



Connecticut Commission on Culture & Tourism

Important Notice to Connecticut Cultural Organizations and Tourism Venues:

Arts
Tourism
Film
History

Connecticut Open House Day 2009

Sponsored by the Connecticut Commission on Culture & Tourism

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What: **Connecticut Open House Day**
Participate in a one-day statewide celebration of Connecticut's fascinating world of art, history, film and tourism. Open your doors to Connecticut's residents to showcase your organization's unique cultural or tourism assets.

Connecticut Open House Day is the signature event for the **Ambassador Program**, a state initiative designed to instill pride in Connecticut's citizens and encourage them to share our state's treasures when friends and family visit.

When: Saturday, June 13, 2009

Where: Art galleries, museums, theaters, historic properties, tourism attractions and other key sites throughout Connecticut.

Why: To reacquaint citizens with the many cultural organizations and tourism attractions throughout the state; to encourage visitation to these venues; and to build pride among our citizens in all the unique treasures Connecticut has to offer.

To engage your organization's board members, donors, volunteers, friends and staff in this exciting one-day event designed to increase exposure for your site.

To show off Connecticut to the 30-40% of Connecticut's out-of-state visitors who come to connect with friends and family.

Why Participate: To celebrate Connecticut's cultural, tourism and film assets.

To entice Connecticut residents to sample your venue, with the hope they may become repeat visitors or supporters.

To be part of a statewide effort that will likely generate publicity and potential property exposure.

To capitalize on a unique opportunity to offer visitors interesting programming, such as a thematic tour, a special performance or lecture.

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www.cultureandtourism.org

How: To join in Connecticut Open House Day, choose your level of participation:

- Free or reduced admission all day
- Free or reduced admission for four hours
- Free or reduced admission for the first 100 visitors
- If your venue is already free, provide a free or special offer

Consider incorporating the following to make your venue more appealing for visitors:

- Complimentary refreshments: coffee, cider, donuts, cookies
- Consider partnering with a local winery, orchard, bakery or restaurant
- Special tours, animated/interactive tours, costumed guides
- Local celebrities or city or town officials on-site
- Book signings related to your site
- Special visitor gifts or offers
- Visitor sign-in book

Who: All visiting parties with at least one Connecticut resident showing a valid state driver's license are eligible to partake of Open House Day special offers. Out-of-state visitor participation is at the property's discretion.

Deadlines: **April 17, 2009** is the deadline for the Participating Property Agreement and inclusion in promotional materials.
June 8, 2009 is the deadline for website posting on CTvisit.com.

On-line

Resources: You will find the following resources are available for your use on www.cultureandtourism.org:

- Welcome Letter
- Agreement Form
- Postcard
- Ambassador Sign-up Sheet
- Site Notice
- Handbook
- Open House logo

Contact: For more information, please contact:
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