



# **iQuilt Partnership**

## **The iQuilt Plan**

### **Bushnell Park North iQuilt Patch To Do List**

The iQuilt Plan is an urban design plan for downtown Hartford. The iQuilt Plan helps to connect the exceptional assets of downtown Hartford: museums, performance spaces, historic landmarks, modern architecture, and public art.

#### **Assess Assets**

- Identify and survey assets
- Research any historical significance
- Identify partners (non-profit, for-profit, cultural organizations, associations etc)
- Document what else is happening to identify possible linkages to the project

#### **Seek Public Input**

- Public forums (provide food)
- Stakeholder group meetings
- Individual meetings with key individuals (those in favor and opposed)
- Document every meeting and public forum (who attended and what was presented)
- Advocate for excellence
- Bring national experts in to learn what works and does not work
- Think out of the box

#### **Develop the Story**

- Write the story of your project. Document the process
- Create pictures so people can see the key concepts
- Tell the story

#### **Organize Your Supporters**

- Work with your Mayor, Council, State Representatives and Federal elected officials
- Organize your Board members to solicit support
- Consider a larger “Board of Corporators” that can help spread the word and assist if there are obstacles
- Work with other organizations and community partners that share the vision
- Meet with media (print, social and TV) to share with them the project

#### **Celebrate and Communicate**

- Celebrate announcements, groundbreakings, and completed projects. Never pass up an opportunity to showcase progress.
- Continue to communicate publically, in small meetings and to key stakeholders. Even if you have 100% support, continue to communicate and disseminate information.
- Advocate and promote your key tenants of your project all the time. Repeat. Repeat. Repeat.
- Annual celebration that highlights your key tenants and what will be. Help people see and feel the end result.