

Creative Sector Connects 2020



Recruit
Organize
Gather
Develop

Interview
Survey
Benchmark
Research

Convene
Involve
Relate
Facilitate

Plan
Align
Evaluate
Advance

Clarity & alignment about scope of work & critical success factors.

Information and understanding to inform engagement & planning.

Involvement & input of broader community into the development of Cultural Plan & Arts United Strategic Plan.

Alignment on Cultural Sector & Arts United direction, priorities, goals, & measures.



Creative Sector Connects 2020

Prepare

Clarity & alignment about scope of work & critical success factors.

- Recruit Task Force to oversee project.
- Ensure understanding & alignment.
- Conduct project launch meeting.
- Confirm work plan, timeline, roles, communications plan.

Assess

Information and understanding to inform engagement & planning.

- Review key documents.
- Visit & study the Greater Fort Wayne community.
- Review demographic trends.
- Benchmark peer cities/organizations.
- **Conduct an Economic Impact Analysis of Fort Wayne's Creative Sector.**

Engage

Involvement & input of broader community into the development of Cultural Plan & Arts United Strategic Plan.

- Conduct interviews and focus groups
- Conduct a public online survey.
- Hold an open, public town hall session.
- Facilitate retreats of both the Cultural Planning & Arts United Task Forces.

Strategize

Alignment on Cultural Sector & Arts United direction, priorities, goals, & measures.

- Incorporate findings & recommendations from all phases.
- Ensure alignment among creative sector re: direction, vision, mission, goals, & tactics.
- **Develop five-year Community Cultural Plan & Arts United Strategic Plan.**
- Ensure connection & alignment between the two plans and with overarching community direction and priorities.

Dec 2014

Jan 2015

Feb 2015

Mar 2015

Apr 2015

May 2015

Jun 2015

Jul 2015

Aug 2015