



Connecticut Commission on Culture & Tourism

Program and Services Guide

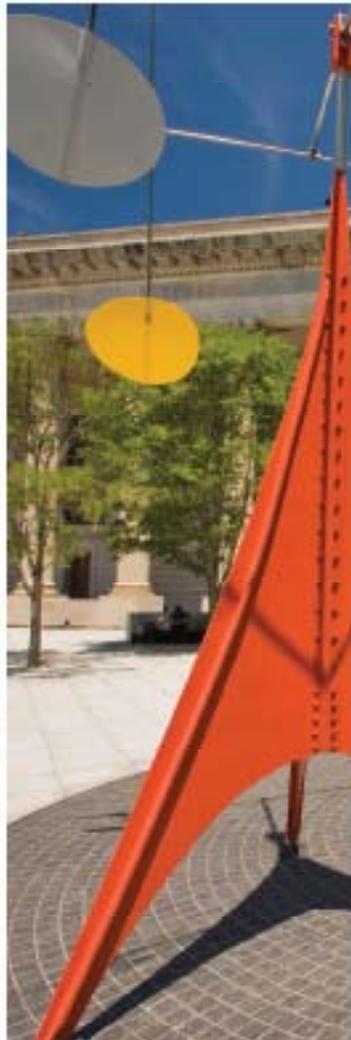


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*The Mission
of the Agency is
to preserve and promote
Connecticut's cultural
and tourism assets
in order to enhance
the quality of life and
economic vitality
of the State.*

ABOUT THE COMMISSION ON CULTURE & TOURISM

The Connecticut Commission on Culture & Tourism (CCT) was created in 2003 to take advantage of the opportunities for collaboration, coordination and growth in the arts, historic preservation, tourism and film. CCT operates in three distinct ways: as a grant making agency, the entity charged with promoting Connecticut to travelers, and the State Historic Preservation Office (SHPO). CCT devotes its resources to serving Connecticut's assets and individuals through funding, technical assistance, promotion, and economic assistance.

The **Arts Division** develops and strengthens the arts in Connecticut and makes artistic experiences widely available to residents and visitors. Through its grant programs, the division invests in Connecticut artists and arts organizations and encourages the public's participation as creators, learners, supporters and audience members. Through its programs and services, the division connects people to the arts and helps to build vital communities across the state.

The **Historic Preservation and Museum Division** functions under state and federal law as Connecticut's State Historic Preservation Office (SHPO). The division administers a range of federal and state programs that identify, register and protect the buildings, sites, structures, districts and objects that comprise Connecticut's cultural heritage. The division administers the federal and state tax credit programs for historic rehabilitation in addition to seven grant programs. The SHPO makes grants for restoration and historic preservation planning. The division operates six historic properties: Old New-Gate Prison and Copper Mine, Viets Tavern, Henry Whitfield State Museum, Sloane-Stanley Museum, and Prudence Crandall Museum

The **Tourism Division** works to make tourism a leading economic contributor and a source of pride for Connecticut. The division partners with the Connecticut business community and five regional tourism districts to position the state, encourage strategic investment and ensure that Connecticut is a prime destination for leisure and business travelers. The division offers a broad range of services, including marketing, research, hospitality services, direct sales and business marketing assistance. The division operates Connecticut's six Welcome Centers.

ECONOMIC IMPACT

The economic impact of culture and tourism in Connecticut is profound and far-reaching. The arts, film, historic preservation and tourism together account for over \$14 billion in economic activity and 170,000 jobs annually.

Direct, indirect and induced spending related to culture and tourism accounts for 10% of Connecticut's labor force, 7.6% of the gross state product and 6.9% of state and local revenue. Investments in culture and tourism pay both fiscal and human dividends. Every dollar the State appropriates to the Commission on Culture & Tourism (CCT) is leveraged by: \$9.30 in net state and local revenue; \$507 in gross state product; and \$328 in personal income. Over 22 million people per year experience Connecticut's cultural attractions, and over 500 non-profits and municipalities benefit from CCT grants annually.

To distinguish itself as a sought-after destination, an exceptional place to do business and an enviable place to call home, Connecticut invests in our quality of life. State funding for culture and tourism is administered by the Connecticut Commission on Culture & Tourism (CCT).

Arts, historic preservation and tourism generate more than \$9 billion in personal income for Connecticut citizens and over \$1.7 billion in state and local revenue.

CROSS DIVISIONAL PROGRAMS & SERVICES

CHALLENGE GRANTS

Challenge Grants are designed to assist non-profit culture and tourism entities in their efforts to promote attractions and events that are open to visitors. This grant program creates a partnership between CCT and its constituents, supports product development and extends CCT's strategic marketing efforts. This program requires matching funds and is available to arts, history, film and tourism entities. The minimum grant funds that may be requested are \$7,500 and the maximum is \$30,000.

Contact: Rena Calcaterra, 860-256-2744, rena.calcaterra@ct.gov

COOPERATIVE GRANTS

Cooperative (Co-Op) Grants are intended to provide valuable strategic marketing partnerships to all CCT constituents and leverage the collaboration of CCT's statewide marketing and regional tourism district funds allocated by the State of Connecticut. Four subsidized pre-selected marketing partnerships are offered. This program requires matching funds and is available to arts, history, film and tourism entities. The maximum grant funds varies dependent upon the project.

Contact: Rena Calcaterra, 860-256-2744, rena.calcaterra@ct.gov

CULTURE & TOURISM PARTNERSHIP GRANTS

Culture & Tourism Partnership Grants encourage innovative partnerships between cultural and tourism entities. Partnership Grants support projects that engage partners outside of the applicant's discipline or traditional program area. Successful projects combine history, arts, heritage, humanities, film or tourism activities. The program can encourage new partnerships, expand the scope of current programming, jump-start creative programs, or attract new audiences/participants/visitors. The maximum grant award is \$3,000.

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NOTE: The Partnership Grant program has been suspended due to budget constraints.

PEER ADVISOR NETWORK

The Peer Advisor Network (PAN) is a flexible, short-term consulting service available to non-profit cultural organizations working directly in support of arts, heritage, humanities and film. The program is also available to corresponding community cultural groups without a formal 501-C-3 designation. PAN is supported by a network of specially trained advisors who are matched with specific client needs. Consulting contracts are available for up to a two-day consultancy to help address numerous health and wellness issues and/or to help advance an existing or establish a new expertise. Clients directly contract with an assigned Advisor. PAN Advisor fees are fixed at \$300 per day: CCT awards two thirds of the Advisor fee (\$200) and the client pays one third (\$100).

**PEER ADVISOR
NETWORK
(CONT'D)**

The PAN program is administered by five PAN Field Offices. Interested organizations or groups should contact the appropriate PAN Field Office for assistance and to submit an application and complete a self-assessment. Applications are reviewed year-round – there are no application deadlines. PAN Field Offices, with support from the Commission, review requests and assign a suitable Peer Advisor. Application guidelines and forms are available through any of the five PAN Field Offices or from the Commission’s website: www.cultureandtourism.org. See the program brochure to determine which PAN Field Office to contact.

• **Cultural Alliance of Fairfield County**

203-256-2329
info@culturalalliancefc.org
www.fairfieldartscouncil.org

• **Greater Hartford Arts Council**

860-525-8629
lmiller@letsgoarts.org
www.letsgoarts.org

• **Northwest Connecticut Arts Council**

860-618-0075
info@artsnwct.org
www.artsnwct.org

• **Shoreline Arts Alliance**

203-453-3890
office@shorelinearts.org
www.shorelinearts.org

• **Windham Arts Collaborative**

860-450-1794
info@windhamarts.org
www.windhamarts.org

Contact: John Cusano, 860-256-2723, john.cusano@ct.gov

**STRATEGIC
INITIATIVE GRANTS**

The purpose of the Strategic Initiative Grant program is to support and further the mission of the Connecticut Commission on Culture & Tourism: *to preserve and promote Connecticut’s cultural and tourism assets in order to enhance the quality of life and economic vitality of the state.*

Strategic Initiative Grants support cross-discipline programs and activities that develop or expand the scope of current programming, generate product development, or represent fresh ideas/strategies which attract new or greater participation. Projects may be a one-time initiative with long-lasting impact or may be the germination of an innovation with potential for sequential annual growth. Cross-discipline partnerships are strongly encouraged. This grant program does not

**STRATEGIC
INITIATIVE GRANTS
CONT'D**

support marketing efforts.

The Commission will award grants in two categories:

Category 1 – Local Impact: The Commission will award grants up to \$6,000 for projects, new or extended, that impact a local town, community, or area.

Category 2 – Statewide Impact: The Commission will award grants up to \$50,000 for projects, new or extended, with state-wide impact.

This program requires matching funds.

Contact: Rhonda Olisky, 860-256-2752, rhonda.olisky@ct.gov

**RECOGNITION AND
AWARDS**

Governor’s Awards for Excellence in Culture & Tourism recognize individuals of significant renown for excellence and lifetime achievement in the arts, film/media, historic preservation, heritage, history, or tourism in Connecticut.

Culture & Tourism Unity Awards recognize individuals, schools, organizations and businesses in several categories for exceptional service to or support of the arts in communities.

Distinguished Advocates for Culture & Tourism Awards recognize the exemplary contributions of community leaders, advocates, and volunteers in the arts, film/TV/media, historic preservation, heritage, history, or tourism in Connecticut. The awards honor individuals who have made a significant impact in improving culture and tourism in their communities and across the state.

Contact: Rhonda Olisky, 860-256-2752, rhonda.olisky@ct.gov

ARTS DIVISION PROGRAMS & SERVICES

ART IN PUBLIC SPACES

Established by the General Assembly in 1978, the Art in Public Spaces program requires that not less than 1% of the cost of construction or renovation of publicly accessible state buildings be allocated for the commission or purchase of artwork for that building. Nearly 400 works have been commissioned since the program's inception. The works represent a wide variety of media, including sculpture, wall relief, environmental installation, painting, and photography; and range in scale from works on paper to monumental murals.

Art in Public Spaces components include: the *Visual Arts Image Bank* – with over 1,000 artists represented; the *Connecticut Artists Collection* – works of art by distinguished Connecticut artists that tour the state; *Maintenance and Conservation* – annual inspection and conservation of all artworks purchased and commissioned since 1978.

Contact: Tamara Dimitri, 860-256-2720, tamara.dimitri@ct.gov

ARTISTS FELLOWSHIPS

The Artists Fellowship program provides grants to encourage the continuing artistic development of Connecticut's finest creative artists. Awards are made each year in the amounts of \$5,000 or \$2,500. Artistic categories alternate every year, with artists working in the disciplines of crafts, new media, painting, photography, sculpture/installation and works on paper applying in odd-numbered years and choreographers, poets, playwrights, fiction writers, music composers and film/video artists applying in even-numbered years.

Contact: Tamara Dimitri, 860-256-2720, tamara.dimitri@ct.gov

ARTS IN EDUCATION

The Arts in Education Department is dedicated to advancing the arts as essential elements of life-long learning. Its programs and services include:

The Higher Order Thinking (HOT) Schools Program

New! Beginning spring 2010, HOT Schools professional development opportunities will be extended to K-8 educators statewide. Individual HOT School teams will conduct sessions highlighting best practices in HOT Schools. These one-day sessions will provide educators a glimpse into various aspects of HOT Schools and an opportunity to observe, engage in, and dialogue about ways in which HOT School teachers have transformed HOT theory into practice. This is a great opportunity for schools interested in knowing more about implementing aspects of the HOT Approach that fit the needs of their school culture.

The HOT Schools Summer Institute

The HOT Schools Summer Institute is a week-long residential conference for teams of teachers, artists, administrators, parents and arts organization personnel interested in teaching and learning in, about, and through the arts. The Summer Institute features presenters and workshop leaders who are national experts in arts in education. The Summer Institute is open to participants from Connecticut and the nation.

**ARTS IN
EDUCATION
(CONT'D)**

Early Learning Arts Grants support eligible arts organization and early learning programs that offer unique arts experiences to children ages birth to five, their parents/caregivers and instructors. Early Learning grant programs utilize the arts to improve the quality and increase the accessibility of early childhood learning opportunities. These programs promote cognitive, motor, language, social and/or emotional development through the arts, preparing children to succeed in school and in life. Inclusive of a strong arts focus and significant parent/caregiver and instructor involvement, Early Learning grants support innovative creative learning programs for children. The award range is \$5,000 to \$25,000.

Suspended for FY2010 due to budget constraints.

Underserved Youth Arts Grants are available to eligible arts and youth development organization partnerships that offer substantive arts experiences during non-school hours for underserved middle-school youth (ages 10 to 15). In Underserved Youth grant programs, young people work directly with professional artists to develop artistic skills and knowledge while creating and performing their own works. Built around youth's interests and needs, these programs promote arts learning, employ the principles of positive youth development, and are supported by partnerships between non-profit arts organizations and community-based youth development programs. The award range is \$5,000 to \$25,000.

Suspended for FY2010 due to budget constraints.

Creative Collaboration Grants

Creative Collaboration Grants encourage the integration of teaching artists from CCT's *Directory of Teaching Artists* into a variety of settings for teaching and learning. These grants fund residencies and professional development between and among teaching artists, schools, non-profit arts organizations and arts programs of non-arts organizations. The maximum grant award is \$2,000 for collaborations of 5+ days.*

***Creative Collaborations - American Masterpieces**

Creative Collaborations offer an American Masterpieces component (funded by the NEA) to acquaint Americans with the best of their cultural and artistic legacy. The maximum award is \$3,000.

Suspended for FY2010 due to budget constraints.

Poetry Out Loud

Poetry Out Loud (POL) is a national recitation contest funded by the National Endowment for the Arts and the Poetry Foundation. The program is free and open to all Connecticut high school English and language arts classes. POL encourages the nation's youth to learn about great poetry through memorization and performance, which help students master public speaking skills, build self-confidence, and learn about our literary heritage. CCT is delighted to partner with Saint Joseph College, Carol Autorino Center for the Arts in conducting Poetry Out Loud this year.

Contact: Bonnie Koba, 860-256-2730, bonnie.koba@ct.gov

**ARTS
PRESENTATION
GRANTS**

Arts Presentation grants provide funding to nonprofit organizations, units of state or local government and educational institutions that present events featuring members of CCT's *Directory of Performing Artists* or *Directory of Teaching Artists*. Funding is available for up to 50 percent of eligible artist fees. Arts Presentation grants support public performances, concerts, assemblies, demonstrations, 1- to 5-day classroom residencies and workshops. Presenters may apply for more than one artist or performing group for the fiscal year. The maximum grant per year per organization is \$3,000. Grants must be matched on a one-to-one cash basis.

Contact: An-Ming Truxes, 860-256-2722, an-ming.truxes@ct.gov

**CONNECTICUT ARTS
ENDOWMENT FUND**

The Connecticut Arts Endowment Fund was established by the Legislature to stimulate the development of private sector funding and help stabilize arts institutions. Interest earned on the Fund's principal is distributed annually to Connecticut non-profit arts organizations which have received a minimum of \$25,000 in contributions in each of the last two years from non-governmental sources. Grant awards are calculated based on a formula that rewards those organizations reporting a substantial increase in the amount of private sector contributions received during the prior year. Organizations may use funds for capital projects, operations, programming, or to build their own endowments.

Contact: Kathleen DeMeo, 860-256-2735, kathleen.demeo@ct.gov

**CONNECTICUT POET
LAUREATE**

The honorary position of Connecticut Poet Laureate was established in 1985 by the General Assembly. The Arts Division appoints the Poet Laureate to a five-year term based on the recommendation of a panel of poets and literary professionals. John Hollander, Connecticut State Poet Laureate for 2007-2011, resigned in October 2009. Nominations for new Poet Laureate for 2010-2015 will be accepted between January 4 and March 31, 2010.

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**CONNECTICUT
STATE
TROUBADOUR**

The honorary position of Connecticut State Troubadour was established in 1991 by the General Assembly to encourage cultural literacy and promote the State of Connecticut. The Arts Division designates a resident songwriter to serve as state troubadour on a biannual basis. Lara Herscovitch is the State Troubadour for 2009 and 2010.

Contact: An-Ming Truxes, 860-256-2722, an-ming.truxes@ct.gov

**DIRECTORY OF
PERFORMING
ARTISTS**

The CCT's *Directory of Performing Artists* features over 160 talented artists and ensembles that specialize in public performances, workshops, and short term residencies. Artists listed in the directory represent many cultural traditions and arts disciplines and have been selected by peer panels. The *Directory* helps bring quality performances and short-term artist residencies to communities throughout the state. Presenting organizations, schools, colleges, community centers, festivals, libraries, entities of local governments (such as parks and recreation departments) that present events featuring *Directory* artists and groups may apply for funding from the Arts Presentation Grant Program. Performing artists interested in joining the *Directory* are invited to apply in the fall of even-numbered years.

Contact: An-Ming Truxes, 860-256-2722, an-ming.truxes@ct.gov

**DIRECTORY OF
TEACHING ARTISTS**

The CCT's *Directory of Teaching Artists* provides a resource of 60+ artists for schools, non-profit institutions, community-based organizations (such as youth-service bureaus), social service agencies, senior centers, and other settings that wish to engage the services of teaching artists. *Directory* artists represent many disciplines and have been selected by peer panels for their artistic quality and ability to teach. They are required to participate in professional development offered throughout the year. Teaching artist applications are available and posted on our web site in the early fall of even numbered years. In FY 2010 CCT is developing a Teaching Artist Mentorship program in which a cadre of highly accomplished teaching artists will work one-on one with colleagues to strengthen their skills and abilities. Directory artists are invited to participate in the mentorship program.

Contact: Bonnie Koba 860-256-2730, bonnie.koba@ct.gov

**LOCAL ARTS
AGENCY CULTURAL
LEADERSHIP
PROGRAM**

This program supports local arts agencies (LAAs) as local/regional allies of the Commission and establishes a network of committed LAAs helping to develop a statewide culture & tourism infrastructure to more effectively serve Connecticut's citizens. The LAA Cultural Leadership grant program achieves three inter-related goals: **Service** – provide and/or coordinate services to the state's arts & cultural institutions, artists, the creative workforce and the public based on identified needs; **Network** – (a) create and sustain relationships with and among arts & culture constituents as well as with diverse groups across sectors, (b) maintain an alliance with the Commission on Culture & Tourism and, (c) maintain reciprocal relationships with other Connecticut LAAs to advance a state wide culture & tourism infrastructure, and; **Capacity**– develop leadership capabilities in areas of identified need as well as general organizational & financial soundness. Organizations applying for an LAA Cultural Leadership grant may not apply to the Organizational Support Program (General Operating Support or Project Grants).

Contact: John Cusano, 860-256-2723, john.cusano@ct.gov

**ELIZABETH L.
MAHAFFEY ARTS
ADMINISTRATION
FELLOWSHIP**

The Elizabeth L. Mahaffey Arts Administration Fellowship annually recognizes one exceptionally accomplished Connecticut arts administrator with a \$2,500 award to be used for professional development activities. To be eligible, administrators must be state residents employed by Connecticut nonprofit arts organizations (or involved in ongoing arts programs of nonprofit organizations). Applicants must have at least seven years of professional arts administration experience, including three with their current organization.

Contact: Kathleen DeMeo, 860-256-2735, kathleen.demeo@ct.gov

**ORGANIZATIONAL
SUPPORT
PROGRAM**

The **Organizational Support Program (OSP)** offers funding designed to strengthen Connecticut's arts infrastructure and help bring quality arts programming to communities across the state. Grants are available in two categories:

General Operating Support (GOS) is available to Connecticut nonprofit arts organizations to assist with operational expenses and support organizations' core activities.

**ORGANIZATIONAL
SUPPORT
PROGRAM
CONT'D**

Arts Project Support (APS) provides matching grants to registered nonprofit organizations (including colleges and universities) to support an established arts program, such as a music series, exhibition or theatre production.

Organizations must be incorporated in Connecticut for at least two years (three years for GOS) and have a minimum two-year history of public programming to be eligible. Projects eligible for funding must also have a two-year history.

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HISTORIC PRESERVATION & MUSEUM DIVISION PROGRAMS & SERVICES

AMERICANS WITH DISABILITIES ACT

Provisions of the Americans with Disabilities Act of 1990 provide special consideration for historic resources by establishing minimum requirements for physical access to properties listed or eligible for listing on the National Register of Historic Places as well as properties listed on the State Register of Historic Places. The State Historic Preservation Office (SHPO) reviews and provides technical assistance for projects, which seek to use the minimum requirements for historic properties. In cases where application of the minimum standards would threaten or destroy the significance of the resource, State Historic Preservation Office staff provide supporting documentation for that determination and assists in the development of alternative access.

Contact: Susan Chandler, 860-256-2764, susan.chandler@ct.gov

ARCHAEOLOGY

The SHPO is charged with the identification, evaluation, and protection of the state's archaeological heritage. SHPO staff coordinates with state and federal agencies during project planning to enhance the protection of archaeological resources. It also works in partnership with the Office of the State Archaeologist at the University of Connecticut (Storrs), the state's Native American community, vocational and professional archaeologists, and concerned citizens to manage Connecticut's fragile archaeological heritage. Significant archaeological sites are nominated to the National Register of Historic Places. The Commission possesses regulatory authority for all archaeological studies undertaken on state lands or within state-administered waters. With the Office of the State Archaeologist, CCT co-sponsors an annual Archaeology Awareness Month in October to promote education about and preservation of Connecticut's archaeological resources.

Contact: Daniel Forrest, 860-256-2761, daniel.forrest@ct.gov

BASIC OPERATIONAL SUPPORT GRANTS FOR HISTORIC PRESERVATION

Basic Operational Support Grants are made to enhance and strengthen local historic preservation leadership by providing operating funds to local historic preservation groups. BOS grants allow historic preservation non-profit groups to survey historic resources, provide public education and plan for historic preservation in their communities. The award range is \$5,000 to \$75,000.

Contact: Mary M. Donohue, 860-256-2755, mary.donohue@ct.gov

CERTIFIED LOCAL GOVERNMENT ENHANCEMENT GRANTS

Federally designated Certified Local Governments (CLGs) are eligible to apply for grants on an annual, competitive basis. There are two types of grants to CLGs: **Historic Preservation Enhancement Grants** that may be used for public education activities and improved historic district commission administration and **Supplemental CLG Grants** that may be used for a wide range of historic preservation planning projects. Enhancement grants range up to \$2,800 and supplemental grants range up to \$30,000.

Contact: Mary Dunne, 860-256-2756, mary.dunne@ct.gov

**CERTIFIED LOCAL
GOVERNMENT
PROGRAM**

The federally authorized Certified Local Government (CLG) program recognizes local preservation planning expertise and allows communities nationwide to participate more formally in federal and state preservation programs. The CLG program in Connecticut promotes preservation of historic resources by establishing a partnership between local governments and the SHPO. In accordance with federal law, a minimum of 10 percent of Connecticut's annual federal appropriation for historic preservation is earmarked for grants to municipalities under the CLG program. Any general-purpose political subdivision of the state (city, town, municipality, or borough), which meets CLG requirements, is eligible to apply for funds. As of September 2009, forty municipalities had applied for and received CLG status in Connecticut.

Contact: Mary Dunne, 860-256-2756, mary.dunne@ct.gov

**CONNECTICUT
ENVIRONMENTAL
POLICY ACT**

The Connecticut Commission on Culture & Tourism, as the State's Historic Preservation Office (SHPO), is a mandated review agency for state-sponsored undertakings under the authority and regulations of the Connecticut Environmental Policy Act. Section 22a-1a-3 (a) (4) of the implementing regulations specifies that consideration of environmental significance shall include an evaluation concerning the "disruption or alteration" of a historic, architectural, or archaeological resource or its setting. The SHPO staff work with the Connecticut Office of Policy and Management and other state agencies in order to integrate cultural resource consideration as a component of state agency project planning efforts.

Contact: Susan Chandler, 860-256-2764, susan.chandler@ct.gov

**CONNECTICUT
ENVIRONMENTAL
PROTECTION ACT**

Public Act 82-367 directs that the provisions of Sections 22a-15 through 22a-19, inclusive, of the Connecticut Environmental Protection Act, which permit legal recourse for the unreasonable destruction of the state's natural resources such as air, water, and soil, shall also be applicable to historic structures and landmarks. Structures and landmarks are defined as those properties that are listed or under consideration for listing on the National Register and that have been determined by the State Historic Preservation Board to contribute to the historic significance of a district.

Contact: Susan Chandler, 860-256-2764, susan.chandler@ct.gov

**CONNECTICUT
HISTORIC
CEMETERIES &
GRAVESTONE
PROTECTION**

Connecticut General Statutes Sections 19a-315b and 19a-315c mandate the protection of the state's ancient burial grounds, the preservation of the historic grave markers, and the respectful renovation and maintenance of historic cemeteries. The SHPO is a mandated review authority in partnership with lineal descendants and the appropriate probate court regarding all proposed improvements and or changes within ancient burial grounds.

Contact: Daniel Forrest, 860-256-2761, daniel.forrest@ct.gov

**CONNECTICUT
HISTORIC HOMES**

The Historic Homes Rehabilitation Tax Credit program (Connecticut General Statutes, Section 10-416) provides up to \$3 million a year in corporate tax credits to assist owners of properties listed on the State or National Register of Historic Places to maintain or renovate 1-4 family buildings. One unit must be owner-occupied and properties must be located in targeted urban areas, which include the state's major cities. The program allows a 30 percent tax credit, up to \$30,000 per dwelling unit, with a minimum expenditure of \$25,000. The statute allows the owner to assign the tax credits to a qualifying corporation. The owner must submit applications for approval prior to the start of rehabilitation work.

Contact: Mary Dunne, 860-256-2756, mary.dunne@ct.gov

**CONNECTICUT
HISTORIC
PRESERVATION TAX
CREDIT**

The Historic Preservation Tax Credits program (Connecticut General Statutes Section 10-416b) provides a 25% tax credit for the rehabilitation of historic commercial or industrial buildings which are listed on either the State or National Register of Historic Places and are converted to combined residential and non-residential uses, provided 1/3 of the square footage is in residential use. A 30% tax credit is available for qualified rehabilitation expenditures if the project includes an affordable housing component provided at least 20% of the rental units or 10% of for-sale units qualify under CGS Section 8-39a. There is no annual aggregate cap, but there is a program cap of \$50 million over a three-year period and a certified historic structure cap of \$5 million. State tax credits may be combined with the 20% federal historic tax credits for the substantial rehabilitation of income-producing properties. The owner must submit applications for approval prior to the start of rehabilitation work.

Contact: Julie Carmelich, 860-256-2762, julie.carmelich@ct.gov

**CONNECTICUT
HISTORIC
STRUCTURES
REHABILITATION
TAX CREDIT**

The Historic Structures Rehabilitation Tax Credit Program (Connecticut General Statutes Section 10-416a) establishes a 25% tax credit for the conversion of historic commercial or industrial buildings for residential use, including rental or condominium units. Partial tax credits are available for buildings converted to mixed residential and non-residential uses. Properties must be listed on the State or National Register of Historic Places. Up to \$15 million a year in corporate tax credits are available. The per building cap is \$2.7 million. The owner can assign or transfer the tax credits. State tax credits may be combined with the 20% federal historic tax credits for the substantial rehabilitation of income-producing property. The owner must submit applications for approval prior to the start of rehabilitation work.

Contact: Julie Carmelich, 860-256-2762, julie.carmelich@ct.gov

**CULTURAL CAPITAL
GRANTS**

Cultural Capital Grants may be used for the rehabilitation, restoration, stabilization, improvement, expansion, or purchase of new or existing buildings and structures utilized for cultural programs. Properties must be owned by a cultural non-profit organizations. Grants range from \$5,000 to \$200,000 and require a 50/50 cash match.

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Suspended due to budget constraints.

**ENDANGERED
PROPERTIES FUND
GRANTS**

Funded by the Community Investment Act, Endangered Properties Fund Grants provide financial assistance for the preservation of historic properties in Connecticut threatened by immediate loss or destruction. Submission of a full application is by request from CCT.

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**FEDERAL (SECTION
106) REVIEW AND
COMPLIANCE**

Cultural Resource Review under federal law involves providing technical guidance and professional advice on the potential impact of publicly funded, assisted, licensed, or permitted projects on the state's historic, architectural, and archaeological resources. This responsibility of the SHPO is discharged in two steps: (1) identification of significant historic, architectural, and archaeological resources; and (2) advisory assistance to promote compatibility between new development and preservation of the state's cultural heritage. Annually, the SHPO reviews 1200-1500 federal projects, a majority of which are implemented with no impact to cultural resources.

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Susan Chandler, 860-256-2764, susan.chandler@ct.gov

**FEDERAL HISTORIC
PRESERVATION
TAX INCENTIVE**

The Internal Revenue Code Section 47 of the Tax Reform Act of 1986 allows owners or qualified lessees of historic properties in income-producing use - including residential, commercial, industrial or agricultural - to elect a 20% tax credit in conjunction with the certified rehabilitation of certified historic structures. The process involves review and comment by the SHPO and certification action by the National Park Service, U.S. Department of the Interior. The SHPO assists property owners in the identification of historic structures and provides technical advice with respect to appropriate rehabilitation treatments.

Contact: Julie Carmelich, 860-256-2762, julie.carmelich@ct.gov

**HISTORIC
PRESERVATION
ACTIVITIES (SURVEY
AND PLANNING
GRANTS)**

Survey and Planning Grants may be used for a wide range of historic preservation planning projects including surveys, nominations to the National and State Registers of Historic Places, pre-development studies, heritage tourism and other planning documents. Grants range from \$1,000 to \$20,000.

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**HISTORIC
PRESERVATION
COUNCIL**

The Historic Preservation Council is established within the Connecticut Commission on Culture & Tourism (CCT) by state law. The Council, which includes 12 citizen-volunteer members appointed by the Governor for a maximum of two four-year terms, advises CCT on 16 critical historic preservation functions. It is also tasked to work directly with the Office of the Attorney General to prevent the "unreasonable destruction" of properties listed on, or under consideration for listing on, the National Register of Historic Places; reviewing and approving requests to perform work on properties on which CCT holds preservation restrictions; providing a model ballot for use by clerks of municipalities considering

**HISTORIC
PRESERVATION
COUNCIL
CONT'D**

the establishment of local historic districts; and placing and maintaining suitable markers, memorials or monuments to designate places or sites of historical significance in Connecticut. In performing these functions, the Council relies on staff support from the Historic Preservation and Museum Division of CCT.

Contact: Susan Chandler, 860-256-2764, susan.chandler@ct.gov

**HISTORIC
PRESERVATION
PLANNING**

Historic preservation planning enables CCT to identify regional and statewide historic preservation issues and constituent needs in order to develop agency goals and objectives in its resource identification, registration, and protection programs. In 2005, CCT published *Building Quality Communities*, the current comprehensive planning document. The plan allows preservationists and planners to “take stock” of strengths and weaknesses of existing preservation tools and to think imaginatively about means of increasing awareness of and support for heritage resource management. It may be found on CCT’s website at www.cultureandtourism.org.

Contact: David Bahlman, 860-256-2754, david.bahlman@ct.gov

**HISTORIC
RESTORATION
FUND GRANTS**

Historic Restoration Fund Grants provide assistance for the rehabilitation, restoration or stabilization of historic buildings and structures and are available on an annual basis. Properties on the National or State Register of Historic Places, which are owned by a municipality or nonprofit organization, are eligible for these 50 percent matching grants-in-aid. Grants range from \$10,000 to \$200,000.

Contacts: David Bahlman, 860-256-2754, david.bahlman@ct.gov

Mary M. Donohue, 860-256-2755, mary.donohue@ct.gov

**LEAD PAINT
ABATEMENT**

When a property 50 years old or older requires lead abatement, the Connecticut Department of Health Services Lead Poisoning Prevention and Control Regulations mandate that SHPO determine whether the building, structure, or site is historic in order to provide guidance on appropriate abatement techniques. The SHPO reviews lead abatement projects for compliance with the Secretary of the Interior’s “Standards for Rehabilitation of Historic Buildings.”

Contact: Susan Chandler, 860-256-2764, susan.chandler@ct.gov

**LOCAL HISTORIC
DISTRICT AND
PROPERTY
DESIGNATIONS**

Pursuant to Connecticut General Statutes, Section 7-147 et seq., towns may establish historic districts and historic properties for which exterior architectural changes are reviewed by local preservation commissions. The SHPO staff meets regularly with local communities, that are considering establishing local historic districts and historic properties. SHPO staff provides information regarding procedures to be followed under the state enabling statutes, responsibilities of the study committee, and preparation of the study report. Since 1959, 122 historic districts including 8,046 buildings and 78 individual historic properties have been designated throughout the state. These designations are found in urban as well as rural areas for a total of 72 towns.

Contacts: Mary Dunne, 860-256-2756, mary.dunne@ct.gov

**MINORITY AND
WOMEN'S HISTORY**

CCT-sponsored studies of minority and women's history produce cultural resource surveys and nominations to the National and State Registers of Historic Places that identify and document historic buildings, sites, and districts important to the heritage of women and minority communities, including African Americans, Hispanic Americans, Asian Pacific Americans, and Pacific Islanders (for Native American heritage, see below). CCT staff:

- (a) review suggested survey and nomination study topics received from the public;
- (b) recommend new study topics for the Statewide Historic Resource Inventory or the National Register of Historic Places as appropriate;
- (c) review final study reports and maintain research files that may be used by the scholars, authors and members of the public;
- (d) work with constituent groups to further the preservation and protection of historic sites related to minority and women's history.

Staff represents CCT on the Connecticut Freedom Trail Planning Committee for the continuing development and enhancement of the Connecticut Freedom Trail. In addition, CCT co-sponsors Connecticut's Freedom Trail Month in September.

Contact: Cora Murray, 860-256-2759, cora.murray@ct.gov

**MUSEUMS &
HISTORIC SITES**

**HENRY WHITFIELD STATE MUSEUM (THE OLD STONE HOUSE),
248 OLD WHITFIELD STREET, GUILFORD**

Oldest (1639) house in Connecticut and oldest stone house in New England, featuring artifacts and furnishings from seventeenth through nineteenth centuries. The property has been designated by the U.S. Secretary of the Interior as a National Historic Landmark and is a State Archaeological Preserve.

*Contacts: Karin Peterson, 860-256-2760, karin.peterson@ct.gov
Michael McBride, 203-453-2457 x8, michael.mcbride@ct.gov*

**SLOANE-STANLEY MUSEUM AND KENT IRON FURNACE,
31 KENT-CORNWALL ROAD (ROUTE 7), KENT**

Museum of tool collection and artwork of noted artist/author Eric Sloane, including his recreated studio and rustic cabin; ruins of nineteenth-century Kent Iron Furnace on grounds. The furnace ruins are listed on the National Register of Historic Places and are a State Archaeology Preserve.

*Contacts: Karin Peterson, 860-256-2760, karin.peterson@ct.gov
Barbara Russ, 860-927-3849, barbara.russ@ct.gov*

**OLD NEW-GATE PRISON AND COPPER MINE,
115 NEWGATE ROAD, EAST GRANBY**

First American-chartered copper mine (1707), later Connecticut's first prison (1773) used to hold political prisoners during the Revolutionary War. Closed in 1827. Perimeter walls and guardhouse still stand, and ruins of other buildings can be viewed. The property has been designated by the U.S. Secretary of the Interior as a National Historic Landmark and is a State Archaeological Preserve.

*Contact: Karin Peterson, 860-256-2760, karin.peterson@ct.gov
Lance Kozikowski, 860-653-3563, lance.kozikowski@ct.gov*

**VIETS TAVERN,
106 NEWGATE ROAD, EAST GRANBY**

Un-restored, mid-eighteenth-century tavern and farmhouse with agricultural outbuildings historically associated with Old New-Gate Prison. The property is listed on the National Register of Historic Places.

Contact: Karin Peterson, 860-256-2760, karin.peterson@ct.gov

**PRUDENCE CRANDALL MUSEUM,
1 SOUTH CANTERBURY ROAD (ROUTES 14 AND 169), CANTERBURY**

Late Georgian-style residence (c. 1805) where Prudence Crandall operated academy for young African American women, 1833-34. The property has been designated by the U.S. Secretary of the Interior as a National Historic Landmark and is a State Archaeological Preserve.

*Contacts: Karin Peterson, 860-256-2760, karin.peterson@ct.gov
Kaz Kozlowski, 860-546-7800 x8, kaz.kozlowski@ct.gov*

**1828 FARMINGTON CANAL LOCKKEEPER'S HOUSE,
3908 WHITNEY AVENUE, HAMDEN**

Small Federal/Greek Revival-style frame structure adjacent to the ruins of Farmington Canal Lock 14; originally built to house the site's lockkeeper. Currently leased by CCT to the Town of Hamden. Listed on the National Register of Historic Places.

Contact: Karin Peterson, 860-256-2760, karin.peterson@ct.gov

**NATIONAL
HISTORIC
LANDMARKS**

The National Park Service conducts National Historic Landmark surveys for the U.S. Secretary of the Interior in order to identify, designate, recognize, and encourage the preservation of buildings, districts, structures, sites, and objects that possess national significance. Potential landmark properties are evaluated by the National Park System's Advisory Board (a committee of scholars and interested citizens) and recommended by them to the Secretary of the Interior for designation. Connecticut currently has approximately 60 National Historic Landmarks, ranging in period from the Nathan Hale Homestead in Coventry and the Mashantucket Pequot Reservation Archaeological District in Ledyard to Philip Johnson's Glass House in New Canaan.

Contact: Stacey Vairo, 860-256-2766, stacey.vairo@ct.gov

**NATIONAL
REGISTER OF
HISTORIC PLACES**

The National Register of Historic Places is the nation's official list of buildings, structures, districts, sites, and objects that merit preservation because of their significance in American culture. Since 1968 more than 46,000 properties in Connecticut have been listed on the National Register. Although registration alone does not prevent an owner from altering a property, designation does assist preservation efforts in other ways, such as ensuring assessment of impact from federally sponsored projects and providing eligibility for federal tax credits and, when available, federal grants-in-aid.

Contact: Stacey Vairo, 860-256-2766, stacey.vairo@ct.gov

**NATIVE AMERICAN
ADVISORY
COUNCIL**

The Native American Heritage Advisory Council was established pursuant to Public Act 89-368: "An Act Implementing the Recommendations of the Task Force on Indian Affairs." The Council consists of representatives from the Schaghticoke, Pawcatuck Eastern Pequot, Mashantucket Pequot, Mohegan, and Golden Hill Paugussett Indian tribes; Connecticut Indian Affairs Council; Connecticut Department of Environmental Protection; the Archaeological Society of Connecticut, and three additional individuals appointed by the General Assembly. The function of the Council is to provide guidance and make recommendations on Native American heritage to both the Office of State Archaeology and the SHPO, with primary focus on Native American burials and sacred sites.

Contact: Daniel Forrest, 860-256-2761, daniel.forrest@ct.gov

**RESTRICTIVE
CONVENANTS**

The State Historic Preservation Office (SHPO) annually administers between 60 and 100 preservation restrictions on historic properties, usually as a result of previous rehabilitation/restoration grants provided by the agency to properties owned by municipalities or non-profit organizations. Preservation restrictions require that written approval be obtained from CCT's Historic Preservation Council prior to performing any work on the property other than routine maintenance.

Contact: Julie Carmelich, 860-256-2762, julie.carmelich@ct.gov

**STATE
ARCHAEOLOGICAL
PRESERVES**

Supported by the State Historic Preservation Office, the Historic Preservation Council is responsible for the identification, evaluation, and designation of State Archaeological Preserves (Connecticut General Statutes, Section 10-384). SHPO staff and the Historic Preservation Council work in partnership with the Office of State Archaeology at the University of Connecticut (Storrs), Connecticut's archaeological community, concerned citizens, and property owners to select and assess significant archaeological resources for *in situ* conservation through designation as State Archaeological Preserves. To qualify, archaeological resources must be listed on either the National or State Register of Historic Places and possess the concurrence of private property owners. State Archaeological Preserves are an important mechanism for protecting Connecticut's archaeological heritage.

Contact: Daniel Forrest, 860-256-2761, daniel.forrest@ct.gov

**STATE BUILDING
CODE**

The State Building Code recognizes the special nature of historic structures and allows certain alternatives to the life safety code so long as safe design, use, and construction are not affected. The SHPO reviews applications for designation of historic structure status and for preservation and rehabilitation work in compliance with established standards.

Contact: Susan Chandler, 860-256-2764, susan.chandler@ct.gov

**STATE HISTORIC
PRESERVATION
BOARD**

The State Historic Preservation Board is established by Section 10-321q of the General Statutes in accordance with the requirements of the National Historic Preservation Act of 1966, as amended and implemented through 36 CFR S. 61.2 (1978). The Board consists of 10 members representing a variety of historic preservation-related professional disciplines each of whose qualifications meet professional standards established pursuant to federal law. Review Board members are appointed on an annual basis by the State Historic Preservation Officer. Their primary function is to review nominations to the National Register of Historic Places to determine whether or not the property meets the National Register criteria for evaluation and to make a recommendation that the State Historic Preservation Officer either nominate or reject the proposed nomination. The State Historic Preservation Board relies on support provided by SHPO staff.

Contact: Stacey Vairo, 860-256-2766, stacey.vairo@ct.gov

**STATE REGISTER OF
HISTORIC PLACES**

The State Register of Historic Places is the State of Connecticut's official listing of structures and landmarks important to the historical development of Connecticut. The State Register uses the same criteria for listing as the National Register except that special-case considerations (such as a 50-year age requirement) are not applicable. Properties are listed on the State Register by the CCT's Historic Preservation Council following review and recommendation by the State Historic Preservation Office (SHPO) staff. Since 1975 over 50,000 properties owned by private citizens, organizations, municipalities, and the State of Connecticut have been listed on the State Register.

Contact: Stacey Vairo, 860-256-2766, stacey.vairo@ct.gov

**SURVEY AND
INVENTORY
PROGRAM**

The Connecticut Commission on Culture & Tourism maintains a historic resource survey and inventory program that identifies and documents historic, architectural, archaeological, and industrial resources. Collectively, these cultural resource surveys comprise the Statewide Historic Resource Inventory (SHRI), which is a useful tool for municipal officials, local planners, preservationists, property owners, and researchers. The SHRI has generated information, photographs, and maps for approximately 90,000 properties, and new ones are added to the inventory yearly. In addition to surveys organized geographically by individual town boundaries, statewide thematic surveys have been undertaken for bridges, industrial complexes, lighthouses, outdoor sculpture, railroad stations, synagogues, theaters, town greens, state-owned properties/campuses, and state parks. Original reports on paper, with inventory forms and photographs, are available for reference at:

Thomas J. Dodd Research Center
University Libraries
University of Connecticut
405 Babbidge Road, U-205
Storrs, CT 06269-1205
Telephone: 860-486-4500
Fax: 860-486-4521

**SURVEY AND
INVENTORY
PROGRAM**

The catalog of materials may be reached at:

Connecticut Historic Preservation Collection
Thomas Dodd Research Center
User's Guide Interactive Edition
www.lib.uconn.edu/DoddCenter

Microfiche copies are located at:

Historic Preservation and Museum Division
Connecticut Commission on Culture & Tourism
One Constitution Plaza, 2nd Floor
Hartford, CT 06103
Telephone: 860-256-2800
Fax: 860-256-2763
Website: www.cultureandtourism.org

Contact: Mary M. Donohue, 860-256-2755, mary.donohue@ct.gov

TOURISM DIVISION PROGRAMS & SERVICES

AMBASSADOR PROGRAM

The Ambassador Program is designed to recruit state residents as advocates of Connecticut's travel and tourism destinations and industry. The program's goal is to encourage state enthusiasts to introduce visiting family and friends to Connecticut as the perfect getaway for any age, interest or avocation and to take pride in what we have. Travel research indicates that approximately 40 percent of Connecticut tourists visit the state to connect with relatives and friends making residents extremely influential as promoters of the state as a preferred travel destination. Residents are also most likely to engage in cultural activities instate, an important objective of CCT's Strategic Marketing Plan. The Ambassador programs' signature event, the successful Connecticut Open House Day held annually in June, invites residents to connect – or reconnect – with attractions and organizations throughout the state with free or discounted admission and other special incentives.

Contact: Bob Gregson, 860-256-2740, robert.gregson@ct.gov

CONNECTICUT CULTURE & EVENTS CALENDAR

The *Connecticut Culture & Events* calendar is a magazine-style publication that includes special events, performing arts and visual arts listings, and editorial features. It is printed twice a year. The spring/summer edition consists of the months March through August and 275,000 copies are printed and available in February each year. The fall/winter edition consists of the months September through February and 225,000 copies are printed and available in July each year. Advertising opportunities are available. Free listings are available to organizations - non-profit and for-profit - whose events qualify.

Contact: Jean Hebert, 860-256-2739, jean.hebert@ct.gov

Suspended for FY10-11 due to budget constraints.

CONNECTICUT HIGHWAY MAP

The Connecticut Highway Map is the official Connecticut tourism map highlighting 52 Getaways. The map is produced by The Connecticut Department of Transportation and CCT. The 2009 maps are distributed at Welcome Centers.

Contact: Bob Gregson, 860-256-2740, robert.gregson@ct.gov

Distribution: Rosemary Bove, 860-256-2725, rosemary.bove@ct.gov

CONNECTICUT OPEN HOUSE DAY

Connecticut Open House Day is an annual event scheduled the second Saturday of June, where cultural organizations and tourism attractions throughout the state open their doors to Connecticut residents, inviting them to discover – and rediscover – Connecticut's fascinating world of art, history, film and tourism with a variety of special visitor incentives. The unique one-day event is part of a broad state initiative that began in 2005. The event is sponsored by the Connecticut Commission on Culture & Tourism.

Contact: Rosemary Bove, 860-256-2725, rosemary.bove@ct.gov

**CONNECTICUT
TOURISM
E-NEWSLETTER**

The state's official Connecticut Tourism E-Newsletter is distributed monthly to more than 500,000 opt-in subscribers. Travel specials, overnight packages, discounts and events motivating to the consumer are featured in every issue. All e-newsletter content is generated from listings and specials posted to www.CTvisit.com. A new design featuring more travel specials and advertising opportunities will be launched in early 2010.

Contact: Rena Calcaterra, 860-256-2744, rena.calcaterra@ct.gov

**CONNECTICUT
VACATION GUIDE**

The traditional Connecticut Vacation Guide is being replaced with a new magazine-style publication with the objective to introduce Connecticut's major tourism attractions and the wide variety of accommodations and services to people outside of Connecticut and to in-state residents to motivate them to visit for getaways or vacations. The new official state travel guide will be distributed twice a year for the spring/summer and fall/winter seasons through expanded outreach including free standing newspaper inserts, at Connecticut Welcome Centers, electronically to more than 500,000 opt in subscribers to the Connecticut Tourism E-Newsletter, and accessible to all visitors to www.CTvisit.com. Advertising opportunities are available.

*Contacts: Bob Gregson, 860-256-2740, robert.gregson@ct.gov
Jean Hebert, 860-256-2739, jean.hebert@ct.gov*

**COOPERATIVE
ADVERTISING**

A primary goal of the Tourism Division is to extend the reach of the State's strategic marketing effort through integration and cooperative partnerships with the tourism districts and industry. Integration and successful cooperative programs benefit the industry and the State in many ways: affords the industry marketing opportunities otherwise out of budget reach; enhances the perception of Connecticut as a getaway destination; and extends the overall branding of Connecticut as a getaway destination. New cooperative advertising opportunities are available for 2010.

*Contacts: Barbara Cieplak, 860-256-2745, barbara.cieplak@ct.gov
Rosemary Bove, 860-256-2725, rosemary.bove@ct.gov*

**CTVISIT.COM
WEBSITE**

The state's official tourism website, www.CTvisit.com, welcomes more than 2 million visitors annually. A new cutting edge redesign of [CTvisit.com](http://www.CTvisit.com) is scheduled to be launched in 2010 with new graphics, more functions, greater industry partner access for uploading content, and new advertising opportunities. New social networking interfaces, downloadable coupons, RSS feeds, E-learning modules for industry and constituent partners will build on the rich organic content already established on the site.

Take advantage of:

- Free listings offered to properties and organizations – non-profit and for-profit – and events that qualify
- Free upload of photos to your listing
- Free upload Specials and travel deals
- Reciprocal links to www.CTvisit.com
- New advertising opportunities

*Contacts: Rob Damroth, 860-256-2749, robert.damroth@ct.gov
Jean Hebert, 860-256-2739, jean.hebert@ct.gov*

DIRECT SALES

One of the major functions of the Tourism Division is promoting Connecticut to the group tour and travel trade markets domestically and internationally. This is accomplished through membership in organizations such as the American Bus Association, National Tour Association, U.S. Travel Industry Association, The Receptive Service Association (tour operators working with inbound international groups), New England Tourism Center in Canada and Discover New England.

Many of these associations sponsor annual trade shows in a marketplace environment. The shows consist of educational seminars; business sessions including prescheduled one-to-one appointment sessions with tour operators, travel agents, and media. Sales leads are available to the Connecticut tourism industry. The Tourism Division maintains a tour operator database cross referenced by state, company name and type of tour program.

Direct sales efforts also include familiarization tours, sales missions, special New England group tour promotions, and outreach to automobile clubs and retail travel agencies.

Contact: Barbara-Cieplak, 860-256-2745, barbara.cieplak@ct.gov

Suspended for FY10-11 due to budget constraints.

HYPERLINK POLICY

CCT offers the ability to link to the official Connecticut tourism website - www.CTVisit.com - to all Connecticut attractions, lodging, special events, or service in support of the hospitality industry. A great opportunity for exposure to over 2 million website visitors annually. Recipricol links to CTvisit.com are encouraged to motivate visitors to do more and stay longer. (Also see www.CTVisit.com Website)

Contacts: Rob Damroth, 860-256-2749, robert.damroth@ct.gov

Jean Hebert, 860-256-2739, jean.hebert@ct.gov

**INDUSTRY
EDUCATION
OPPORTUNITIES**

The Connecticut Commission on Culture & Tourism staff coordinates industry educational seminars for culture and tourism entities in an effort to educate and update the industry on the various markets available and the latest trends. This helps the industry provide “cutting edge” programs to the ever-changing needs of the consumer, trade, and media. Subscribe to the CCT’s industry e-newsletter to receive announcements of upcoming events.

Contact: Rena Calcaterra, 860-256-2744, rena.calcaterra@ct.gov

**INDUSTRY
CONSULTING
SERVICES**

Constituents in need of marketing, program development, or special project assistance are encouraged to contact CCT’s Industry Liaison. Appropriate services available from CCT, tourism regions, and other tourism industry associations and organizations will be identified for you. We can also connect you with special promotions and marketing opportunities available from the Tourism Division throughout the year.

Contact: Rosemary Bove, 860-256-2725, rosemary.bove@ct.gov

**MARKETING
EVENTS
CONSULTATION**

The proper packaging of the event can provide a dynamic atmosphere and can attract media attention. Special event consultation is provided for events that enhance the Tourism Marketing Strategy. Previous events have been the Special Olympics World Games, the 200th Anniversary of the Old State House, the International Festival of Arts and Ideas, and OpSail 2000 Connecticut.

The Tourism Division assists with technical support and consultation for special events that attract visitors to a region for economic development purposes:

Managing Special Events Training Workshop is a two-hour presentation which focuses on the aspects of organizing a special event, such as administration, organization, production and promotion and

Special Event Development is assistance with the design and organization of specific event. This includes:

- How to personalize your event by connecting with the community
- How to set up committees
- Fundraising
- Production

Contact: Robert Gregson, 860-256-2740, robert.gregson@ct.gov

**INTERNATIONAL
MARKETING**

Discover New England (DNE) is a tourism marketing organization formed by the Tourism Offices of Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont for the purpose of increasing international tourism to the six New England states by engaging in cooperative marketing and public relations efforts. DNE targets high potential markets including the United Kingdom and Germany.

Efforts include: advertising in DNE Travel Guides; familiarization tours for international tour operators, media and travel agents; and participation in various international marketplaces including the U.S. Travel Association International Pow Wow. The Discover New England Annual Tourism Summit and Marketplace attracts tourism providers and hosts tour operators for sales meetings and workshops. Connecticut marketing workshops are offered to help properties work efficiently with international tour operators.

Contact: Randy Fiveash, 860-256-2769, randall.fiveash@ct.gov

Barbara-Cieplak, 860-256-2745, barbara.cieplak@ct.gov

**LEAD DISTRIBUTION
PROGRAM (A.K.A.
DIRECT MAIL)**

The Lead Distribution Program (a.k.a. Direct Mail) offers travel industry professionals the opportunity to access the names and addresses of people who contact the State for vacation information, specifically those requesting the Connecticut Vacation Guide. More than 350,000 inquiries for the Vacation Guide are received by the State each year via 1-888-CTvisit and www.CTvisit.com.

Contact: Rosemary Bove, 860-256-2725, rosemary.bove@ct.gov

**LITERATURE
BROCHURE
DISTRIBUTION &
DIRECT DELIVERY
PROGRAM**

The **Literature Distribution Service program** includes warehousing, inventory, distribution of literature, and a guaranteed display space per brochure at selected Welcome Centers. The program is available to members of the Connecticut tourism industry at a cost. Cost of services varies according to distribution options.

This program is suspended through fiscal year 2011 due to budget constraints.

The **Direct Delivery program** is available to Connecticut cultural and tourism properties to arrange to send brochures directly to welcome center(s) of choice. Participants are allowed to display brochures at no cost; according to center specifications at the Welcome Centers. All materials must be reviewed by the program administrator prior to brochure placement. (Also see Welcome Centers)

Contact: Rosemary Bove, 860-256-2725, rosemary.bove@ct.gov

PHOTOGRAPHY

The Tourism Division has instituted the Digital Management System (DAM) to catalog their image library. With permission from CCT, users who are promoting tourism efforts may search the system and download specific images for stories and other media needs without a fee. Commercial projects, however, may contact CCT for recommendations for photographers who own their images and require a use fee. We will recommend photographers for you to contact.

Contact: Robert Gregson, 860-256-2740, robert.gregson@ct.gov

PUBLIC RELATIONS

Members of the press are invited to contact CCT for press releases, photography and b-roll promoting things to see and do in Connecticut.

The Tourism Division encourages constituents to add the following contact to your mailing list for news releases, special values and packages and travel/tourism marketing mailings. The more we know about special values and packages and about culture and tourism activities, the better we will be able to meet the challenges facing our constituents.

If you would like to propose a specific public relations initiative, please e-mail a brief written proposal to Rena Calcaterra. Tell us your rationale for the request and supply any relevant background. Also, tell us about the public relations actions you plan to take and specifically what you would like CCT to do.

Contact: Rena Calcaterra, 860-256-2744, rena.calcaterra@ct.gov

**RESEARCH
PUBLICATIONS**

In order to make meaningful marketing and public relations decisions, the Tourism Division conducts or subscribes to a number of research efforts, including:

- * Brand Image Study;
- * Conversion Study;
- * Focus Groups;
- * Visions: Connecticut Visitor Intercept Study;
- * U.S. Travel Association National Research;

**RESEARCH
PUBLICATIONS
CONT'D**

- * STR lodging Reports;
- * Connecticut Travel & Tourism Index; and
- * Economic Impact research.

Research efforts are cut back for FY10-11 due to budget constraints.

Contact: Barbara Cieplak, 860-256-2745, barbara.cieplak@ct.gov

SCENIC ROADS

A scenic road is defined as one that (1) passes through agricultural land or abuts land on which is located a historic building or structure listed on the National or State Register of Historic Places, or (2) affords vistas of marshes, shorelines, forests with mature trees, or notable geologic or other natural features. The program is administered by the Department of Transportation Scenic Roads Advisory Committee. CCT routinely reviews applications for scenic road designation and assist applicants.

Contact: Karen Senich, 860-256-2727, karen.senich@ct.gov

SCHOLARSHIPS

Three scholarships are available to Connecticut residents pursuing degrees in hospitality, travel or tourism at accredited colleges and universities. The “Connecticut Tourism Industry Scholarship Grants” are administered by CCT, and the “Connecticut Scholarship” is administered by Tourism Cares.

The Connecticut Tourism Industry Scholarship Grants are named for two respected tourism leaders and are funded by the generous contributions of the Connecticut tourism industry. The Richard B. Combs Hospitality Scholarship Grant, a \$1,000 grant, and the Walter Schoenknecht Tourism & Travel Scholarship Grant, a \$1,000 grant.

Tourism Cares for Tomorrow offers a scholarship resulting from the Connecticut tourism industry’s support of the National Tourism Foundation. National Tour Association Convention application is posted in the spring with funds available for the fall semester.

Contact: Rena Calcaterra, 860-256-2744, rena.calcaterra@ct.gov

**STRATEGIC
MARKETING PLAN**

The Strategic Marketing Plan is developed and updated annually to guide the marketing and communications efforts of the Tourism Division. The plan builds on the success of the Tourism Division’s marketing efforts and introduces selected new strategies and initiatives based on consumer market research and campaign tracking results, as well as valuable industry and tourism district input.

Contact: Barbara Cieplak, 860-256-2745, barbara.cieplak@ct.gov

**TOURISM
DISTRICTS**

Connecticut's regional tourism districts are supported with an annual appropriation from the State of Connecticut.

The districts and CCT meet monthly to coordinate marketing and branding efforts and work collaboratively on major cooperative projects identified annually. Each district offers a range of marketing, product development and industry assistance outreach programs. Each serves as the primary source for detailed information about their area and markets.

Past cooperative projects include: consumer advertising; international efforts including training workshops; direct sales consumer travel shows; photo image projects; b-roll filming; and travel trade promotions.

- **Central Regional Tourism District** - 860-787-9640, www.centralofct.com
- **Western/Northwest Connecticut Convention & Visitors Bureau** - 860-567-4506, www.litchfieldhills.com
- **Eastern Regional Tourism District** - 860-536-8822, www.mysticcountry.com

Effective January 2010, The Connecticut state budget supports three tourism districts moving forward: Central, Eastern and Western.

Contact: Barbara Cieplak, 860-256-2745 barbara.cieplak@ct.gov

**VISITOR INTERCEPT
STUDY: VISIONS**

VISION is a shared-cost research resource to help Connecticut arts and tourism marketing professionals develop and steer their marketing strategy. Onsite intercept interviews are conducted to gather information about the profile, motivations, behavior and spending patterns of visitors to participating sites. Results are reported in four seasonal waves and in an annual aggregate report with comparisons to statewide data. Custom reports are also available. The VISION database began in 2001 and now includes the results of 20,000 interviews.

VISION is an innovative study initially commissioned by the Connecticut Tourism Division and its partners. It is now privately published and reports can be purchased by contacting Witan Intelligence Strategies, Inc. 860-675-0231.

Contact: Barbara Cieplak, 860-256-2745, barbara.cieplak@ct.gov

WELCOME CENTERS

As of November 2009, traveler information services are offered at 4 Welcome Centers located at entry points to the state on major interstate highways. The physical facilities are under the authority of the Department of Transportation and traveler information is provided by Tourism Division staff. These centers serve as “point of purchase” facilities, which encourage travelers to stay in the state, extend their visit, choose additional in-state activities or return to Connecticut in a subsequent visit.

Year-round staff are available at the following centers: Darien, North Stonington, Westbrook, and West Willington. In addition, volunteers are recruited, trained and assigned to select centers. The state welcome centers are a great venue to market and promote Connecticut’s cultural and tourism businesses and events. All Connecticut industry members are encouraged to stop by any welcome center to introduce yourselves, your product, business and services. Brochures are welcome to be displayed with prior approval of agency contact. (Also see Literature Distribution Program and Direct Delivery Program)

Contact: Rosemary Bove, 860-2725, rosemary.bove@ct.gov

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