



Charting Your Course to a Vibrant Downtown

P.O. Box 261595 Hartford, CT 06126 860.280.2337 www.ctmainstreet.org

## DOWNTOWN REVITALIZATION INSTITUTE



Series Sponsor

March 12, 2010

# Share Your Heritage: Developing & Managing Cultural Heritage Tourism

Amy Webb, Heritage Tourism Program Director, National Trust for Historic Preservation

Workshop Sponsor



Connecticut Commission  
on Culture & Tourism

### AGENDA

<b>Welcome &amp; Introductory Remarks</b>	<b>9:00 AM</b>
<b>How to Succeed in Cultural Heritage Tourism</b>	<b>9:15 AM</b>
<ul style="list-style-type: none"> <li>▪ Applying the 5 guiding principles and 4 steps for creating a successful and sustainable cultural heritage tourism program in Connecticut's downtowns</li> </ul>	
<b><u>Break</u></b>	<b>10:30 AM</b>
<b>Using Cultural Heritage Tourism to Help Your Downtown Survive the Economic Downturn</b>	<b>10:45 – 12 Noon</b>
<ul style="list-style-type: none"> <li>▪ National research on the cultural heritage traveler from 2009</li> <li>▪ Tips from the National Trust's Cultural Heritage Tourism Survival Toolkit</li> </ul>	
<b><u>Lunch</u></b>	<b>12 Noon</b>
<b>Cultural Heritage Tourism and Downtown: Case Studies</b>	<b>1:00 PM</b>
<ul style="list-style-type: none"> <li>▪ Sarah Nielsen, Executive Director, Simsbury Main Street Partnership</li> <li>▪ Penny Parsekian, CEO, New London Main Street</li> </ul>	
<b>Is Your Downtown Ready for Visitors?</b>	<b>2:00 PM</b>
<b><u>Break</u></b>	<b>2:45 PM</b>
<b>How Can You Help Tell Downtown's Story for Cultural Heritage Travelers?</b>	<b>3:00 PM</b>
<b><u>Adjourn</u></b>	<b>4:00 PM</b>

**Amy Jordan Webb**  
**Heritage Tourism Program Director**  
**National Trust for Historic Preservation**

Amy Webb joined the National Trust's Heritage Tourism Program in 1993 and has served as the program's director since 1995. She is an active advocate for heritage tourism at the national level through her work with Partners in Tourism. She is a sought after presenter and has spoken at conferences in 41 states, two U.S. territories and Canada on national trends, success stories, and the principles of successful heritage tourism. Ms. Webb began the Share Your Heritage initiative in 1999, completing two success story publications, developing training materials and designing the Share Your Heritage training workshops. She helped to launch a new how-to website for cultural heritage tourism practitioners at [www.culturalheritagetourism.org](http://www.culturalheritagetourism.org) in 2005.

Prior to coming to the National Trust, she worked as the Director of Tourism and Education for the Providence Preservation Society (PPS) in Providence, Rhode Island. During her eight year tenure she developed heritage education programs, organized an annual tour of historic homes, coordinated walking and motorcoach tours of historic Providence and created packaged itineraries and other collaborative marketing initiatives showcasing Providence's historic and cultural attractions.

Amy Webb holds a Master's degree in Architectural History and Historic Preservation from the University of Virginia and a bachelor's degree in Architectural History from Wellesley College in Massachusetts. Her Masters thesis focused on the interpretation of historic sites in America between 1850 and 1950.

Amy Webb is based in Boulder, Colorado. She can be contacted at [amy\\_webb@nthp.org](mailto:amy_webb@nthp.org).