COMMUNITY COLLABORATION PROJECT CANVAS

Goals:

Broad statements of what you want your project to accomplish. Include
Some outcomes - what you want to happen as a result of your project?

Project Description:

A "high-level" description of your project and not the logistics of the project. No more than 3-4 sentences. Include:

- What local problem are you addressing?
- What is the project? An event, campaign, process?
- What are the main elements of your project? Who is being served?
- When and where will the project happen (not how will it happen, but when and where)?

Each team must come up with only one project. It is more important to have a project than to have a good project right now. You will change your project several times as you learn more and refine it. Do not get mired in the details at this point of the process.

Success Looks Like:

SMART Goals are: Specific
Measurable,
Achievable
Realistic
Timely

Include: attendance, materials distributed, change in behavior)

Describe success: what does it look like, feel like, smell like, sound like, taste like?

Audience:

Who are the main groups of people you will engage with this project?

Where do they live, what are their ages, education levels, affiliations, hobbies.

Be as specific as possible

Partners:

Who are the potential partners and collaborators on this project? How many sectors can you include?

Who can you envision working with?

Are there organizations with related goals or projects that can be engaged?

Marketing Goal:

Two types of Success Metrics:
1. SMART: Specific, Measureable, Achievable, Realiastic, Time-based
2. Emotive Criteria: Look, Feel, Smell Sound, Taste

Marketing Strategy:

Marketing is about building relationships and connecting people and organizations to a benefit they want and need.
- How can you build relatioships and engage your ideal participants/target audience in your project?
- How to build support and interest?
- How can you utilize and partner with existing organizations/individuals who already have the attention of your target audience?
- Providing context for existing popular blogs, Facebook pages, papers, newsletters, etc.
- You don't have to have your own blog to use blogs as part of your strategy.
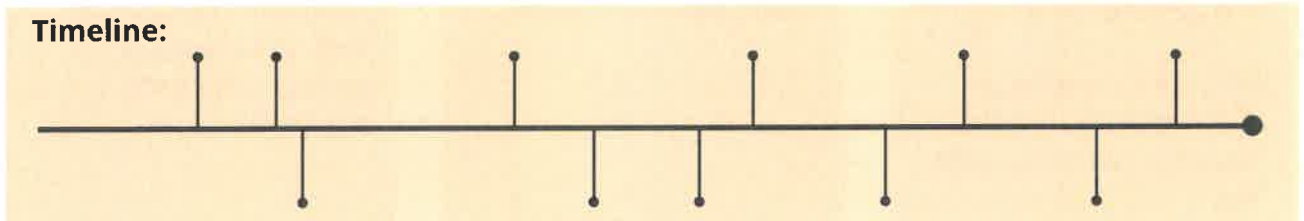
Staffing Plan:

Budget Narrative:

Timeline:

SAMPLE PROJECT CANVAS

Goals:

- Build the reputation of our town as a great arts and creative community.
- Increase foot traffic and sales in downtown and encourage tourists to stay longer.
- Build our creative economy by paying local talent and helping them sell their work.
- Increase awareness of arts organizations and increase ticket sales for their events.
- Residents come downtown without needing a festival to draw them – they know that going downtown will be a great experience that will be worth their time.

Project Description:

- Summer entertainment program - Performances will occur on street corners and plazas in downtown for 6 Saturdays in the summer.
- 5 simultaneous performance locations will be programmed for 2 time blocks 12:30pm – 4:30 and 4:30-8:30pm.
- Local acts will include musicians and bands, dancer, actors, comedy troupes, jugglers, magicians, painters, weavers, potters, jewelry makers and more. Performers will be paid and will audition for this opportunity.
- Ad sales from a downtown business and arts coupon book will help support the program.
- Youth ambassadors will help run the program.

Success Looks Like:

- 200 people stop and watch and talk with local artists every Saturday
- All ages and demographics participate
- Artists sell more work, gain students, sell pieces, CDs, tickets, book gigs
- EMOTIVE: People smile, dance, learn and gain civic pride

Audience:

- The target market includes tourists and residents of all ages and demographics.
- Free performances provide arts access to minority and under-served populations
- Performances are family friendly and are designed to target different audiences based on each performance location.

Partners:

City Government

Chamber of Commerce

Arts Council

Tourism Board

Downtown businesses

Community Foundation