2 zones have done impact studies: find common ground, and planning next steps for goals
- needs to be grassroots

3CVT: creative network zone with (2 RPC: TRORC and SWRPC, Springfield DC and GMEDC)
- same as economic development district

Zones both have
- NH populations contributing
- Hubs spread geographically across zones

Fluctuation in creative economy because they are underpaid
- Need a shift from seeing arts as philanthropic to an economic engine
- What can we set up to evaluate hubs, see how they are doing, help them grow more stable?

NEK:
- Katherine: collaborative is convener of NEK to identify priorities, bring resources together
- Economic development in creative, recreation, food sectors
- Moving plans from creative economy study forward in 2019
- REAP zone: high need by USDA
- Visitors also can be future workforce: how to get people coming into stay
- Build capacity at the individual business website so they can market their products
  - consultant helps show people/make upgrades to their digital profile
- Northern Forest Center (Concord, NH) looks at economic+ issues related to northern forest
  - rural communities not being able to communicate
  - ACCD used to give $ to market region (early 2000s)
  - NCIC + Joe Schwartz
- New NEK campaign/identity coming for proof of concept
  - how does it sustain itself after funding goes away, campaign finishes? Merchandise?
    - also NBRC $ recruitment and retention marketing
- At the end, there will be a statewide strategic plan for the creative economy
  - USDA opportunity grant for 30,000
  - anticipate launching in June

VT state curators’ group (3 yrs)
• multi-institutional project
• 2020 vision for the future
• reflection of Vermont outward
• huge body of work can act as assets with marketing approach (images)

VT Vacation and Think VT
• Too generic a presentation of VT’s creative economy
• Must craft an internal message about CE before putting together tourism piece
  o Advocacy, target audience, concise messaging
  o CE talking points, common understanding, then give these pieces to their websites

Messaging going forward:
• use this opportunity to show people that this work matters, and is worth investing
• after that, then you can get maps together/branding
• position ourselves to be ready to act for when the report drops in 12 months
• involve the tourism department- get a staff member to join our team (Nate Formalari)

For every $1 invested into conservation you get $9 of economic development
• What is the CE equivalent?

Results based accountability: farm to plate movement?
  o Used Hilary at Marlboro college last time as trainer
    • get all the info from our zones up front: metrics and measurement
    • (program indicators rather than population level indicators: small specific ones)
      • they do all their prep work before the meeting
  o bring in facilitator/marketing planning expertise
    • have clarity on change we want to make, then going to RBA about clarity on how we know if we’ve done it
    • go to marketing/branding first before RBA (go to Jay Peak people from NEK)
      • ask Michael Kane what he thinks, Ben Doyle might give extension for USDA