



Current urgent situation: If funding for Tourism remains flat or decreases, CTMEETINGS will close.

At a recent Connecticut Tourism Council meeting, it was conveyed that if the Office of Tourism's Statewide marketing line item is not at least \$5M per year for the coming two years, then that office will be unable to fund the Connecticut Convention & Sports Bureau effective July 1, 2025. Per Governor Lamont's proposed FY26-FY27 budget, statewide marketing was flat funded at \$4.5M. Without legislation to increase statewide marketing by at least \$500K per year, the Bureau would no longer be able to operate; there would be no dedicated statewide team to provide services for current clients, and to sell and secure future meetings and event business for the State.

Who we are and what we do:

The Connecticut Convention & Sports Bureau (CTMEETINGS) is Connecticut's only statewide meetings and sports event sales and marketing organization. Our mission is to attract conventions, meetings, and sports events for Connecticut, generating economic growth for the State and its regions through public and private partnerships.

In June 2012, the Connecticut Convention & Sports Bureau was established by the Connecticut State Government to generate business for the state's convention and hospitality industry. Funding comes from the CT Department of Economic and Community Development (DECD)/ Connecticut Office of Tourism, with additional revenue from membership dues and trade show co-ops.

- Fiscal Year 2025 Public funding through the DECD / Office of Tourism: **\$550,000**
- Fiscal Year 2025 Private sector support: **\$180,000**

We work with event planners from around the U.S. and beyond, who represent corporations, associations, and sports events that are planning national, regional, and statewide events, some as far into the future as 2030. In collaboration with Connecticut businesses, institutions, nonprofit organizations, and their surrounding communities, we help event planners to secure event venues, hotel accommodations and vendor services, and ensure that their events are successful.

Economic impact for Fiscal Year 2024:

ROI: For every \$1 Connecticut invested in CTMEETINGS, \$10.63 was returned in the form of Sales Tax.

- **Secured over 250 definite events** that occur throughout the State.
- **More than \$72.7 Million in total sales revenue** was generated from the events and their attendees.
- **24,334 jobs** in the region's hospitality industry were supported by events,
- **Over \$4.8 Million in State sales taxes** were generated. (**Destinations International calculator*)

Lack of Funding Means Lost Business

Our experienced staff is currently **working with 118 different meeting planners on 197 active event leads** for business up to 5 years in the future. We also have booked **103 definite events** for Connecticut that have not yet happened. Without CTMEETINGS, there will not be a dedicated team to work with the planners considering Connecticut and to help retain booked business.

What is Needed Now:

Please contact your local State Legislators.

Urge them to provide additional funding for the Office of Tourism.

How to find your legislators: <https://www.cga.ct.gov/asp/menu/cgafindleg.asp>

Thank you for your support. Please let me know if you have any questions.

Bob Murdock

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