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Growing Creative Economy Partnerships To Do List

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Four Steps to Planning any Partnership

1. **Get ready** -- get acquainted. Learn each other's goals, strengths, and limitations. Build trust.
2. **Get set**– plan. What is it you intend to do together? What results do you hope to achieve?
3. **Go**– implement. Act on your plan. Agree who does what by when at what cost.)
4. **Ask “How are we doing?”**– evaluate your progress and adapt as needed.

Five Steps to Plan a Creative Economy Initiative

1. **Get organized.**
 - a. Identify local leaders and potential partners
 - b. Organize the partnership
 - c. Secure local/county authorization
 - d. Raise planning funds
 - e. Develop work plan
2. **Assess your community's cultural and creative assets.** Build upon authentic assets.
 - a. Identify existing information (census, existing studies, cultural plans, etc.)
 - b. Collect new information (interviews, focus groups, surveys, etc.)
 - c. Summarize assessment findings as the basis for planning the creative economy initiative.
3. **Plan the creative economic initiative.**
 - a. Develop one or more long-range goals
 - b. Develop overall strategies for how you will achieve goals
 - c. Draft short-range, actionable objectives for each goal
(Be S.M.A.R.T. -- Specific, Measurable, Achievable, Relevant, and Time-specific)
 - d. Identify near-term tasks with dates due
 - e. Identify responsible agencies
 - f. Develop a budget with likely costs and funding sources
4. **Raise funds to implement the plan.**
 - a. Seek a balance of local and state, public and private funders
 - b. Community foundations may be early investors
 - c. Investors in planning may also invest in implementation
 - d. Seek funds from both cultural and economic sources
5. **Implement the plan,** monitor progress, and adjust plans as needed

Questions to Help Plan and Improve Partnerships' Four Stages of Growth

Exploration and Planning Stage Questions

Assessing readiness:

1. Is project leadership qualified?
2. Is there evidence of political support?
3. Has project made links with local economic development organizations and plans?
4. Does the project plan to include a community assessment to identify cultural assets?
5. Would the project meet funders' planning grant criteria?
6. How likely would the project meet funders' implementation grant criteria (after planning)?

Assessing need for assistance:

7. What is the capacity of the lead agency?
8. Do the partners have a history of working successfully together?
9. What has been the partners' and community's experience with planning or economic development?
10. What local conflicts may impede progress?

Start Up Stage Questions

1. Do partners may need reassurance that conflicts are opportunities to clarify partners' roles and priorities?
2. As there may be a lag between funding proposals and start-up, are revisions to original proposals necessary?
3. Are evaluations built into plans from the start?

Growth Stage Questions

1. Are leaders and management systems becoming more sophisticated as projects expand?
2. Does the growing project need staff?
3. Are evaluations requiring changes?
4. Partnership may need to reassess leadership, membership, letting some partners leave and others enter.
5. Are partners planning for sustainability? Does the project need to be sustained? Does project need 'permission' to conclude?
6. Help partners to anticipate the need for, and identify sustaining funders.

Maturity Stage Questions

1. Are leaders and management systems becoming more appropriately more sophisticated as projects expand?
2. Should partners update their strategic plans – heeding evaluations and changing community circumstances?
3. Are creative economy concepts becoming integrated into local civic plans and policy?
4. Will project need help as staff, leaders, and partners turnover?
5. Should funders sustain long-term funding for this project? Who else can fund?
6. Is the work done? Should the project conclude?
7. Should or can the work be transferred to one of the partners or another agency?
8. Is this an exemplary project that should be documented and become a model?

More Questions?

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