



**Norwalk WPA Murals**  
**Case Study: Community Engagement & Cultural Tourism**  
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**TO DO CHECKLIST**

<b>The Steps</b>	<b>And More...</b>
Ask yourself and others: Can your community feel better about itself (civic pride)? Are there unrealized opportunities for cultural tourism?	Who feels this way? Why? Are they willing to work on a community engagement/cultural tourism project? Is there evidence to support unrealized potential for cultural tourism?
Identify one or more cultural assets that have the potential to (re)engage the community as well as visitors.	What are at least some people proud about? What do they show family and friends when they visit? What does the school curriculum celebrate and teach about your community? What is your claim to fame?
What are the challenges to revitalizing interest?	Why don't more people know about this asset? What are the community's demographics and does this asset have the potential to be relevant today, especially if historical? Why
Who else would be invested in community pride and cultural tourism?	Think private and public sector. Who else is already involved with tourism e.g., lodging, restaurants, etc. Don't forget to validate the work of those who came before.
Identify strategies for each of the challenges.	Make sure the strategies provide opportunities for broad demographic involvement e.g., student docents.
Create a project team.	Recruit and involve partners in meaningful ways.
Learn everything you can about tourism in your region.	Is there anyone charged with tourism in your town, region, state? What is the tourism infrastructure e.g., print, non-print, staffing, events, etc.?
Decide how you will know if the plan is successful?	For example, number of people who participate, demographic profile of those involved, "buzz," requests for additional programs.
Be open to the unexpected and let new insights inform next steps.	For example, development of 3 <sup>rd</sup> grade curriculum, hosting area premiere of documentary film, etc.
Plan for sustainability.	What can you put in place to increase the likelihood that these efforts will be maintained over time e.g., mobile app, labels, shared ownership, partnerships & relationships, etc.

## Norwalk's Experience

Timeline	Steps	Detail & Resources
Fall/winter 2013	<ul style="list-style-type: none"> <li>• Confirmed need &amp; identified asset, allocated resources to branding</li> <li>• Recruited partners</li> <li>• Secured consultant</li> <li>• Wrote grants</li> </ul>	<p>Cast wide net for partners; worked with those who embraced the project.</p> <p>Limited local funding supported adult docent program, branding, etc.</p> <p>Long lead time for NEA grant; unsuccessful application to CT Humanities</p> <p>Validated the work of those who came before</p>
Spring 2014	Awarded NEA grant	
Summer 2014	Launched student docent program – Freshman Summer Academy	<p>Project leadership team – Arts Commission, adult docents, consultant</p> <p>Local non-profit, Norwalk 2.0 wrote and produced an overview of student docent program</p> <p><a href="https://drive.google.com/file/d/0B5ZC3-DmVOG5eG55NldHRFE4TG8/view?pli=1">https://drive.google.com/file/d/0B5ZC3-DmVOG5eG55NldHRFE4TG8/view?pli=1</a>.</p>
Fall 2014	Expanded student docent program to alternative high school and housing authority learning center Offered staff development for art teachers	<p>Besides offering regular tours, alternative high school students also produced a virtual tour working with paid, professional teaching videographer.</p> <p>"Norwalk's Hidden Treasure,"</p> <p><a href="https://www.youtube.com/watch?v=JgUfJQ0UtFg">https://www.youtube.com/watch?v=JgUfJQ0UtFg</a>, Teacher lesson plans &amp; 3<sup>rd</sup> grade curriculum available online: <a href="http://norwalkhistoricalsociety.org/norwalk-wpa-mural-tours/">http://norwalkhistoricalsociety.org/norwalk-wpa-mural-tours/</a></p>
Winter/spring 2015	Expanded student docent to housing authority learning center after school arts program	Several
Spring/summer 2015	Repeated 9 <sup>th</sup> grade summer academy offering; offered more tours including SLOW Art Day (April) & CT Open House Day	<p>SLOW Art Day <a href="http://www.slowartday.com">http://www.slowartday.com</a></p> <p>Premiere of short video about "<a href="https://www.youtube.com/watch?v=wH1ZJhTcWgc">Faces &amp; Families</a>"</p> <p><a href="https://www.youtube.com/watch?v=wH1ZJhTcWgc">https://www.youtube.com/watch?v=wH1ZJhTcWgc</a>.</p>
Fall 2015	Teacher staff development & adult docent cohort meetings	
Spring/summer 2016	Continue working with housing authority learning center	<p>Dealt with controversy surrounding relocation of one mural; organized &amp; co-sponsored local premiere of WPA film "Enough to Live On" with film makers</p> <p><a href="https://vimeo.com/120514423">https://vimeo.com/120514423</a></p>