



Honorable Caroline Simmons
Mayor, City of Stamford
888 Washington Boulevard
Stamford, CT 06901

Dear Mayor Simmons:

The Stamford Center for the Arts respectfully requests support in the amount of \$150,000 to be included in the City's budget for Fiscal Year 26/27. These monies will be directly utilized towards paying The SCA's utility bills. This money will help offset rising costs of gas, electricity, water, sewer, phone, internet, plus a 35% increase in insurance expenses.

We are truly appreciative for The City of Stamford's critical support. The Stamford Center for the Arts is the bedrock of live performance in our diverse community and has been for 98 years. Your continued assistance is not only advantageous for the theatre, but is an investment in Stamford and all its constituencies. The Stamford Center for the Arts, Palace Theatre contributes to economic development, supports and collaborates with various local arts organizations, and provides arts education programs. The SCA's Palace Theatre acts as a stimulus to our vibrant downtown.

We thank you for your consideration. If you require additional information, please do not hesitate to call us at 203-517-3401.

Yours truly,

Christopher Mazingo
Chairman

Michael E. Moran, Jr.
President and CEO

The Economic and Social Impact of Nonprofit Arts and Culture Organizations and Their Audiences in State of Connecticut

Direct Economic Activity	Organizations	Audiences	Total Expenditures
Total Industry Expenditures (FY2022)	\$606,097,358	\$347,994,558	\$954,091,916

Economic Impact of Spending by Arts and Culture Organizations and Their Audiences

Total Economic Impacts (includes direct, indirect, and induced impacts)	Organizations	Audiences	Total Impacts
Employment (Jobs)	12,386	4,281	16,667
Personal Income Paid to Residents	\$610,515,620	\$215,020,196	\$825,535,816
Local Tax Revenue (city and county)	\$22,550,376	\$12,659,049	\$35,209,425
State Tax Revenue	\$37,859,076	\$17,139,671	\$54,998,747
Federal Tax Revenue	\$140,330,624	\$45,066,337	\$185,396,961

Event-Related Spending by Arts and Culture Audiences Totaled \$348.0 million

Attendance to Arts and Culture Events	Local ¹ Attendees	Nonlocal ¹ Attendees	All Attendees
Total Attendance to In-Person Events	9,722,138	1,080,238	10,802,376
Percentage of Total Attendance	90.0%	10.0%	100.0%
Average Per Person, Per Event Expenditure	\$28.66	\$46.70	\$30.47
Total Event-Related Expenditures²	\$213,774,421	\$134,220,137	\$347,994,558

Nonprofit Arts and Culture Audiences Spend an Average of \$30.47 Per Person, Per Event

Category of Event-Related Expenditure	Local ¹ Attendees	Nonlocal ¹ Attendees	All Attendees
Food and Drink	\$15.19	\$16.78	\$15.35
Retail Shopping	\$4.03	\$5.58	\$4.18
Overnight Lodging (one night only)	\$0.90	\$11.89	\$2.00
Local Transportation	\$2.74	\$5.97	\$3.06
Clothing and Accessories	\$1.88	\$1.95	\$1.88
Groceries and Supplies	\$2.28	\$2.66	\$2.32
Childcare	\$0.64	\$0.56	\$0.64
Other/Miscellaneous	\$1.00	\$1.31	\$1.04
Overall Average Per Person, Per Event	\$28.66	\$46.70	\$30.47

Source: Arts & Economic Prosperity 6: The Economic and Social Impact Study of Nonprofit Arts and Culture Organizations and Their Audiences in the State of Connecticut. For more information about this study or about other cultural initiatives in the State of Connecticut, contact the Connecticut Office of the Arts.

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Past studies have focused primarily on the financial, economic, and tourism contributions of the nonprofit arts and culture industry. AEP6 expands beyond those topics to include measures of social impact. Surveys completed by individual attendees in the the State of Connecticut demonstrate an appreciation for how the arts and culture impacts the development and well-being of the community and its residents.

Audiences Demonstrate Appreciation for the Impact of Arts and Culture

Level of Agreement with Social Impact Statements	Audiences
“This venue or facility is an important pillar for me within my community.”	79.8%
“I would feel a great sense of loss if this activity or venue were no longer available.”	85.2%
“This activity or venue is inspiring a sense of pride in this neighborhood or community.”	87.5%
“My attendance is my way of ensuring that this activity or venue is preserved for future generations”	85.7%

About This Study

Americans for the Arts conducted AEP6 to document the economic and social benefits of the nation’s nonprofit arts and culture industry. The study was conducted in 373 diverse communities and regions across the country, representing all 50 states and Puerto Rico. **The Connecticut Office of the Arts joined the study on behalf of the State of Connecticut.** For additional information including the national report, summaries for the 373 communities, an online calculator, and of the methodology, visit www.AEP6.AmericansForTheArts.org.

Surveys of Nonprofit Arts and Culture Organizations

Nationally, detailed information was collected from 16,399 nonprofit arts and culture organizations about their FY2022 expenditures (e.g., labor, local and non-local artists, operations, materials, facilities, and asset acquisition), as well as their event attendance, in-kind contributions, and volunteerism. Surveys were collected from February through July 2023. Some organizations only provided total expenditures and attendance (they are included in the study). Responding organizations had budgets ranging from a low of \$0 to a high of \$375 million. Response rates for the 373 communities averaged 43.9% and ranged from 5% to 100%. **In the State of Connecticut, 717 of the 1,728 total eligible nonprofit arts and culture organizations identified by the Connecticut Office of the Arts provided the financial and attendance information required for the study analysis—an overall participation rate of 41.5%.** It is important to note that each study region’s results are based solely on the survey data collected. Therefore, the less-than-100 percent response rates suggest an understatement of the economic impact findings.

Surveys of Nonprofit Arts and Culture Audiences

Audience-intercept surveying, a common and accepted research method, was conducted to measure event-related spending by audiences. Attendees were asked to complete a short survey while attending an event. Nationally, a total of 224,677 attendees completed the survey. The randomly selected respondents provided itemized expenditure data on attendance-related activities such as meals, souvenirs, transportation, and lodging, as well as socioeconomic information, ZIP code of primary residence, and four social impact questions. Data was collected from May 2022 through June 2023 at a broad range of both paid and free events. **In the State of Connecticut, a total of 6,429 valid audience-intercept surveys were collected from attendees to nonprofit arts and culture events and activities during the period from May 2022 through June 2023.**

Studying Economic Impact Using Input-Output Analysis

Americans for the Arts uses the IMPLAN platform to create the customized models for each of the 373 study regions. Input-output models calculate the interdependencies between various sectors or industries within a region. This analysis traces how many times a dollar is respent within the local economy before it leaks out, and it quantifies the economic impact of each round of spending. This form of economic analysis is well suited for AEP studies because it can be customized specifically to each participating community, region, or state. **To complete this analysis for the State of Connecticut, the researchers used the IMPLAN platform to build a customized input-output economic model based on the unique characteristics of the State of Connecticut.**

Research Notes:

- ¹ For the purpose of this study, local attendees live within the State of Connecticut; nonlocals live elsewhere.
- ² To calculate the total audience expenditures in the State of Connecticut, first the audience expenditure findings were calculated for each of the participating sub-regions that are located within the State of Connecticut. Next, the residency percentages and the average per person arts-related expenditure for residents and nonresidents were applied to any additional attendance data collected from organizations located within the State of Connecticut but outside the participating sub-regions. Finally, the results were added to the findings from the individual sub-regions. It is important to note that, as a result, the aggregate audience expenditures for the State of Connecticut do not equal the average per person event-related expenditure for locals multiplied by the total estimated attendance by locals plus the average per person event-related expenditure for nonlocals multiplied by the total estimated attendance by nonlocals.



Stamford Center for the Arts

	Actuals **	Projected	Budget
	Total	Total	Total
	FY24-25	FY25-26	FY26-27
<u>Programming</u>			
Programming Revenues	2,612,818	2,808,882	2,949,327
Programming Expenses (inc educ)	(2,974,268)	(3,125,853)	(3,250,887)
Box and Facilities Fees	343,877	400,852	420,895
Concessions (Net)	173,917	210,576	221,105
Gross profit / (loss)	156,344	294,458	340,439
<u>Rental Income</u>			
Rental Revenues (Net)	388,204	356,079	384,565
Box and Facilities Fees	146,411	160,980	169,029
Concessions (Net)	71,879	61,592	67,751
Rental Income - Forum	939,012	964,835	822,105
Total Earned Income	1,545,507	1,543,485	1,443,450
<u>Contributed Income</u>			
Sponsorships	113,805	91,250	90,000
Contribution, Memberships & Grants	144,334	139,079	142,000
Gross Gala Income	106,398	150,000	200,000
Other Fundraisers	38,273	43,487	40,000
Total Contributed Income	402,810	423,815	472,000
<u>Government Grants and Other</u>			
State and City Funding	248,406	246,893	246,893
Interest Income	111,141	56,917	75,000
Miscellaneous	1,007	-	-
Total Gov't Grants and Other	360,554	303,810	321,893
<u>Total Income & Program GP</u>	2,465,215	2,565,568	2,577,782
<u>Expenses</u>			
All depts - Salaries, Taxes & Benefits	1,408,987	1,533,152	1,609,809
Admin, box office & education	465,374	298,849	307,815
Development	127,583	148,576	153,034
Facilities, prod & rental prop	511,029	476,581	490,878
Marketing	140,103	141,449	145,692
Total Expenses	2,653,075	2,598,607	2,707,228
Operating Surplus/(Deficit)	(187,860)	(33,039)	(129,447)

** excludes donations for capital improvements totaling \$149,000 in FY24-25

Capital Project Request FY 2027-2033

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357 CP6808 INTERIOR FINISHES

Agency: SCA **Non City Agencies:** Stamford Center for the Arts
Contact: Randy Thomas - (203) 517-3401 - rthomas@palacestamford.org
Location: 61 Atlantic Street Stamford CT 06901
Neighborhood: Downtown **Voting District:** 06

		Dept Priority	3	Tier	0
Oracle Date	2025-10-07	YTD Balance	231,988.66		
Encumbered	75,368.85	Amount Available	21,988.66		
Advanced		Unfunded	210,000.00		

Project Description - On-going project - Historic Plaster Restoration of Ceilings, Dome and Walls of the Orchestra, Auditorium and Foyer.

Detailed Project Cost		Justification for Inclusion in Capital Plan		Expenditures by Year			
Design Development	\$0	<input checked="" type="checkbox"/>	Cost Savings	Fiscal Year	Authorization	Encumbered	Expenditure
Construction Related	\$310,000	<input checked="" type="checkbox"/>	Life Safety	2026	210,000.00	0.00	248,988.15
Equipment Acquisition	\$0	<input checked="" type="checkbox"/>	Continues On-Going Project	2025	0.00	75,368.85	30,782.00
Miscellaneous Costs	\$0	<input type="checkbox"/>	Leverages Other Funds	2024	0.00	0.00	29,576.00
Professional Services	\$15,000	<input checked="" type="checkbox"/>	Infrastructure	2023	0.00	0.00	4,490.49
Land Acquisition	\$0	<input type="checkbox"/>	Quality of Life	2022	0.00	0.00	30,313.86
Art Work	\$0	<input type="checkbox"/>	Plan Related	< 2022	1,047,675.00	0.00	606,166.99
FY 26/27 Total	\$325,000	<input type="checkbox"/>	Mandated Legal				
		<input type="checkbox"/>	Positive Revenue Impact				
		<input checked="" type="checkbox"/>	Positive Operational Impact/Efficiency				
		<input checked="" type="checkbox"/>	Sustainability/ Other				
				Method Used in Estimating Cost:		Estimated change in annual operating cost:	
				Contractor Estimates		\$0	

Request		FY 26/27					Capital Forecasts						Total
Funding Source	Term	Dept	Planning	Mayor	BOF	Adopted	FY 27/28	FY 28/29	FY 29/30	FY 30/31	FY 31/32	FY 32/33	
Bond (City)	20	325,000	0	0	0	0	250,000	150,000	250,000	150,000	0	0	1,125,000
		325,000	0	0	0	0	250,000	150,000	250,000	150,000	0	0	1,125,000

Comments - Restore and Paint Deteriorating Plaster - The Palace was built in 1927. While it may not be feasible to restore its original grandeur at this time, there are several areas where the plaster is very suspect to fall. Walls are being probed and scanned to determine where and how the moisture is accumulating in the plaster. Specific areas were estimated and bid with pre-qualified historic restoration specialists. Balance is for the emergency netting. Work is planned as follows: 1. Plaster throughout Goldstein Foyer ~\$325,000 2. Plaster at Rear Wall (replace wall); East Wall and West Wall Faux Travertine ~\$175,000 3. Proscenium Soundboard and back Soundboard with scaffolds ~\$175,000 4. Have to address the failing areas that are temporarily netted over for safety The Palace continues as a vibrant cultural hub that provides access to the arts for all (Strategy 31). In addition, preserving the landmark building should be central to a vibrant downtown (Strategy 4, 6). SCA provides a significant economic impact to the area in addition to improving the well-being and quality of life of residents (Strategy 17).

History		FY 25/26					Capital Forecasts						Total
Funding Source	Term	Dept	Planning	Mayor	BOF	Adopted	FY 26/27	FY 27/28	FY 28/29	FY 29/30	FY 30/31	FY 31/32	
Bond (City)	20	260,000	210,000	210,000	210,000	210,000	250,000	250,000	0	0	0	0	760,000
		260,000	210,000	210,000	210,000	210,000	250,000	250,000	0	0	0	0	760,000

