



CCX : Awakening History - Creating and Innovating in a Rural Mill Town
 West Claremont Center for Music and the Arts - Claremont, NH

*The Grassroots Guide To:
 Giving Your Community Awesome Cultural Programs
 They Never Knew They Always Wanted*

Vision - Dream big

- *Identify potential partners and planners* - when you have great people around you, and strong partners, there's very little you can't accomplish given adequate time. Be positive they are people that can follow through on action items.
 - This includes picking out inspiring musicians, artists, and other skilled professionals. This is where our events took shape.
- *Assemble your primary team/committee* - try to include representatives from major collaborators, In our case that was: City support (assistance in planning, legal, finance, and Parks and rec, plus police/fire, and City works), Chamber representation, WCCMA representation, media, and active volunteers and businesses.
- *Create a schedule of potential events* - make sure you have people on board with the skills and enthusiasm that will follow through (most important thing!) It's best to know what pieces you have to work with while you are brainstorming.
 - Plan events in community spaces people are already comfortable using, and with existing community groups.
 - Incorporate elements the community cares about, Ex: community history, children, cars, outdoor festivals/activities.
 - Plan awesome, exciting things the audience are unfamiliar with, and package them with something they already like or are intrigued by.

Resources - Create your achievable plan based on the tools available:

- *Outline your goals and desired outcomes*
- *Break out the SWOT, SMART, and other handy strategic planning tools*
- *Create a clear plan* with tasks, deadlines, and assignments. Follow up on them and update them constantly.

- *Make a list of funders.* Write up a plan that can be presented to sponsors; ask them to come on board. Focus on those with strong community ties (founded or headquartered in your community)

Leadership - Implement, manage the people:

- *Establish what the roles are,* who is lead planner on the orchestra project, and make sure they are held accountable and that no one is working around that person.
- *Have a backup plan* and extra time built in for everything, what if someone forgot to file for a permit? What if it takes 3 months to get that large donor check?
- *Use your resources constantly,* if you have legal counsel use them (because there will be many contracts!)
- *Have more volunteers than you need* - volunteers are like socks in the wash, you tend to end up with 1 when you need 2.
- *Manage your talent wisely.* If possible, engage artists you know, and that aren't high maintenance. If you know they are reliable and easy to work with your life will be much easier. Someone will get lost and call you while you are loading another musician in, or dealing with a crisis. The more trusted hands to have to help you, the more smoothly it will go.
- *Prepare your family.* If they aren't going to be volunteers, they may not see you for quite some time.

Inspiration - Present it!

- *Over prepare, and be flexible.* The devil is in the details, but you will need to prioritize and let some things slide.
- *Thank people often.* You can't do it without the entire team. No matter how vital you are, you still can't do it without them.
- *Stay on your toes,* enjoy what you can, take a lot of photos/videos/recordings

Then... Continue to participate in NEFA and state arts council programs; that's what helps us continue growing in sometimes unexpected ways!

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