

MINDPOP

RURAL TEXAS

ARTS & CULTURE NETWORK

**As we wait for others
to arrive, please
update your Zoom
name to include both
your name & your
organization.**

Collaborating with Municipalities

Speakers:

- Ann Marie Nafziger, Visual Artist & Former Mayor of Marfa
- Meg Greene, Director of Arts & Culture Network, MINDPOP



Denison, TX

Welcome

Take a moment and
consider:

What is something your
town has done that has
surprised or delighted
you?

*In your break-out room
you have 5 minutes for
everyone to share.*



Image courtesy of Visit Galveston



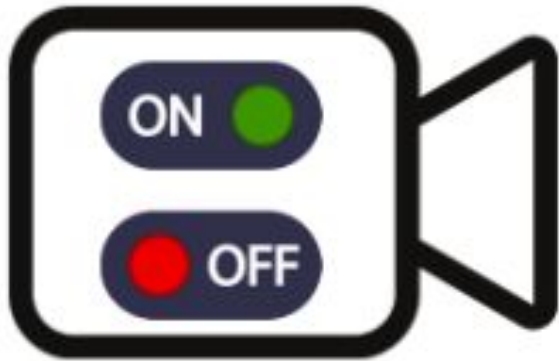
Mute, unless speaking
to the group



Express yourself
with emojis!



Enable closed captions,
if needed



Camera on/off -
your choice



Join us in
discussion



Session will be
recorded & shared



Agenda

- Welcome break-out room
- Introductions
- Municipal collaboration scale
- Presentation - with breakouts & chat engagement
- Q & A
- Announcements
- Closing

Sisters #2, Pascale Pryor

Introducing Meg + MINDPOP

MINDPOP brings the revolutionary power of the arts and creative learning to classrooms, schools and communities for the benefit of every student.

MINDPOP powers the Rural Texas Arts & Culture Network, a network dedicated to:

- Increasing visibility of rural arts and culture organizations to funders
- Connecting colleagues across the state
- Sharing resources and tools



Introducing Ann Marie



Design Build Adventure + Friends of Blackwell Park + City of Marfa Park Board
Shade Structure at City Park, Marfa 2014

Municipal Collaboration Scale

Where are you in your journey of collaborating with your county or municipality?

Enter the number of your response into the chat.

1 - I have never collaborated with my town/county

2 - I am curious, but not sure where to start

3 - I am testing the waters, currently working on a collaboration

4 - At least one collaboration under our belt, excited for more

5 - I am in constant collaboration, I feel great about my ability to connect with my city.



Naming Your Value

- What is your mission?
- How does your organization contribute to making your community a better place?
- What would the community say about what you do?
 - What would city council say?
 - Your board members?
 - Your audience members?



Spectrum, Scott Shubin

Find Common Goals

- Shift from “Why this matters to me/us” to “Why this matters to them”
- Look for a copy of your city plan (find from city secretary, website) and consider where your organization fits
- Start building relationships now
 - What does your city want and how is it in conversation with your project?
 - What is your city council passionate about? How can your work speak to that?
 - How does it benefit other city initiatives or business owners?



Baytown, TX



High Noon on the Square, Center City, Amarillo

Imagine the Possibilities

- What support would benefit your organization?
- Resources, time, space, money, relationships, etc.
- Consider reciprocity - what do you need, what can you give?

CASE STUDY



Mural Run, Center City, Amarillo

Beth Duke, Center Stage (Amarillo) - Noontime concerts on courthouse lawn on Wednesdays, County let them use the space for free. Also needed city streets cordoned off for a mural run

Steve & Karen Knight, Baytown Art League (Baytown) - City owns the building, leased it to them for \$1 month/30 years

Yvonne, Baytown Sculpture Trail (Baytown) - Needed a space to store sculptures that aren't on the sculpture trail, parks and rec had empty storage facilities to share



WISDOM FROM THE FIELD

A'ndrea McAdams,
Sundown

Attend the meetings! There is something about being present for these meetings. They will likely be skeptical at first, but smiling and just shaking hands or giving encouragement will go a long way in building relationships.

More importantly, though, I think I have learned how to get to know the officials by month-after-month observations.

You can't really get to know someone on paper. If you're in attendance, you can hear their heart better.

What do they make the first motions on? What do they start discussions on? Those matters are better felt when you're in the audience.

BREAKOUT DISCUSSION

How do you currently collaborate with your municipalities - or how are you hoping to?

Add ideas to the Google doc.



Clearly Demonstrate Need & Possible Impact

Ask yourself:

- Is there any other individual or organization in my town currently filling this need or offering a similar service?
 - If so, how might you partner with them to amplify their efforts?
 - Or, how is your proposal is unique from theirs?
 - Why is this important to your town?
 - How does it serve your community?
 - How does it improve quality of life for residents?
 - How might it bring in outside visitors or tourists?
- 

Build Your Case

- Synthesize needs and impacts into a plan
- How are you qualified to execute the plan?
 - Consider your unique qualifications, history of work, your engagement and position in the community.
- Establish credibility, trust, and confidence in your ability to execute the plan
- Make sure it's something your elected officials can do - it's specific, timed, actionable, and within their authority



Room with a View, Dave Clark

Consider Their Perspective

- Building relationships starts by understanding them and by listening
- What motivates them?
- What are their concerns?
- What are their political risks?





WISDOM FROM THE FIELD

A'ndrea McAdams,
Sundown

I have been more successful if I can find their passion first and insert my passion alongside that.

I struggled with giving my big-picture vision of a new building to the city administrator because I know how much he deals with the budget. He thinks, eats, and dreams in numbers. So when I approached him about a huge project, I recognized that his #1 question/concern would be funding. When I assured him that I wasn't asking for the city's money--only that he approve the grant applications for foundation funding--he was more willing to support me.

The "yes and" approach can get complicated when two sides just want the yes to be in their favor. But when I can approach representatives (for example, the Chamber of Commerce) with ideas that may be "out there" (like creative placemaking), I try to meet them halfway and see where their efforts and mine can overlap.

Cultivate Collaborative Relationships

- Attend city council meetings & county commissioner meetings
- Show up & collaborate with other community events
 - host a water station for a run
 - host an activity table at a town event
- Schedule meetings with your economic development person, visitors bureau, parks and recreation



CASE STUDIES



Fayette County Community Theatre, La Grange

Beth Duke, Center City (Amarillo):
Meets with every candidate for city council & new city manager meet and greet, brings a binder of materials to share

Michael Grubbs & Carol Deviney, Martindale Community Library: They invite city council to every event to help them see the impact

Heather Barthelme, Fayette County Community Theatre, (La Grange): Build relationships with other local nonprofits, so you can show up as a community to band together on shared issues/interests



CASE STUDY Baytown

Spirit Flight, Esther Benedict

Group of downtown businesses and Baytown Arts Council wanted to rejuvenate the downtown area.

City had a vested interest in making the city square look better.

City paid for a consultant to create a plan for an art and sculpture trail.

Creating Impact Goals

- How many people will you reach? (both residents and visitors)
- How will your event/program/etc. impact your town's economy?
- How does this impact your nonprofit?
 - Long term relationship building, networking
 - Establishing a track record of strong partnerships
 - Fulfill your mission
- How will community members benefit?
 - Short term and long term?



Cinco de Mayo, Denison

Ways to Measure Economic Impact

- Number of residents & visitors who engaged
 - placer AI, geofencing, registration form, sign-up sheet
- Number of paid staff
- Local sales tax generated
- For events, hotel rooms booked



Rockport Festival

Ways to Measure Economic Impact



Courtesy Visit Galveston

- Local contractors engaged (caterers, photographers, etc.)
- Number of local partner orgs involved
- Resources created (websites, workshops, or training)
- Community engagement & advertising planned
- Any committed funders

Ways to Demonstrate Community Impact

- Pair numeric data with stories
- Invite speakers from their district
- Highlight local impact
- During programming/event, take photos and video
- Video or written testimonials
- Surveys after programming/event
 - Increase return on surveys with an incentive (gift card, in kind donation from a sponsor, etc.)



SHARE IN THE CHAT

Think back to how you hope to collaborate with your municipality/county.

What data would you use to build the case for your project?

CASE STUDIES



Courtesy of Visit Texas, Denison Music on Main

Randy Ham, Odessa Arts (Odessa) - Works with restaurant and business owners to get sales data during specific arts-based events in the area

Beth Duke (Amarillo) & Jennifer Day (Rockport) - Use Geofencing during big festivals, like Placer AI, to see where people are traveling from based on their cell phone data

Presenting Your Idea

- Identify the best route to present your idea & find your advocate
 - 1:1 meeting with a council member, mayor, commissioner, economic development corporation
 - Presenting during public comment period
- Remember to be specific about your ask
- Highlight how your project is addressing a need and providing a solution in your community



Denison Arts & Jazz Fest, photo by Randy Sedlacek

Create Supporting Materials

- Write & share a detailed plan
 - Include description of project/ask
 - Detail your role
 - Possible economic & community impacts
- Create a takeaway or handout in advance
 - Have it added to the meeting packet
 - Bring extra copies for the public
- Show examples of successful projects/programs from peer communities



Hone Your Meeting Strategy

- Find out in advance how much time you have
- Lead with the strongest, most confident speakers
- Avoid repetition
 - Differentiate your messages
- Avoid jargon
 - Use approachable, inclusive language
- Follow up afterward
 - Thank them for their time and invite questions



CASE STUDIES



Donna Dow, Mainstreet & Denison Arts Council (Denison) - collaborated on a program to print local artist's work on banners hung around the city, financially sponsored by local businesses & individuals



SHARE
YOUR WISDOM
IN THE CHAT

What other advice do you have for
a successful meeting strategy?
What has worked/hasn't worked in
the past?

Implementation

Deliver on
your plan

Collect data on
impacts

*Surveys,
attendance,
testimonials,
economic impact*

Collect stories,
pictures,
artifacts of the
journey & the
project



Ongoing Communication of Progress & Impact

- Provide quarterly reports that synthesize impact to city council and other champions
 - Create a one pager that captures the story of your project and its impact
 - Community reach - share in your newsletters, at board meetings, social media
- 
- 

Show Your Gratitude

- Invite city officials to opening events or to observe ongoing programming
- Give them an honorary role or title
 - Cut the ribbon at an opening ceremony, name them as advocate of the year
- Shout them out on your social media, in newsletters, etc.



Ribbon cutting at new City of Sundown Library



WISDOM FROM THE FIELD

A'ndrea McAdams,
Sundown

I try to give everyone that joined in the journey the first applause and gratitude.

There have been many around town who have said something along the lines of "not sure how I got roped in to this..." but then they are the first names that I put into the newspaper article!

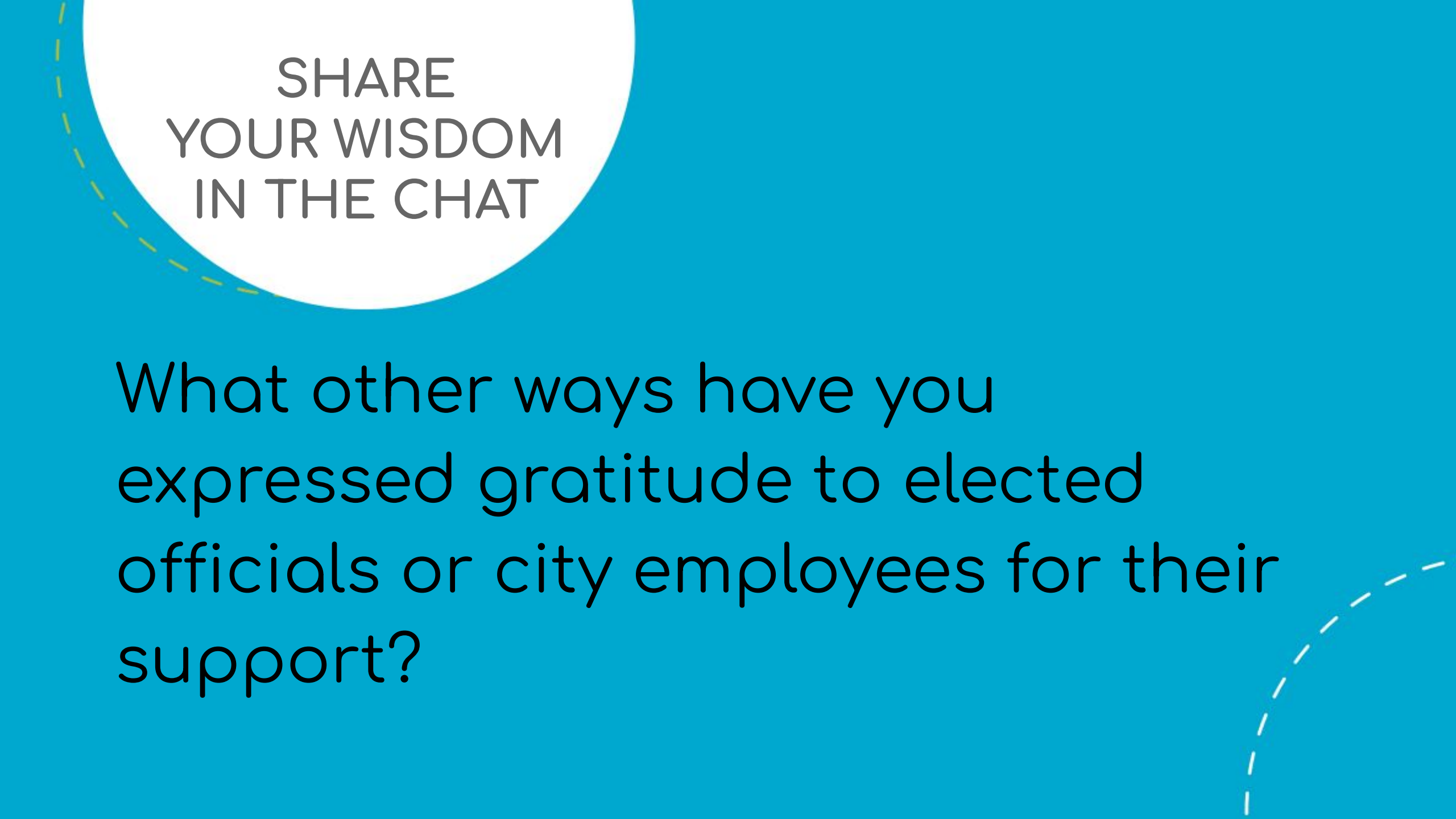
It's always about US making Sundown a better place.

CASE STUDY

Beth Duke



City employees can only accept gifts of under \$25, so her thank you strategy is baking homemade cream cheese brownies



SHARE
YOUR WISDOM
IN THE CHAT

What other ways have you expressed gratitude to elected officials or city employees for their support?



Q & A

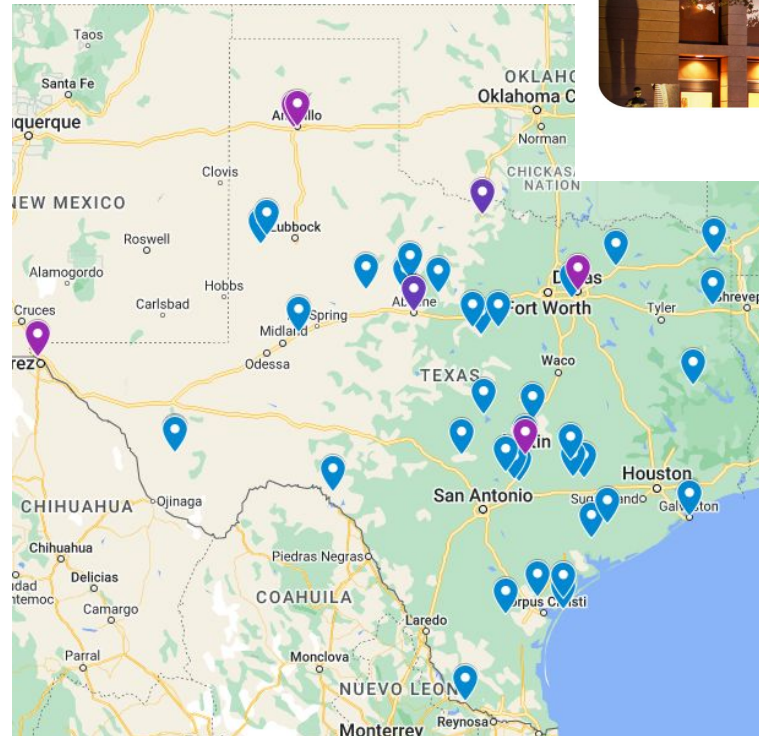
What questions do we have?



Join the Network!

- The Rural Texas Arts & Culture Network website is live!
- Public facing directory for funders with profiles of rural arts & culture organizations
- Claim your listing to add photos, mission statement & more
- Member site with resources, member directory & discussion boards
- www.texasruralarts.org

Network members
across TX



...AND MANY MORE!



*Thank you to all
of the rural arts &
culture
professionals &
advocates who
shared their
wisdom with us!*

A'ndrea McAdams of City of Sundown Library

Beth Duke of Center City of Amarillo

Carol Deviney & Michael Grubbs of Martindale
Community Library

Donna Dow of Denison Main Street

Heather Barthelme of Fayette County Community
Theatre, La Grange

Jennifer Day of Rockport Cultural Art District

Karen Knight & Steven Knight of Art League of
Baytown

Randy Ham of Odessa Arts

Yvonne Thomas of Historic Baytown's Art,
Culture, and Entertainment District Council Inc.

The logo for MINDPOP, featuring the word "MINDPOP" in a bold, white, sans-serif font. The "M" and "P" are significantly larger than the other letters, creating a stylized, blocky appearance. The text is set against a dark blue background that has a rounded corner on the left side.

MINDPOP

RURAL TEXAS
ARTS & CULTURE NETWORK

Thank you for joining us!

Closing

In the chat share: What is something you are taking with you from the workshop today?

A decorative graphic in the bottom right corner of the slide. It consists of a solid green right-angled triangle pointing towards the bottom right, and a dashed black line that runs parallel to the hypotenuse of the triangle, extending from the top right towards the bottom left.