



IDEAS COLLABORATIVE

GOAL: The goal of the IDEAS Collaborative (Initiative to Develop and Engage Audiences in Syracuse) is to strengthen arts, culture, and heritage organizations and the creative sector in Onondaga County through engagement strategies that will increase participation, identify new audience market segments, and uncover opportunities for cooperative activity and resource sharing.

VISION: The IDEAS theory of change is grounded in the belief that arts and culture are not separate from the community's overall health but an integral part of it - a vibrant arts and cultural sector is not a community luxury, but a necessity. Current transactional relationships between funders and the arts and between the arts organizations and their audiences need to be redefined and developed into relationships that speak to true partnerships defined by a universally shared value statement - - that a vital community is engaged in all levels of creative engagement, from making to participating and supporting, and this engagement positively ensures growth in quality of life, economic opportunity, education, tourism and civic life.

IDEAS COLLABORATIVE LOGIC MODEL

Resources	Activities	Outputs	Outcomes	Impact
<p>DSP/Surale Phillips</p> <p>Funder (6) support, advocacy, project management</p> <p>IDEAS organizations (43) and their audience data</p> <p>Cultural Resources Council</p> <p>Syracuse Convention and Visitors Bureau</p> <p>Data: CDP, MOSAIC, census, etc.</p> <p>Outside consultants or experts</p>	<p>Geodemographic, market, overlap and consumer demand analyses of current households and potential audience.</p> <p>Community conversations, public forums, surveys to determine drivers of participation and test solutions for removing barriers.</p> <p>Marketing workshops, peer learning and conference opportunities for IDEAS organizations.</p> <p>Technical assistance for IDEAS organizations to understand data and develop strategies.</p>	<p>Analyses finds strong market penetration, high community interest, need for targeted strategies, weak information accessibility, price and scheduling issues and gaps between demand and supply.</p> <p>Community engagement report identifies a need for an overall community cultural brand, intensive and joint marketing programs with diverse approaches (website, discounts, coordinated scheduling and interactive programming etc.)</p> <p>IDEAS organizations receive individual reports and implement, with technical assistance from DSP and funding where needed, new or improved strategies towards audience growth, community engagement and collaboration.</p> <p>Report calls for a re-energized Cultural Resources Council to become a stronger, more engaged arts council.</p> <p>Expert from another community who has successfully implemented audience development solutions speaks to local officials. (April 2011)</p> <p>Report calls for community infrastructure and policy changes (i.e. place making, parking, lighting, etc.).</p>	<p>Funding partners embrace recommendations; identify budget and fundraising goal of \$1.158 million for full extent of project (May 2010-Dec. 2013). 60% of the funds are raised or pledged by end of 2011.</p> <p>Attendance in the aggregate increases by 5% by end of 2013. Donor numbers and dollars grow by 5% by end of 2013.</p> <p>Joint promotional efforts and information sharing takes place– discounts, collaborations between organizations, restaurants, etc. (2012)</p> <p>Broad-based marketing campaign is implemented, including a comprehensive web-based application, new/ traditional media. (2012)</p> <p>Traditionally underserved populations/weak markets more involved through patronage, board service and/or volunteerism. (by end of 2013)</p> <p>IDEAS Implementation Fund established and distributes grants to CRC and individual organizations (October 2011 – December 2013).</p> <p>By end of 2012 audience development core support has been provided to 20 organizations (\$100,000); a further 10 organizations have collaborated with other IDEAS groups, arts organizations, non-arts agencies, etc. (\$150,000).</p> <p>Organizations develop a learning community through</p> <ul style="list-style-type: none"> • Workshops and webinars to explore new methodologies, (2011-2013) • Attendance at 2011 National Arts Marketing conference; learnings shared with all IDEAS participants (Nov and Dec 2011). • Presentations at 2012 NAMP, Americans for the Arts and/or Grantmakers in the Arts conferences. <p>The CRC builds capacity and becomes more sustainable as result of work with Diane Mataraza, nationally known consultant. (October 2011-October 2012).</p> <p>As capacity grows, CRC takes over project management of IDEAS (2012)</p> <p>CRC, CVB and funders gather an additional \$300,000 in funding through pursuit of local, regional, state and national grants. (by end of 2013)</p> <p>The funding partners, CRC and IDEAS organizations advocate for the city/county to improve infrastructure– signage, walkability, lighting. (by end of 2013).</p>	<p>Organizations are seen as part of a larger arts ecosystem and their continued vitality becomes essential to economic and community development.</p> <p>Area becomes cultural tourism draw.</p> <p>Audience growth releases pressure on organizational budgets, allowing for planning, more experimentation.</p> <p>Increased engagement with the community results in stronger relationships, more vocal supporters.</p> <p>With less worry about rescue funding, foundations and corporations support more experimentation, growth opportunities.</p> <p>A strong arts council acts as a unified voice and advocate.</p> <p>Civic leaders commit increased dollars.</p> <p>The CRC and CVB partnership becomes a model in cooperative efforts to promote arts and culture as part of a larger community and regional benefit.</p> <p>Arts and culture economic impact established and their role as part of a creative economy enhanced.</p> <p>Greater use and comfort level with downtown increases vitality of area.</p> <p>A more attractive arts-based community means more companies, employees and increased tax base.</p>