

### 3.1 Map Tourism and Cultural Assets

5 Points

10 Points

15 Points

#### Action Updates

This action has been revised for the **2019 certification cycle**. A version of this action from the prior program year is [available for comparison](#). Edits are highlighted in yellow.

#### Objective

Create a publicly accessible inventory of your community's tourism cultural assets, including, but not limited to, places (parks, libraries, galleries, etc.), institutions, programs, historical resources, and people.

#### What to Do

*The more you do, the more points you earn.*

#### Create a Tourism and Cultural Asset Map (10 points)

*All elements must be completed to receive credit.*

1. Identify potential tourism and cultural assets, including institutions, locations, programs, and organizations in your community. You may work regionally to complete any or all of the tourism and cultural asset map.
2. Identify the following information for each potential tourism and cultural asset:
  - a. Contact information and/or designee
  - b. A general description of the asset
  - c. Location of the asset and website
  - d. For venues only - a detailed description of the venue, seating capacity, and availability
  - e. Type of asset: identify category (tourism attraction, lodging, historic site, museums, galleries, restaurants, shopping, events, etc.)

**Submit:** A list of assets with the relevant, above-referenced information included.
3. Create a useable and public online resource that enables the community to search, learn and use the information generated on the assets (for example, an interactive and searchable map). You may use mapping, Excel, or any other database to compile tourism and cultural assets. We recommend that you sort the assets by category (tourism attraction, lodging, historic sites, museums, galleries, restaurants, shopping, events, etc.). You may select to include the categories that are relevant and important to your town.

**Submit:** Hyperlink to the finished web-based resource.
4. Create a maintenance plan for updating the dynamic tourism and cultural asset web resource defining how often the resource will be updated (for instance, seasonally).

**Submit:** A copy of the plan for maintaining and updating the tourism and cultural asset resource.

### **Update Your Profile on CTVisit (5 points)**

*All elements must be completed to receive credit.*

1. Update and maintain your municipal profile on the CTVisit website. On the CTVisit website upload seasonal images to reflect the current season and social media platforms for your community (Instagram, Facebook, Twitter, Pinterest, YouTube). Your CTVisit site may not be utilized to satisfy your cultural asset map.
2. Maintain the content, images, and functioning links periodically.

**Submit:** Hyperlink to your municipal profile.

### **Credit for Past Action**

- Tourism and cultural asset map must have been published within the past 5 years prior to application submission and must be updated for each year seeking certification. Your CTVisit account must be updated for the year seeking certification.

### **Potential Municipal and Community Collaborators**

Staff from the following municipal departments could be helpful in implementing this action: planning and zoning, parks and recreation, library, and economic development.

In addition, the following committees, community groups or agencies could help implement this action: historic district commission, planning and zoning commission, cultural affairs commission, business improvement district, main street association, regional arts alliances, historical societies, house museums, museums, art galleries, artists/designers, historic/artistic movie theaters, restaurant association, merchants associations, etc. Broad and diverse representation from the community should be included on the tourism and cultural asset mapping exercise.

### **Funding**

For a complete listing of potential funding opportunities to assist with implementing Sustainable CT Actions, please visit the [Sustainable CT Grants Portal](#), which is searchable by Action. Please also visit the [Sustainable CT Resources for Certification](#) page for opportunities for technical assistance and other supports.

- [ARTE-accessible Grant Program](#)
- [Urban Act Grant Program](#)
- [Municipal Grant Program \(MGP\)](#)

### **Resources**

*Toolkits, Calculators, Guidance Documents, General Information*

- D.I.Y. Creative Placemaking, "[An Introduction to Cultural Asset Mapping](#)"
- Metropolitan Area Planning Council, "[Arts and Planning Toolkit](#)"
- 2010 Legacies Now and Creative City Network of Canada, "[Cultural Mapping Toolkit](#)"
- Community Partnership for Arts and Culture, "[Guide to Mapping Neighborhood Arts and Culture Assets](#)"
- [Create you complimentary listing page on CTvisit.com](#)

*Organizations and Relevant Programs*

- [CTVisit](#)
- CT Department of Economic and Community Development, [Office of the Arts](#)
- CT Department of Economic and Community Development, [Office of Tourism](#)

- CT Department of Economic and Community Development, [State Historic Preservation Office](#)
- [CT Economic Resource Center \(CERC\)](#)
- [Designated Regional Service Organizations](#)

## Benefits

Tourism and cultural asset mapping provides a collective inventory of the positive and valued aspects of a community, including places, institutions, programs, and people. Recognizing that resources constantly change your tourism and cultural asset map will need to be regularly reviewed and updated.

By mapping tourism and cultural assets and making the map freely available to the public, your town will:

- Assist creatively inclined people in locating and identifying each other;
- Enhance its reputation as a culturally (and, if applicable) ethnically diverse community;
- Positively impact municipal planning by including community assets, such as employment centers and transportation, in the map, which provides insight into opportunities where arts, tourism, and culture investments can be strengthened and/or concentrated;
- Enable municipal planners, nonprofits, and developers to more easily integrate arts, tourism, and culture into economic development and housing projects, by revealing how your unique assets relate to larger data sets;
- Enhance the likelihood of foot traffic and tourism/visitation to the community;
- Mobilize your citizens to engage and celebrate the area's creative strengths;
- Increase community participation in outdoor and indoor spaces;
- Aid town organization, thus making it easier to collaborate, apply for grants, and evaluate public health and public safety projects and initiatives;
- Make organizations and individuals known to the public outside your community, which will:
  - Build connections nationally between regions, and/or
  - Promote interest in your municipality from outside communities.
- Promote a diverse array of partnerships and collaborations such as between: real estate/economic development, artistic/creative programming, asset-based marketing, and funder/capacity building partnerships.

According to the CT Department of Economic and Community Development's Office of the Arts, the arts are integral to building and unifying our communities, "63% believe the arts lift them up beyond everyday experiences; 73% believe the arts are a positive experience in a troubled world; 62% believe that the arts help them understand other cultures better; and 67% believe the arts unify their communities regardless of age, race, and ethnicity."

## CT Success Stories

- [2018 Bristol - Tourism and Culture Website](#)
- [2018 Ridgefield - Vibrant and Creative Submissions](#)
- [2018 Stamford - Thorough Submissions](#)

