



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

## **Connecticut Open House Day 2020**

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 13, 2020
- Where:** Art galleries, museums, theaters, historic properties, attractions and other key tourism sites throughout the State of Connecticut.
- Why Participate:** To reacquaint citizens with the many tourism venues including cultural organizations and 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 tourism assets including cultural and historical sites;
- 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 10, 2020** 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](http://www.cultureandtourism.org):

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

**Contact:** For more information, please contact:

Jean Hebert  
Connecticut Office of Tourism  
860-500-2375  
Email: [Jean.Hebert@ct.gov](mailto:Jean.Hebert@ct.gov)

Rosemary Bove  
Connecticut Office of Tourism  
860-500-2355  
Email: [Rosemary.Bove@ct.gov](mailto:Rosemary.Bove@ct.gov)



450 Columbus Boulevard, Suite 5 | Hartford, CT 06103 | Phone: 860-500-2300

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