



## Connecticut Commission on Culture & Tourism

Arts  
Tourism  
Film  
History

One Constitution Plaza  
Second Floor  
Hartford, Connecticut  
06103

860.256.2800  
860.256.2811 (f)

*Important Notice to Connecticut Cultural Organizations and Tourism Venues:*

### Connecticut Open House Day 2011

Sponsored by the Connecticut Commission on Culture & Tourism

- What:** **Connecticut Open House Day**  
Participate in a one-day statewide celebration of Connecticut's fascinating world of art, history and tourism. Open your doors to Connecticut's residents to showcase your organization's unique cultural or tourism assets.
- When:** Saturday, June 11, 2011
- Where:** Art galleries, museums, theaters, historic properties, tourism attractions and other key sites throughout Connecticut.
- Why:** To acquaint 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 and tourism 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.

**CONNECTICUT**

[www.cultureandtourism.org](http://www.cultureandtourism.org)

An Affirmative Action  
Equal Opportunity Employer

**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 29, 2011** is the deadline to be eligible to receive lawn signs or promotional banners.

**On-line Resources:** You will find the following resources are available for your use on [www.cultureandtourism.org](http://www.cultureandtourism.org):

- Welcome Letter
- Agreement Form
- Open House logo
- Factsheet
- Handbook
- E-Flyer/Announcement

**Contact:** For more information, please contact:  
Jean Hebert  
Connecticut Commission on Culture & Tourism  
860-256-2739  
Email: [Jean.Hebert@ct.gov](mailto:Jean.Hebert@ct.gov)

