



Five Seasons: Catalyst for Community Creativity

MSA's Five Seasons is an original, community-wide arts project that weaves music, poetry, performance, theater art and history into a celebration of Saxtons River and its environs in Southern Vermont.

Project Idea

- The creative spark behind every project is unique, whether it is an idea born from a needs assessment or an opportunity that presents itself. The key is to capture the spark among your leadership, organization and constituents; own it; and then build it into something that enhances the work of your organization.

Assessment

- Is this the right time for the spark to take hold?
- What are identified needs in your organization or in your community?
- What is something unique or special about your organization? Is that something you can build a project around?

Identify Goals and Internal Resources

- Why are you undertaking a project?
- How will this project fit in with other endeavors your organization is doing or has identified as a need?
- Do you have a project leadership team that can realistically undertake the project? It is not enough to think a project is a good idea without a committed individual or team behind it.
- If fundraising is required, do you have a history of successful fundraising? Do you have individuals on your board or within your organization who know fundraising? Do you have existing major donors? Do you have relationships with foundations? Do you have relationships with local and state government that may help with government grants?
- Create a budget that accounts for everything and is flexible.

Identify Local Talent and Community Partners

- Who has special expertise to contribute towards the project?
- Are there community partners that offer a different perspective or unique contribution?

Be Open to Unexpected Changes and Opportunities

- Bringing in new partners can lead to new ideas, connections, and opportunities. Be open to adding to the project, taking it in different directions, and emphasizing different aspects of the project. It is important to keep the original goals in mind with any new possibilities.

Let Art Inspire New Art - Looking Beyond Your Project

- When working on and presenting your project, talk about how art inspires new art. Talk to other artists in your community about the project. Does this inspire them? What can you do to help facilitate new works that were inspired by the original piece?