

WAUNAKEE CREATIVE ECONOMY INITIATIVE 2.0

Presented by Jaron Bernstein and Sarah Bluvas
Waunakee Village Board Meeting | May 7, 2018



BOLZ CENTER *for*
ARTS ADMINISTRATION

Project Scope | “Research, Design, and Propose”



Phase 1

October – December
2017

Discovery &
Benchmarking



Phase 2

January – March
2018

Community Scan



Phase 3

March – April
2018

Strategy &
Recommendations

Phase I | Getting to Know Waunakee

Waunakee's Top Assets



Waunakee Community School District

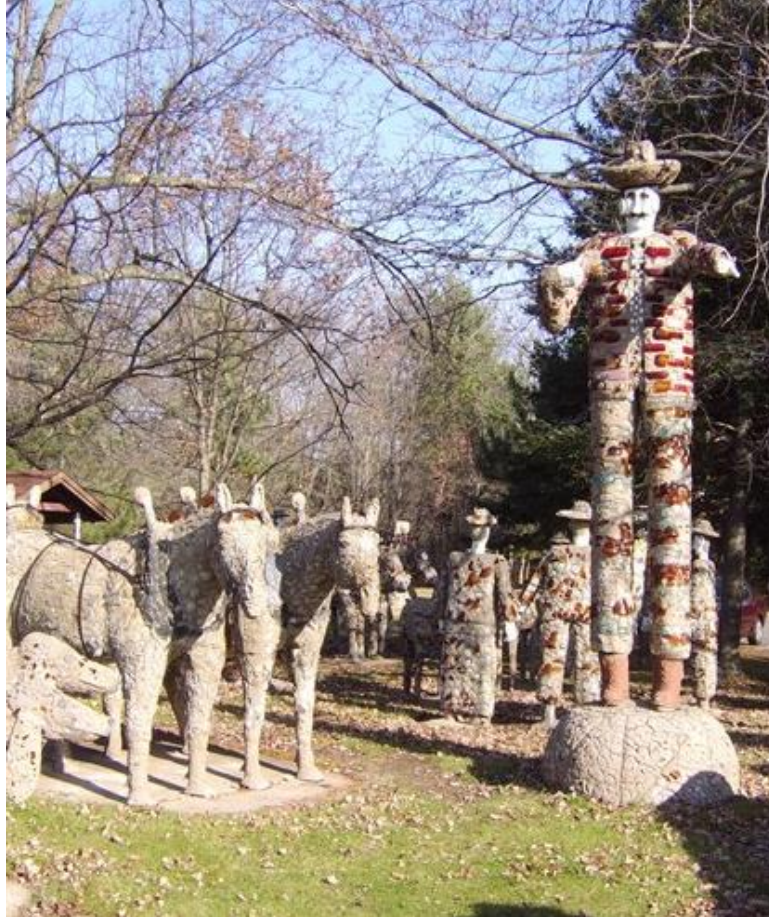


Waunakee's Creative Economy



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Phase 1 | Research Overview | Where we looked



Other Communities in Wisconsin

Stoughton
Spring Green
Cedarburg
Driftless Region (Viroqua)
Beloit
Eau Claire
Waukesha
Phillips
Wausau
Appleton
The Wormfarm Institute (Reedsburg)
The John Michael Kohler Arts Center (Sheboygan)
River Arts Inc. (Sauk-Prairie)

Regional and National Research

Galena, IL
Stillwater, MN
Bloomington, MN
Fergus Falls, MN
Fargo, ND
Des Moines, IA
Iowa City, IA
Bloomington, IN
Traverse City, MI
Winston-Salem, NC
Chattanooga, TN
Wichita, KS
Boise, ID

Phase 1 | Research Overview | High-Level Findings



Viroqua



Sauk-Prairie



Stoughton



Wausau



Appleton



Waunakee



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Phase 2 | Community Scan | Key Themes

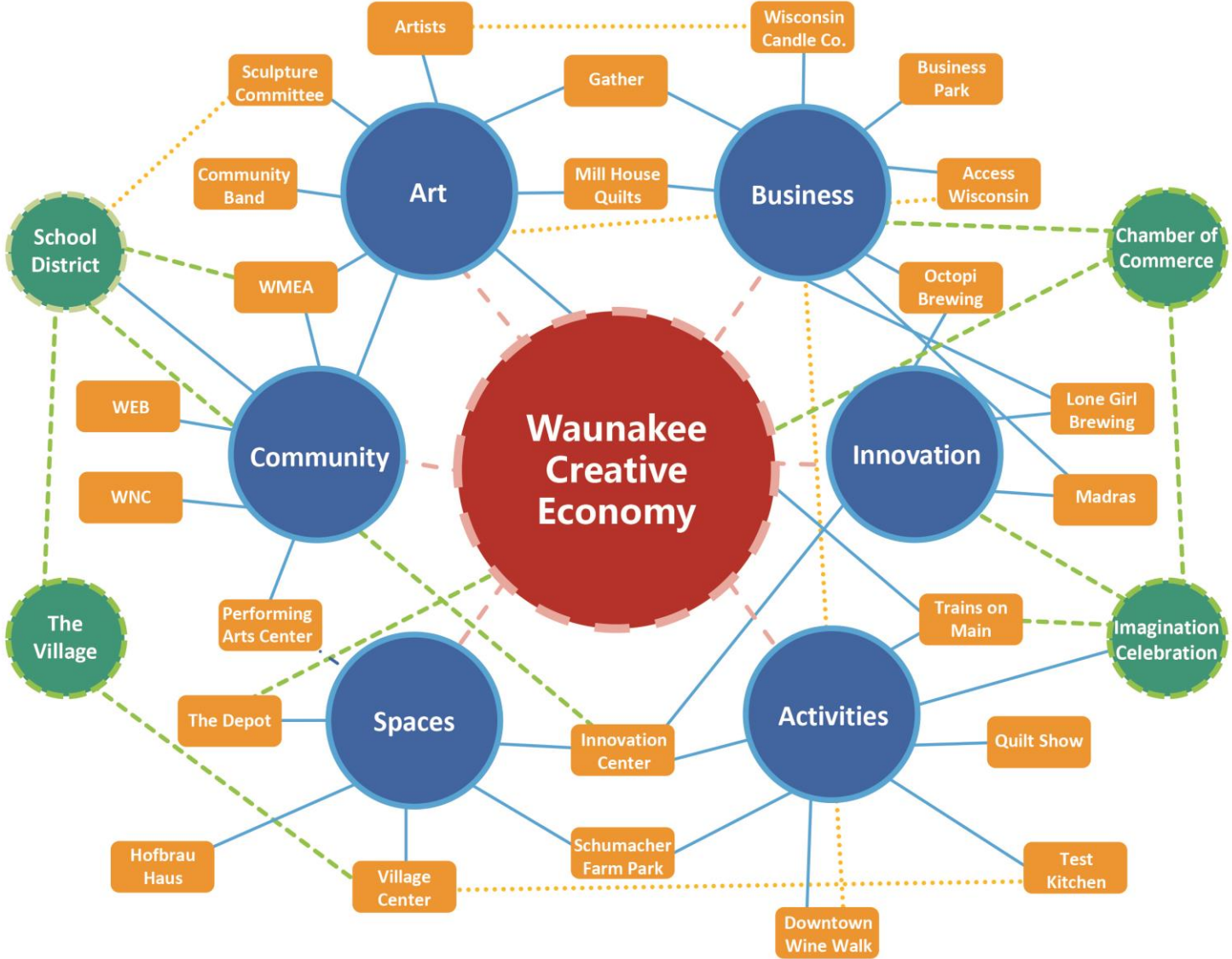
There are already a LOT of creative activities happening in Waunakee.

What makes Waunakee *unique*?

Creative activities lack coordination among each other.

Creative activities need marketing/advertising support.

Phase 2 | Community Scan | Mapping the Stakeholders



Getting to a New Organization | A Roadmap

A new organization:
1 – 3 years

Today



Overview of the Action Plan | 2018-2019 Strategies & Actions

When should each of these strategies begin?

MAY 2018

SEPTEMBER 2018

JANUARY 2019

Establish a position to lead Creative Economy efforts

Form partnerships with key stakeholders groups

Identify and secure funding for sustainable growth

Build upon/create opportunities for community participation

Enhance capacity for marketing/communication

Overview of the Action Plan | 2018-2019 Strategies & Actions

When should each of these strategies begin?

MAY 2018

SEPTEMBER 2018

JANUARY 2019

Form partnerships with key stakeholders groups

Groups Met With

WCSD Administration
Waunakee Community Band
Friends of Waunakee Performing Arts
Waunakee Chamber of Commerce
Waunakee Ecumenical Board
Waunakee Neighborhood Connection
Waunakee Community Foundation
Town of Westport

Upcoming Meetings

WCSD School Board
Rotary Club
Village Department Heads

Conclusion

Final Deliverables

- Strategy and 12-18 month Action Plan
- Mission Statement
- Job Description
- Draft Budget
- Additional Resources for Partnership Meetings and Funding Requests
- Previous Reports and Research Documents



Questions?

