

Creative Communities Exchange, May 19-20 MASS MoCA

Presenters: Byron Champlin and Tim Sink

Organization: Creative Concord, Greater Concord Chamber of Commerce

Workshop: Leveraging Community Partnerships

To DO List

Making the Case

1. Gather leaders of key community arts and cultural organizations.
2. Survey – number of employees, annual payroll, annual budget
3. Generate report on aggregate numbers

Convene Business Leaders and Elected Officials

1. Share information from report
2. Emphasize economic impact, job creation
3. Make the connection between arts / culture as part of the business mix

Educate

1. Identify those within your region with expertise and experience
2. Invite these individuals to make presentations to assembled community partners
3. Increase local understanding of the creative economic connection

Create a Plan

1. Identify Qualified Consultants
2. Find some seed money – local govt, an interested benefactor, etc
3. Leverage seed money to raise additional needed funds (from your assembled leaders)
4. Conduct a thorough assessment of the impact of creativity on your local economy
5. Draft a plan to build upon existing strengths

Implement the Plan

1. Find a home – your local chamber of commerce?
2. Begin with the low hanging fruit
3. Be flexible – run with opportunities that come your way
4. Celebrate (and talk up) your victories!