



Department of Economic and
Community Development

Connecticut
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Important Notice to Connecticut Cultural Organizations and Tourism Venues:

Connecticut Open House Day 2019

Sponsored by the Connecticut Office of 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 and/or tourism attraction.
- When:** Saturday, June 8, 2019
- Where:** Art galleries, museums, theaters, historic properties, tourism attractions and other key sites throughout the State of Connecticut.
- Why Participate:**
- To reacquaint citizens with the many cultural organizations and tourism attractions throughout the state; to encourage visitation to these venues; and to build pride and awareness 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 business;
 - To celebrate Connecticut's cultural, historical and tourism assets;
 - To entice Connecticut residents to sample your venue, with the hope they may become repeat visitors and supporters;
 - To be part of a statewide effort that will generate publicity and potential property exposure; and
 - To capitalize on a unique opportunity to offer visitors interesting programming, such as a thematic tour, a special performance or lecture.

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 to 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

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

Deadline: **April 11, 2019** is the deadline for possible inclusion in marketing and public relations efforts.

On-line

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

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

Contact: For more information, please contact:

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