

**WAUNAKEE ECONOMIC DEVELOPMENT COMMISSION (WEDC) SUMMARY SHEET****MEETING DATE:** 11/12/2012**ITEM:****PRESENTER:** Todd Schmidt, Village Administrator**TITLE:** Update and Action on Creative Economy Initiative: Administration Proposal form Arts Wisconsin**PREVIOUS ACTION:** None

**ISSUE SUMMARY:** WCME provided substantial support this past year with the initiative, however they cannot commit for the coming year. Arts Wisconsin is interested in working directly with the Village. From my support, this administrative assistance is crucial to keeping steam behind the process. I'd love to spend all my time on it, but you expect other things from me as well. Arts Wisconsin is an organization that has statewide recognition, and strongly believes in the concept of creative economy and what it can do to strengthen local communities. I would seek EDC support for this agreement and desire a recommendation to the Village Board.

**BUDGET IMPACT:** The Village's 2013 budget proposal includes \$67,500 for Economic Development purposes. In preparing the proposal, staff anticipated \$10,000 for administrative support relating to the Creative Economy Initiative. The EDC approved the overall budget of \$67,500 at a prior meeting, however requested that specific uses be brought back for review and approval.

**BOARD, COMMISSION, OR COMMITTEE RECOMMENDATION:** None

**STAFF RECOMMENDATION:** To recommend that the Village Board authorize the Village Administrator to execute an agreement with Arts Wisconsin to provide administrative support related to the Creative Economy Initiative; and, to recommend that the Village Board approve the allocation of \$10,000 from the 2013 Economic Development budget for such purpose.

**RECOMMENDED MOTION:** Move to recommend that the Village Board authorize the Village Administrator to execute an agreement with Arts Wisconsin to provide administrative support related

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### **Village Board Agenda Item Report**

to the Creative Economy Initiative; and, to recommend that the Village Board approve the allocation of \$10,000 from the 2013 Economic Development budget for such purpose.

**ATTACHMENT(S):** Proposal from Arts Wisconsin; Background Information on Arts Wisconsin

**FOR MORE INFORMATION CONTACT:**

**DRAFT SCOPE OF SERVICES  
ARTS WISCONSIN AND THE VILLAGE OF WAUNAKEE  
November 7, 2012**

**Objective**

To provide advisory services and leadership, project management, and administrative support to and for the Village of Waunakee's *Creative Economy Initiative*.

**Scope of Services****Advisory Services and Leadership**

- Assist Waunakee Village Administrator and Creative Economy Steering Committee in defining Waunakee's image and "deliverables" as an artistic, creative designation community
- Contribute to the development and implementation of the *Creative Economy Initiative* strategic plan
- Identify and pursue opportunities to advance the creative economy in Waunakee
- Provide creative economy expertise and networking capabilities
- Supervise a team of interns in administrative and development work
- Document processes and best practices of pilot project
- Promote the Village of Waunakee as a model for the creative economy

**Project Management**

- Lead special projects and research efforts including but not limited to:
  - Site visits
  - Guest Speakers, conferences and meetings
  - "Wall Dogs" project development
  - Downtown public art plan and implementation
  - Creative economy research and reporting
- Assist the Village Administrator, steering committee, and civic officials in the development and implementation of a refined and focused approach to advancing the Creative Economy Initiative
- Develop and implement project focused approach plan
- Aid in the creation and implementation of initiative evaluation with measureable outcomes

**Administration**

- Serve as primary administrative contact for Creative Economy Initiative
- Plan, schedule, and facilitate meetings of the Creative Economy Initiative work groups
- Coordinate communications including website, blog, and social media maintenance
- Develop and maintain Creativity Directory
- Assist with grant writing
- Oversee event planning for the Imagination Celebration or TBD cultural event

**Terms and Conditions of Services****Contract Period**

- Contract effective date is January 15, 2013.
- The contract period ends October 15, 2013.

**Work Hours and Place**

- The consultant will primarily work from a remote location not to exceed 15 hours per week.
- The consultant will be available for on-site consultations and meetings as needed between the hours of 8:00am and 5:00pm Monday through Friday. These meetings are included in the 15 hour work week.
- Work space and meeting facilities will be made available to consultant by the Village of Waunakee.
- The Village of Waunakee will provide remote access to network if necessary.

**Compensation**

- Payment for services will be \$10,000 paid to Arts Wisconsin in 10 monthly installments of \$1,000 each for the duration of the contract period. Invoices will be submitted at the request of the Village of Waunakee.

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- The Village of Waunakee will reimburse any expenses incurred by consultant with prior approval from the Village Administrator.
- Arts Wisconsin will be included as a supporting organization of Waunakee's *Creative Economy Initiative* in promotional, educational, and marketing documents and engagements.

### Contract and Project Evaluation

- Arts Wisconsin and the Village of Waunakee will evaluate the contract after six-months and at the end of the contract period to determine outcomes and effectiveness.
- Consulting services are part of a pilot project. As such, the scope of services is subject to change based on program evaluation.

Signed by:

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Anne Katz, Arts Wisconsin Executive Director  
Date: \_\_\_\_\_

\_\_\_\_\_  
Todd Schmidt, Waunakee Village Administrator  
Date: \_\_\_\_\_