All-In Gathering for the Creative Network

Sponsored by THE CORNERSTONE CREATIVE COMMUNITY (3CVT)

Wednesday, April 17, 2019, 6 - 9 pm
The Engine Room, White River Junction

Welcome ALL in the Vermont Creative Network!
This Gathering aims to align and discover a marketing and branding strategy to serve
the growth of the Creative Economy Sector of the individual communities of Vermont,
the Creative Network, and the State.

6:00 pm - Meet & Greet, Eat & Drink (Cash Bar)

7:00 - Presentation Topic 2019: The Marketing & Branding Opportunity

- Welcome from Peter Gregory, TRORC Executive Director
- Update from Anni Mackay, 3CVT founding committee lead, on TRORC’s completion of the East
  Central Vermont 40 town, regional outreach to grassroots arts leaders, artists & businesses.
- Update from Jody Fried, committee lead for the Northeast Kingdom (NEK) and his presentation
  on the recently completed NEK’s Creative Economy Impact Study
- Update from Morganna Becker at NEFA, the Creative Ground Network, and the Vermont brand.

7:30 - 8:30 Panel Discussion: The Opportunity for Vermont’s Creative Economy

- Moderated by Anni Mackay
- Michael Kane & Associates, Consultants on the VT Creative Economy Impact Studies
- The Vermont Arts Council - Amy Cunningham
- Vermont State Curators Group - Andrea Rosen
  2020 Vision: Seeing the World Through Technology State-wide Project
- Vermont Department of Tourism and Marketing - Wendy Knight

8:30 - 9:00 Final Questions, Next Steps, and Wrap-Up

Notes:
Cornerstone Creative Community (3CVT) is a committee of working volunteers convened by Two Rivers-Ottauquechee Regional Commission and the Vermont Arts Council (Vermont Creative Network).

So far, 3CVT has:
- Established a steering committee of volunteers meeting regularly to plan concrete action steps
- Toured the East-Central Vermont (ECV) Region holding 5 Mashup networking events in Barnard, White River Junction, Springfield, Randolph, and Bradford
- Highlighted 20+ local artists through presentations at Mashups
- Secured a USDA grant to fund a regional web portal for the creative economy in the ECV region

Mission Statement: To boost the economic prosperity and interdisciplinary connections for the creative sector in the East Central Vermont Region.

To Learn More About 3CVT:
- Like Us on Facebook: Cornerstone Creative Community
- Visit www.ecvedd.org/3cvt

CORNERSTONE CREATIVE COMMUNITY of VERMONT COMMITTEE MEMBERS
Tom Ayres  Arts Administrator (Retired), Randolph Economic Dev. Council
Seth Butler  Photojournalist & Documentary Photographer
Kimberly Gilbert  3CVT Zone Agent, Regional Planner, TRORC
Paige Greenfield  Planner, TRORC
Nicholas Kekic  Artist, Tsuga Studios
Anni Mackay  Owner & Director, BigTown Gallery
Tracy Penfield  Artistic Director & Founder, SafeArt
Otto Pierce  Founder & Executive Director, The Sable Project
Bud Venturini  Communications, BigTown Gallery
Chris Wood  Director, Building A Local Economy (BALE)

Thank you to our partners