

INTER-AGENCY ARTS COLLABORATION IN MAQUOKETA

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ISSUE STATEMENT

Over the past several years, the Maquoketa area has experienced growth in the arts through developments like Maquoketa Art Experience (MAE) and others, in addition to new local artists moving to the area. Currently, Maquoketa looks to take the next steps towards elevating arts and culture and advancing the community as a creative hub. The key to this success is enhanced collaboration and partnership between MAE, other arts organizations, and the local arts community. This project seeks to evaluate and recommend collaborative opportunities for arts in Maquoketa.

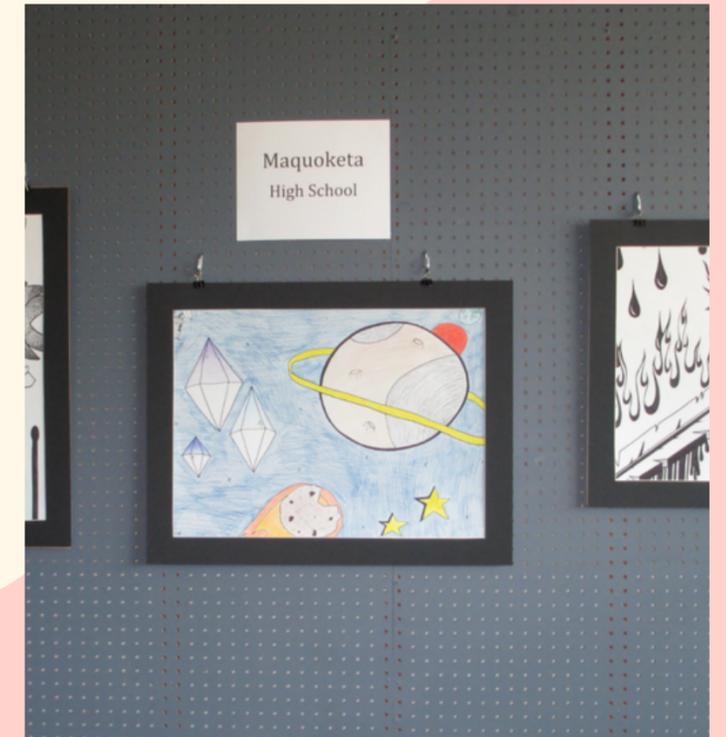
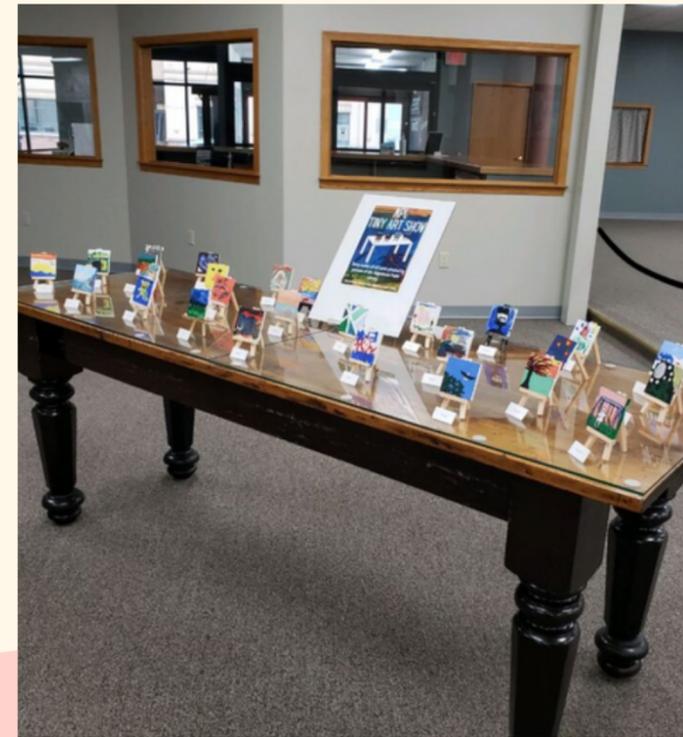
PROJECT SCOPE

- Identify current collaboration and partnership strategies between MAE and other arts organizations and individuals in Maquoketa
- Conduct primary research, including interviews and consultations with MAE, other arts organizations, and individuals, about collaboration and partnership in Maquoketa
- Conduct secondary research on collaboration and partnership best practices for arts organizations
- Propose new strategies and opportunities to increase effective collaboration and community engagement for MAE and the Maquoketa arts community

PRIMARY RESEARCH

Stakeholder Groups
Interviewed:

- Volunteers
- Artists
- Community Members
- Founders
- Board Members



SECONDARY RESEARCH



Charity Water Instagram- @charitywater



charitywater  The #charitywater Brand Partnerships community always finds the most creative and generous ways to bring clean water to families around the world. In honor of #SmallBusinessSaturday, we're celebrating some of our favorite ways to #ShopSmall. Swipe through and show them some love!

 @goodgoodgoodco

The Water Edition is filled with ways we can all make a difference with and for water, featuring charity: water and Tiny Heroes!

 @DoAmore

Every Do Amore ring brings clean water to a person in need. More than 13,500

- Includes partnership information and tags partner
- # (hashtag) for interaction
- Showcases the work that their nonprofit does and the people in it

How can social media be used for collaboration?

68%

"of consumers agree that social media enables them to interact with brands and companies" (Sprout Social)

Components of Successful Social Media

- Be personal
- Active
- Visually appealing
- Interactive
- Engaging content

Sources: <https://sproutsocial.com/insights/building-social-media-presence/>
<https://sproutsocial.com/insights/importance-of-social-media-marketing-in-business/>

SUMMARY OF INTERVIEWS

1

Organizations within the Maquoketa area could benefit from a stronger form of communication with each other in order to collaborate for events. This will hopefully increase community participation.

2

The organizations in Maquoketa are seeing a lack of participation in events and a lack of new participation in events

3

Maquoketa is a growing community and many new businesses and opportunities are arising to collaborate

GENERAL FINDINGS



The arts community is having a major impact in Maquoketa

The artists have formed a tight knit community in Maquoketa



The arts community would benefit from a more established way to communicate between the arts organizations in Maquoketa (ie. Arts Network or Facebook Group)



There are many demographics that the arts community has yet to reach (ie. younger people)

RECOMMENDATIONS

- 1) Enhanced social media collaboration
- 2) Arts Council v. Arts Network

RECOMMENDATIONS

#MaquoketaCreates

Art Council

- Formal and more of a responsibility
- Requires a baseline of consistent collaboration existing in the community already

Art Network

- Informal
- Can be a more fun way for people to get to talking about potential collaboration in a more natural conversation setting
- Encourage people to just get to know each other and build a support system for the art community.
- Example: Coffee with the Maquoketa Art Community (great way to get involved with local small businesses as well)

Six out of seven of our interviewees say that they see opportunities for collaboration and engagement in the Maquoketa Art Community!

KEY TAKEAWAYS

- **The community values the work being done to promote the arts**
- **Arts organizations and artists have had a profound positive impact through their collaboration**

COLLABORATION IS THE FUTURE

Time to build on the success of the past with a vision for the future:

All artists and creatives are in this together, one community emphasizing collaboration not competition



THANK YOU
FOR YOUR
PARTNERSHIP!

Questions?