



Arts
Tourism
Film
History

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Important Notice to Connecticut Cultural Organizations and Tourism Venues:

Connecticut Open House Day 2010

Sponsored by the Connecticut Commission on Culture & Tourism

- What:** **Connecticut Open House Day**
In celebration of the state's 375th anniversary, 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.
- When:** Saturday, June 12, 2010
- 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 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.

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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 16, 2010** is the deadline.

On-line

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

- Welcome Letter
- Site Notice
- Agreement Form
- Handbook
- Open House logo
- Postcard

Contact: For more information, please contact:
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