4.1 Map Tourism and Cultural Assets

5 Points | 10 Points | 15 Points

Action Updates

This action has been revised for the **current certification cycle**. A version of this action from the prior program year is available for comparison. Edits are highlighted in yellow. (Last updated 2020)

Objective

Create maps and resources and implement projects to promote your community's tourism and cultural assets, including places, institutions, programs, historical resources, and people.

What to Do

The more you do, the more points you earn.

1. Create a Tourism and Cultural Asset Map **(10 points)**

   All elements must be completed to receive credit.

   a. 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. ***Note:*** Please ensure that more than one type of cultural asset is accounted for in your map. Potential tourism and cultural assets could include (but are not limited to) historically significant buildings; works of art; gardens, parks, or other tracts of the natural environment; historic landmarks; viewsheds; public spaces; and significant venues.

   b. Identify the following information for each potential tourism and cultural asset:

   - Contact information and/or designee;
   - A general description of the asset;
   - Location of the asset and website;
   - For venues only: a detailed description of the venue, seating capacity, and availability; and
   - Type of asset: identify category.

   Submit: A completed worksheet.

   Timeframe for Credit: Eligible for new action credit and rolling credit. This action falls under the action type "Websites, Maps, Inventories, Checklists, Assessments, Plans, Ordinances, Policies, Regulations and Resolutions" (see "Timeframe for Credit" Guidance Document for submission requirements).

   c. 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: A hyperlink to the finished web-based resource.

Timeframe for Credit: Eligible for new action credit and rolling credit. This action falls under the action type "Outreach, Education, Programs, Campaigns, Recognition/Designation in External Program, and Funding" (see "Timeframe for Credit" Guidance Document for submission requirements).

d. 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.

Timeframe for Credit: Eligible for new action credit and rolling credit. This action falls under the action type "Websites, Maps, Inventories, Checklists, Assessments, Plans, Ordinances, Policies, Regulations and Resolutions" (see "Timeframe for Credit" Guidance Document for submission requirements).

2. Update Your Profile on CTVisit **(5 points)**

   Update and maintain your municipal profile on the CTVisit website. On the CTVisit website, upload images from your community and social media platforms for your city or town (like Instagram, Facebook, Twitter, Pinterest, YouTube). ***Note:*** Your CTVisit site may not be utilized to satisfy your cultural asset map. Maintain the content, images, and functioning links periodically and provide the date that your CTVisit profile was most recently updated.

   Submit: A hyperlink and a screenshot of your municipal profile.

   Timeframe for Credit: Eligible for new action credit and rolling credit. This action falls under the action type "Outreach, Education, Programs, Campaigns, Recognition/Designation in External Program, and Funding" (see "Timeframe for Credit" Guidance Document for submission requirements).

Timeframe for Credit

Actions can either be "New" or considered for "Rolling Credit."

New Action Credit. Any action completed within the past three years (from January 1 of the year seeking certification) is eligible for potential certification points. If you are applying for recertification in your year of expiration, you may not claim New Action Credit for items that previously received credit.

Rolling Credit. For any action older than three years (from January 1 of the year seeking certification), you must demonstrate ongoing, currently relevant, and meaningful impact in your community to be considered for certification points. If you are applying for recertification in your year of expiration, you must apply for Rolling Credit for any item that previously received credit, even if it was completed within the past three years.

View the "Timeframe for Credit" Guidance Document for detailed submission requirements.

Engaging Partners

Sustainable CT encourages regional collaboration and other forms of partnership. For every action, please complete the "Partners" box in your submission, indicating the name(s) of any municipalities and/or organizations you partnered with (if any) and a brief description of your municipality's role. If you collaborate with other municipalities, each community will receive points. For additional information, please see the "Partners Guidance Document".

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

If available, below are potential funding sources specific to this Action. 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 Support for Your Town page for opportunities for technical assistance and other supports.

- Urban Act Grant Program
- Municipal Grant Program (MGP)
- 2021 Sustainable CT Community Match Fund

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"
- Create your 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
- AdvanceCT (formerly the Connecticut 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

- Bristol - Jun 2020 Certification
- Guilford - Oct 2019 Certification
- Portland - Oct 2019 Certification
- Stamford - Oct 2018 Certification
- Bristol - Oct 2020 Certification
- Old Lyme - Oct 2020 Certification
- Waterbury - Oct 2020 Certification
- Wethersfield - Oct 2020 Certification
- Milford - Jun 2021 Certification