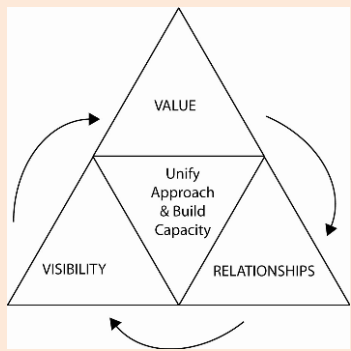




cultural alliance
of southeastern michigan

Community Relations ACTION PLAN for Southeastern Michigan



How Arts and Culture Add Value to the Community

Arts and culture must be relevant to the needs of our region and communities today.

The first step towards greater visibility is to establish the value of our sector. This requires that arts and culture leaders think first about the community context in which they operate. The Cultural Resource Guide, a companion to this document, provides a framework that does that.

The second step is to establish relationships and to build upon existing relationships that arts and culture organizations have in their communities and the region. We must meet with influential leaders – media, elected officials, leaders of major community and civic organizations – to present our case. We need to say, “Here is the value we already bring to the issues you care about. How can our sector help you more?”

The support of these community leaders brings us to the third step – increased visibility. We want arts and culture to be praised and promoted by persons in other sectors. We want their help to connect to networks we cannot reach on our own.

The more our work is known, the greater its value to the community.

PUBLIC ENGAGEMENT IN ARTS AND CULTURE

Southeastern Michigan has extraordinary cultural resources: museums, art centers, performing ensembles, theatre companies, science museums, the Zoo, nature centers, public media, literary organizations, historic houses and abundant opportunities for arts education. These organizations serve many community needs that are well beyond their artistic missions. They boost the economy by drawing residents and tourists. They support creative industries and showcase the region’s image. Arts and culture provides affordable entertainment that strengthens families and serves adults and seniors. Arts education improves student performance and gives young people the motivation and skills to succeed. Art fairs, exhibitions, music festivals and other cultural activities draw diverse audiences and create the shared experiences that define a healthy community. Whether it is a major public event or a private art class, arts and culture makes communities throughout the region desirable places to live.

All too often, these assets are overlooked as municipalities and counties struggle with declining tax revenues, shrinking populations and a shifting economic base. However, arts and culture is an essential tool to build the knowledge-based industries, to educate children, and to help communities large and small to redefine themselves in positive ways. The Cultural Alliance is leading its member organizations in a coordinated effort to connect them to community needs and priorities. Our goal is to increase public awareness and appreciation of the organizations that deliver arts and culture to the region in order to foster greater public engagement.

THE COMMUNITY RELATIONS TEAM PROCESS

Community engagement begins on the local level. For this reason, the Cultural Alliance divided its member organizations into five *Community Relations Teams* (CRTs), based on the following geography:

- City of Detroit
- Macomb County, Eastern Wayne County & St. Clair County
- Oakland County
- Washtenaw County & Livingston County
- Western Wayne County & Monroe County

Thanks to funding from the Erb Family Foundation, more than 120 people from over 90 organizations participated in a series of meetings from July 2010 through April 2011. They discussed the challenges facing their communities and shared stories about how their organizations address these needs. Each CRT explored ways that cultural organizations can collaborate to increase community awareness and engagement. They identified key leaders and opinion-makers in their community, and prioritized action steps specific to their communities' needs. Many issues resonate across the region, while others are specific to only a single CRT. This Action Plan describes both. It is a roadmap for a long term process to build the community relationships that will foster greater public engagement.

The CRT's now shift from planning mode to execution. The five Community Relations Teams now provide a structure that will support implementation over the next several years.

- Regional action steps will be implemented by the Cultural Alliance directly
- The local action steps that apply to every CRT will be coordinated and supported by the Cultural Alliance, for efficiency and consistency, but implemented on the local level by each CRT in its area
- Action steps unique to particular areas will be the responsibility of each CRT to implement

From within each CRT a leader has emerged. These leaders now comprise our Community Relations Council, which will guide and oversee implementation of the Action Plan. In this way, the Community Relations Teams will coordinate audience engagement efforts both regionally and locally for maximum effect.

THE STRATEGY

Our goal is to increase engagement in cultural organizations by building community relations and visibility for arts and culture on three levels:

- Individual member organizations
- Groups of member organizations in each Community Relations Team
- The sector as a whole on a regional level

To build visibility, the Cultural Alliance and its member organizations will systematically reach out to a wide range of regional and community leaders, so we can share with them how arts and culture addresses important issues and provides workable, cost-effective solutions. This includes county and local elected officials, leaders of other nonprofit sectors and community initiatives, business people, educators at all levels and the media. We expect that these meetings will both increase awareness of what arts and culture already offers and will foster new ways of working with community leaders and other community sectors. It is our goal to explain how arts and culture adds value, and to ask the leaders how we can work more closely with them to impact the issues that they care about.

For the arts and culture sector, the Community Relations Action Plan serves two objectives:

- *Marketing Action Steps* will increase attendance and community participation in the exhibitions, performances, and other programs offered by arts and culture organizations.
- *Advocacy Action Steps* will build relationships and visibility that will help to maintain and grow the support that sustains arts and culture organizations.

By building relationships with community leaders, the Cultural Alliance and its member organizations will be able to access new ways to inform and invite the public to participate in arts and culture activities. We will also learn how to improve our cultural programming to meet community needs – reaching out to new groups, using arts and culture to draw attention to important community priorities, offering programming in different ways or in different locations or times, and partnering with other community sectors. The result of this work will be to increase attendance and broaden participation. For the community, this will

increase social capital and address important challenges. The increased visibility and recognition of the impact of our sector will lead to increased support to sustain member organizations.

This Action Plan begins an important journey of discovery, sharing, and possibility. Arts and culture is a vital asset for southeastern Michigan. Through the Community Relations campaign, our role will be better understood and our impact as a sector will be strengthened.

HOW ARTS AND CULTURE ADDS VALUE TO THE COMMUNITY

Arts and culture organizations often communicate *what* they do very effectively, but forget to demonstrate *why* this work is so important to the community. The “why” also transcends the contributions of individual organizations: the value of arts and culture in the region is the *cumulative* effect of the programming and resources provided by over 120 member organizations of the Cultural Alliance. An important part of the Community Relations Teams Action Plan is to focus and coordinate the messages that will be delivered by many organizations to community leaders in many different ways.

During the planning process, a wide range of community challenges were discussed. In all five Community Relations Teams, members identified the same top three. The greatest contributions of arts and culture organizations are in:

- Education
- Quality of Life
- Image of the Region

Member organizations of the Cultural Alliance serve these three needs in many, many ways. Some are leaders of educational reform; others support specific school curriculum requirements; and many extend the learning environment with high quality after school and beyond-school programs. Historic sites and societies share local history that explains each community’s unique character. Cultural programming creates and celebrates community, and offers residents abundant opportunities to meet one another, build skills, share their passions, and make life all that it should be. As visible centers of activity and community icons, arts and culture organizations shape community image. These are only a few examples.

To support meetings with leaders, each Community Relations Team identified the benefits they bring to their area. Each team also talked about the regional impact of their work. The Cultural Alliance will develop presentation materials to support the meetings with community leaders, to help members share this information locally and regionally. Presentations will be different for different recipients. For local elected officials and community leaders, the emphasis will be upon quality of life, social cohesion, and image. Meetings with educators and parent groups will address educational programs and resources. Business people will hear about economic impact, contributions to the creative economy and innovation.

In addition to focusing the content of the messages, the Cultural Alliance will also train member organizations in effective ways to share their stories. Storytelling is an important technique, and thanks to additional support from the Erb Family Foundation and the Michigan Council of Arts and Cultural Affairs, a series of workshops and coaching is being offered to help member organizations to learn storytelling techniques to communicate their value.

The Community Relations Campaign is a process of presenting combined with active listening. We know what we offer. We want to learn how influential people throughout the region and in each community area respond to those messages, so we can learn how they see our sector and what they value about the presence of arts and culture in the social fabric. This knowledge will help our sector to improve our message and our service to the public.

Increasing community participation, organizational visibility and sustainability depends upon our ability to meet community needs. The Community Relations Teams process is simple: identify how our sector adds value, and learn how we can do it better. If the art we produce, the science we share, and the historical and cultural experiences we create do not serve the needs of our region and the communities within it, we have failed. The key to sustainability is relevance.

THE ACTION PLAN

Implementation is a partnership between the Cultural Alliance and its member organizations in each Community Relations Team (CRT).

1) Regional Strategies

The Cultural Alliance is responsible for implementation of the following objectives, which support both regional and localized implementation, and will call upon the CRT's and individual member organizations where appropriate for counsel, connections, and assistance.

- a) **Develop a regional arts and culture awareness campaign**, to begin in 2012.
- b) **Create infrastructure to support marketing and advocacy**
 - Create and maintain a list of area promotion networks and media contacts, which member organizations can use
 - Develop a regional arts and culture website with a calendar of events
 - Identify other community calendars/event listings and seek efficient ways to ensure that member organizations are included
- c) **Cultivate relationships on the regional level**
 - With professionals in traditional and new media, both to promote the sector and to connect reporters to member organizations as opportunities arise
 - With elected officials at the state and county levels, and with the Southeastern Michigan Council of Governments
 - With leaders of state and regional image campaigns, Convention & Visitor Bureaus
 - With the business community and Chambers of Commerce
- d) **Develop marketing programs for specific types of programming to target audiences**
 - Thematic program packages on special topics: e.g., Holiday Gift Guide, Summer Camp promotion, Free Night of Theater, music promotions on WRJ and more
 - Enhance the Museum Adventure Pass Program
 - Expand the Cultural Concierge Group Sales Program
 - Expand the Culture Volunteer Program and begin an annual Volunteer Recognition Event
 - Develop signage/displays for the Detroit Metro Airport
- e) **Conduct research to support marketing and advocacy**
- f) **Work closely with national, statewide, and local advocacy organizations**

2) Community Strategies Coordinated by the Cultural Alliance

For the Action Plan objectives that are common to all five Community Relations Teams, the Cultural Alliance will create presentation materials, schedule and organize meetings, and coordinate this work between the five CRT's for efficiency and maximum impact.

a) Create tools and templates to support CRT and member organizations

- Develop maps to show locations of member organizations in each CRT and the region as a whole
- Develop talking points and presentation handouts
- Collect information about member organization programs that impact on regional and community challenges

b) Increase the capacity of member organizations for marketing and advocacy

- Provide training in storytelling techniques
- Develop a bank of images and create a "visual vocabulary" of images that convey key messages
- Inform members of marketing campaign opportunities

c) Organize meetings with community leaders

- *County Executives and Commissions, Mayors and City Councils*, to connect member organizations to civic affairs and image campaigns
- *Public School Districts and educational leaders*, to make it easier to deliver services to schools and to communicate to parents
- *Chambers of Commerce and business leaders*, to discuss partnerships and promotional opportunities

d) Organize social media strategies

- Form a social Media User Group, to support the work of all CRT's and member organizations
- Identify listings, blogs and local networks in each CRT

3) Local Strategies led by the Community Relations Teams

Local action steps are described in more detail in the individual CRT Action Plans below, along with local customization of tactics in Strategies 1 and 2.

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Cultural Alliance for Southeastern Michigan Staff

Project Development & Management

- Maud Lyon, Executive Director
- Lynne Friman, Manager of Community Relations & Marketing Alliances
- Amy DeWys, Director of Membership & Development

Community Relations Council:

- City of Detroit, Deborah Pfliegel, Mosaic Youth Theater
- Macomb County, Eastern Wayne and St. Clair County, Jennifer Callans, Anton Art Center
- Oakland County, Leslie Braden Phillips, Stagecrafters
- Washtenaw County & Livingston County, Susan Froelich, Arts Alliance
- Western Wayne County & Downriver, Devon Akmon, Museum of Arab American History

Detroit's Cultural Alliance Members:

Arts & Scraps
 Arts League of Michigan
 Brazeal Dennard Chorale
 Charles Wright Museum of African American History
 Chamber Music Society of Detroit
 Children Matter Forever
 College for Creative Studies
 Detroit Artists Market
 Detroit Children's Choir
 Detroit Historical Society
 Detroit Institute of Arts
 Detroit International Jazz Festival
 Detroit Public Library, Friends Foundation
 Detroit Repertory Theatre
 Detroit Science Center
 Detroit Symphony Orchestra
 Heidelberg Project
 Heritage Works
 InsideOut Literary Arts Project
 Kunstalle Detroit
 Living Arts
 Matrix Theatre
 Michigan Opera Theatre
 Michigan State University Community Music School-Detroit
 Midtown Detroit/ UCCA
 Mosaic Youth Theatre
 Motown Historical Museum
 Museum of Contemporary Art Detroit (MOCAD)
 Music Hall Center for the Performing Arts
 Pewabic Pottery
 Plowshares Theatre
 Preservation Wayne
 PuppetArt
 Rackham Symphony Choir
 Scarab Club
 Southeast Michigan Arts Forum
 Sphinx Organization
 University of Michigan Detroit Center
 VSA Arts of Michigan
 Wayne State University (WSU) Art Galleries
 WSU college of Fine, Performing and Communications Arts
 WSU Friends of the Freer House
 WSU Hilberry & Studio Theatres
 WSU University Press
 WRCJ 90.9 FM
 Y-Arts, Boll Family YMCA
 Youthville Detroit

All CASM members are 501c-3 not for profit organizations

CITY OF DETROIT

The strategies and tactics below support either marketing or advocacy objectives, or both. Strategies 1 & 2 are more fully described in the overall Action Plan, above.

1. REGIONAL STRATEGIES – tactics customized for City of Detroit

- a) **The list of Detroit promotion networks and contacts will include:**
- Community calendars- print, online, broadcast
 - Houses of worship- bulletins and faith group calendars
 - Community and Recreation Centers
 - Neighborhood newsletters, block clubs, and community development organizations
 - Senior Centers, Senior Residential Communities, and senior service agencies

2. COMMUNITY STRATEGIES COORDINATED BY THE CULTURAL ALLIANCE – tactics customized for City of Detroit

- a) **Organize meetings with Community Leaders**
- Mayor Bing and the Detroit City Council
 - Detroit Public Schools, Wayne ISD and charter school leaders
 - Detroit Regional Chamber and business representatives
- b) **Organize social media strategies within the City of Detroit**, or which are used by significant numbers of people in City of Detroit constituencies, including:
- Check that all member organizations are appropriately listed in YELP
 - Identifying Patch and other micro-media
 - Identify blogs in the key value-add areas of Image, quality of life, education and develop a plan to submit information for coverage or have guest bloggers cover these topics
 - Recruit social media cultural volunteers to do the above work

3. LOCAL STRATEGIES SPECIFIC TO DETROIT

- a) **Collect and disseminate information about activities/events - to media and general public**
- b) **Create a monthly bulletin or promotional list of the events, exhibitions, programs and other cultural offerings in Detroit**, for distribution in all member organizations throughout the city and via other networks. Use this regular data-collection as an opportunity to discuss upcoming opportunities for cross-marketing and joint promotion.
- c) **Post map of the Arts & Culture in the City of Detroit on all member organization websites** and those of other organizations to aid cross-marketing. If funding is found, create a print collateral version.
- d) **Create an event to create awareness and drive traffic to Detroit AC assets along the lines of Detroiter restaurant week.**

Macomb, St. Clair & E. Wayne Counties' Cultural Alliance

Members:

- All The World's A Stage
- The Art Center aka Anton Art Center
- Cantata Academy Chorale
- Edsel & Eleanor Ford House
- Grosse Pointe Art Center
- Grosse Pointe Historical Museum
- Grosse Pointe Theatre
- Lorenzo Cultural Center
- Macomb Center for the Performing Arts
- Music at Christ Church Grosse Pointe
- Port Huron Museum
- Rackham Symphony Choir

Other Participants in the CRT Plan:

- Grosse Pointe Symphony
- Grosse Pointe War Memorial
- Southeast Michigan Youth Theatre & Richmond Auditorium
- Warren Tri-County Fine Arts & Warren Fine Arts Center

MACOMB, EASTERN WAYNE & ST. CLAIR COUNTIES

The strategies and tactics below support either marketing or advocacy objectives, or both. Strategies 1 & 2 are more fully described in the overall Action Plan, above.

1. REGIONAL STRATEGIES – tactics customized for Macomb, Eastern Wayne, St. Clair

- a) **The list of promotion networks will include a broad range of contacts specific to Macomb County, the Grosse Pointes, and St. Clair County**

2. COMMUNITY STRATEGIES COORDINATED BY THE CULTURAL ALLIANCE – tactics customized for Macomb, Eastern Wayne, St. Clair

b) Organize meetings with Community Leaders

- County Executive Mark Hackel and the Macomb County Commissioners
- County Executive Bob Ficano and Wayne County Commissioners
- St. Clair County Administrators and County Commissioners
- Public Schools, ISD and charter school leaders
- Detroit Regional Chamber and local business representatives
- Metro Detroit Convention and Visitors Bureau, to draw their attention to organizations in the Grosse Points and Macomb attractions

c) Organize social media strategies within the Macomb, Wayne and St. Clair Counties, or which are used by significant numbers of people in these areas

- Check that all member organizations are appropriately listed in YELP
- Identifying Patch and other micro-media
- Identify blogs in the key value-add areas of Image, quality of life, education and develop a plan to submit information for coverage or have guest bloggers cover these topics
- Recruit social media cultural volunteers to do the above work

4. LOCAL STRATEGIES SPECIFIC TO MACOMB, EASTERN WAYNE, ST. CLAIR

- a) **Identify programs that provide family-friendly and inter-generational cultural opportunities** for joint promotion.
- b) **Work with the Cultural Concierge/Group Sales program** to reach out to all six of their targeted audiences.
- c) **Plan an Arts and Culture Day** to showcase/promote all organizations in the CRT.

Oakland County's Cultural Alliance Members:

- Art Experience
- Arts Beats & Eats
- ArtServe
- Birmingham Bloomfield Art Center
- Birmingham Bloomfield Symphony Orchestra
- Birmingham Historical Society
- Cantata Academy Chorale
- Chamber Music Society of Detroit
- Community House
- Cranbrook Art Museum
- Cranbrook House & Gardens
- Cranbrook Institute of Science
- Cranbrook Music Guild
- Cranbrook Summer Theatre School
- Creative Arts Center
- Detroit Chamber Winds & Strings
- Detroit Dance Collective
- Detroit Zoo
- Detroit Public Television
- Eisenhower Dance Ensemble
- Holocaust Memorial Center
- Huron Valley Council for the Arts
- Jewish Ensemble Theatre
- Meadow Brook Theatre
- Meadow Brook Hall
- Michigan Youth Theatre
- Motor City Brass Band
- Oakland University Art Museum
- Paint Creek Center for the Arts
- Shalom Street Museum
- St. Dunstan's Theatre
- Stagecrafters
- Troy Historic Village
- Variety FAR Therapeutic Arts
- Village Fine Arts

- Other Cultural Resources participating with Cultural Plan:
- Farmington Arts Council
 - Michigan Classical Ballet
 - Oakland County Office of Arts, Culture & Film
 - Pontiac Oakland Symphony
 - Walter P. Chrysler Museum

OAKLAND COUNTY

The strategies and tactics below support either marketing or advocacy objectives, or both. Strategies 1 & 2 are more fully described in the overall Action Plan, above.

1. REGIONAL STRATEGIES – tactics customized for Oakland County

- a) **The list of promotion networks will include a broad range of Oakland County contacts**

2. COMMUNITY STRATEGIES COORDINATED BY THE CULTURAL ALLIANCE – tactics customized for Oakland County

- a) **Organize meetings with Community Leaders**
- Kristie Zamora, Oakland County Office of Arts, Culture and Film
 - County Executive L. Brooks Patterson and the Oakland County Commissioners
 - Leaders of Public School Districts and charter school leaders
 - Oakland County Chambers of Commerce (Troy, Auburn Hills, Rochester Hills, Birmingham Bloomfield, and others) and business leaders
 - Metro Detroit Convention and Visitors Bureau, to draw their attention to organizations in this CRT
- b) **Organize social media strategies within Oakland County**, or which are used by significant numbers of people in these areas
- Check that all member organizations are appropriately listed in YELP
 - Identifying Patch and other micro-media
 - Identify blogs in the key value-add areas of Image, quality of life, education and develop a plan to submit information for coverage or have guest bloggers cover these topics
 - Recruit social media cultural volunteers to do the above work

3. LOCAL STRATEGIES SPECIFIC TO OAKLAND COUNTY

- a) **Create a monthly bulletin or promotional list of the events, exhibitions, programs and other cultural offerings in Oakland County**, for distribution in all member organizations and through other networks.
- b) **Identify programs that provide family-friendly and inter-generational cultural opportunities** and partner with neighborhood groups, mentoring service organizations, faith-based communities, and others to spread the word about them.
- c) **Post the map of all cultural organizations in Oakland County on all member organization websites**, to aid cross-marketing, and distributed by many other organizations. If funding is found, it could also be distributed as print collateral.
- d) **Post information about Oakland County cultural programs on social media networks** within Oakland County

Washtenaw and Livingston Counties Cultural Alliance Members:

- Ann Arbor Civic Theatre
- Ann Arbor Film Festival
- Ann Arbor Hands-On Museum
- Arts Alliance
- ArtTrain
- Howell Conference & Nature Center
- Kerrytown Concert House
- Michigan Youth Arts
- Performance Network Theatre
- Purple Rose Theatre Company
- The Ark
- University Musical Society (UMS)
- University of Michigan Exhibit Museum of Natural History
- University of Michigan Museum of Art (UMMA)
- University of Michigan Matthaei Botanical Gardens and Nichols Arboretum
- Ypsilanti Historical Society

All CASM members are 501c-3 not for profit organizations

Other Regional Cultural Organizations participating in CRT Planning

- (members of Arts Alliance)
- A2 Senior Center
 - Ann Arbor Art Fair, The Original-Michelle...
 - Ann Arbor Arts Center
 - Ann Arbor Convention & Visitor Bureau (*incl Film Ann Arbor*)
 - Ann Arbor District Library
 - Ann Arbor Symphony
 - BEST Project
 - City of Saline Arts & Culture Committee
 - Dexter Arts & Culture Committee
 - Encore Theatre
 - Festifools
 - Global Artists Exchange
 - Leslie Science & Nature Center
 - Masco Foundation
 - Michigan Municipal League
 - Milan Art Center
 - Stone Arch Arts & Events
 - UM Arts at Michigan
 - UM Law Student
 - UM PM+R
 - Village of Dexter
 - Weber Blaes Schoolhouse
 - Weidmayer Schneider, CPAs
 - Youth Dance Theatre
 - Ypsilanti Conv & Vis Bureau

WASHTENAW COUNTY & LIVINGSTON COUNTY

The strategies and tactics below support either marketing or advocacy objectives, or both. Strategies 1 & 2 are more fully described in the overall Action Plan, above.

1. REGIONAL STRATEGIES – tactics customized for Washtenaw/Livingston

- a) **The list of promotion networks will include a broad range of Washtenaw and Livingston County contacts**

2. COMMUNITY STRATEGIES COORDINATED BY THE CULTURAL ALLIANCE – tactics customized for Washtenaw/Livingston

- a) **Organize meetings with Community Leaders**
- County Executive and County Commissioners
 - Mayors and Councils of all population centers
 - Leaders of Public School Districts
 - Ann Arbor Chamber of Commerce and other business leaders
 - Ann Arbor Convention and Visitors Bureau
 - Funders
 - Government affairs departments in the University of Michigan, Eastern Michigan University and other higher education
- b) **Organize social media strategies within Washtenaw and Livingston Counties, or which are used by significant numbers of people in these areas**
- Check that all member organizations are appropriately listed in YELP
 - Identifying Patch and other micro-media
 - Identify blogs in the key value-add areas of Image, quality of life, education and develop a plan to submit information for coverage or have guest bloggers cover these topics
 - Recruit social media cultural volunteers to do the above work
- c) **Form a New Media User Group for Washtenaw/Livingston**
- d) **Use storytelling techniques to more effectively communicate** the impact of arts and culture upon the region, communities and individuals.

3. LOCAL STRATEGIES SPECIFIC TO WASHTENAW AND LIVINGSTON COUNTIES

- a) **Align the priorities of this CRT Action Plan with the Washtenaw County Cultural Plan**
- b) **Develop a regional arts and culture website with a calendar of events**
- c) **Meet with leaders of Pure Michigan campaign** to develop a cultural focus in this CRT partnering with Ann Arbor Convention and Visitor Bureau.
- d) **Support the Ann Arbor to Detroit (New Center) Rail Line – participate in the development of promotional plans and provide options for travelers once they reach Washtenaw County**
- e) **Distribute map of cultural institutions broadly in Washtenaw/Livingston**
- f) **Meet with major faith leaders for further engagement in arts and culture from a diversity standpoint.**

Western Wayne and Monroe Counties Cultural Alliance Members:

- Arab American National Museum
- The Henry Ford
- The Village Theatre of Cherry Hill
- Automotive Hall of Fame
- Friends of Garden City Historical Museum
- Henry Ford Estate – Fair Lane
- Plymouth Historical Museum
- Wyandotte Museums
-

All CASM members are 501c-3 not for profit organizations

WESTERN WAYNE COUNTY & MONROE COUNTY

The strategies and tactics below support either marketing or advocacy objectives, or both. Strategies 1 & 2 are more fully described in the overall Action Plan, above.

1. REGIONAL STRATEGIES – tactics customized for Western Wayne/Monroe

- a) **The list of promotion networks will include a broad range of Western Wayne and Monroe County contacts**

2. COMMUNITY STRATEGIES COORDINATED BY THE CULTURAL ALLIANCE – tactics customized for Western Wayne/Monroe

- a) **Organize meetings with Community Leaders**
- County Executive and County Commissioners
 - Mayors and Councils of all population centers
 - Leaders of Public School Districts
 - Chamber of Commerce and other business leaders
- b) **Organize social media strategies for Western Wayne and Monroe Counties, or which are used by significant numbers of people in these areas**
- Check that all member organizations are appropriately listed in YELP
 - Identifying Patch and other micro-media
 - Identify blogs in the key value-add areas of Image, quality of life, education and develop a plan to submit information for coverage or have guest bloggers cover these topics
 - Recruit social media cultural volunteers to do the above work
 - Identify social media networks within both counties

3. LOCAL STRATEGIES SPECIFIC TO WESTERN WAYNS AND MONROE COUNTIES

- a) **Recruit additional organizations to participate in this CRT, to reach out to the rest of Western Wayne for additional input and thoughts.**
- b) **Create a monthly bulletin or promotional list of the events, exhibitions, programs and other cultural offerings in Western Wayne**
- c) **Create a shared database for Western Wayne and Monroe**