal email Bourget\_John@WitanIntelligence.com

Sincerely,

John Bourget  
President

JRB: wlh

**About the Author:**

John Bourget is President of Witan Intelligence, Inc., a Connecticut consulting firm he founded over 30 years ago.

**Expertise:**

Among its clientele are “Big Six” management consulting firms, Fortune 100 corporations and numerous Connecticut agencies including DECD, DEEP, DOT and others.

The firm has particular expertise in social issue and political polling and was privileged to be engaged as the architect of and then to direct the Quinnipiac Poll in its founding years.

**CT Tourism Industry Experience:**

Relevant to the Bill, the firm has enjoyed a decades-long relationship serving the State’s tourism industry including the Office of Tourism, its District and Regional Tourism Districts, regional and local towns and destination marketing organizations and a broad range of profit and not-for-profit tourism, arts, cultural and entertainment organizations.

Witan publishes two industry performance tracking studies: The VISION Intercept Study and the VISION Index.

