The Discover MONADNOCK Project Checklist

GETTING STARTED

At the beginning it will feel like a lot of talking and not a lot of doing is happening. To get regional buy-in, it is important to listen to all of the Stakeholders, and not act impulsively. Also, it is important to make sure there are not isolated "chimneys" of activity in the community toward the same purpose. Collaboration is key to this project!

- ❏ Collect Data
    - ❏ Americans for the Arts Economic Prosperity Calculator
    - ❏ Tourism sector baseline data (ours is measured by rooms & meals taxes - major chains also often have great data about their markets)
    - ❏ Retailer income data for select arts event or festival weekends (from the downtown group)

- ❏ Meet individually with key partners and identify the people who are network hubs
    - ❏ Chamber(s) of Commerce - local
    - ❏ Travel Council(s) - local and state
    - ❏ Restaurant Association - local
    - ❏ Lodging Association - local
    - ❏ Downtown Association - local
    - ❏ Media - local and state
    - ❏ Key players in the Arts, Tourism, and retail industries
    - ❏ Arts Council - local and state
    - ❏ Economic Development organizations - local and regional

- ❏ Host Community Conversation(s)
    - ❏ Send PERSONAL invitations to key players (include marketing experts)
    - ❏ Promote the event via social media, local press, newsletters, partners' newsletters, etc.
    - ❏ Create an agenda that addresses needs assessment AND developing solutions, including:
        - ❏ Collaborations / Packages
        - ❏ Joint Marketing
        - ❏ Regional Branding / Messaging
    - ❏ Identify attendees who want to be volunteers, resources, leaders, connectors, funders, communication hubs
    - ❏ Recruit a dedicated committee
    - ❏ Report to the greater community about the outcome of the meeting

The Discover MONADNOCK Project Checklist, part 2

EXECUTING A WEB PRESENCE

This process should engage the committee, the attendees of the Community Conversation, and the greater community. Provide clear and consistent communication, and opportunities to get involved.

- ❏ Develop Brand
    - ❏ Engage a marketing expert
    - ❏ Collect a community "brain trust"
    - ❏ Determine regional assets
    - ❏ Specify with a Brand Statement
    - ❏ Develop image / brand
- ❏ Determine resources / needs
    - ❏ Project manager
    - ❏ Website developer
    - ❏ Information collection & management system
    - ❏ Imagery
    - ❏ Content contributors (unique content is important)
    - ❏ Funding
- ❏ Develop start-up budget and secure start-up funding, if necessary
- ❏ Develop content policy (who is included, what info is important, what is a "conversion")
- ❏ Start building!
- ❏ Give community / stakeholders opportunities to give feedback
    - ❏ individual meetings
    - ❏ soft launch parties to present the "almost ready" site
    - ❏ invite new partners to contribute ideas
- ❏ Launch the site publically
- ❏ Tackle social media
    - ❏ designate administrators
    - ❏ decide on strategy - where are you driving traffic?
    - ❏ develop content policy
- ❏ Develop sustainability model
    - ❏ Evaluate results of web presence (visits, impact on reservations, ticket sales, etc.)
    - ❏ Decide on business / funding model (sponsors, membership, advertising, commissions, etc)
- ❏ Keep it going
    - ❏ keep track of turnover at participating organizations - educate the newbies
    - ❏ maintain awareness in the community about the project - keep talking about it