

Work Plan for Creative Carrboro

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Organizing Principle:

In order for Creative Carrboro to provide the public with economic development options that leverage existing cultural and artistic assets, Creative Carrboro needs to understand the feasibility of an arts district or alternative initiatives for the community. Creative Carrboro intends to use past and future community feedback to shape their plans. For Creative Carrboro to continue this initiative the town asks for an inventory of creative business, a systematic map of existing cultural assets, and a review of business satisfaction within the Town of Carrboro. We will provide a final report based on our analysis of these three components as well as prior work from Creative Carrboro and provide recommendations for future action.

Client Goals:

1. Inventory of creative businesses
2. Review satisfaction of creative businesses
3. Systematic mapping of existing cultural assets
4. Review and analyze other arts districts and alternative programs
5. Develop a feasibility report
6. Develop additional strategies
7. Develop a final paper and presentation

Goal 1: Inventory for Creative Business

Goal One aims to produce a spreadsheet that contains the inventory of creative businesses within the Town of Carrboro. This inventory list provides concise information on creative businesses as well as creative assets available to the community and will eventually lead to the creation of a Geographic Information Systems (GIS) map.

Objectives

1. Define creative businesses until approved by Creative Carrboro.
2. Eliminate any non-creative businesses from the spreadsheet provided.
3. Create a questionnaire that will provide the information for the required fields in the spreadsheet. (i.e., location, number of employees, cultural/creative assets.)
4. Contact the creative businesses with the approved questionnaire.

Deliverables to Client

1. A spreadsheet listing only creative businesses for approval. **Due: 9/15/2014**
2. A final questionnaire for approval. **Due: 9/19/2014**

3. A final completed spreadsheet of the required fields for the creative businesses and their cultural/creative assets. **Due: 10/29/2014**

Goal 2: Review Satisfaction of Creative Businesses

Goal Two aims to produce an analysis of the satisfaction of the creative businesses and organizations located within the Town of Carrboro. This analysis will be integrated into the final report presented to Creative Carrboro.

Objectives

1. Create a questionnaire that will provide information regarding satisfaction of the creative businesses in Carrboro. (i.e., reasons for staying in Carrboro and how long they have been located in Carrboro).
2. Have questionnaire approved and begin contacting the creative businesses.
3. Research reasons creative businesses left Carrboro through interviews.
4. Create a coding system for responses.

Deliverables to Client

1. A final questionnaire for approval, **Due: 9/19/2014**
2. Report on reasons creative businesses left Carrboro, **Due: 10/22/2014**
3. Report on coded analysis on satisfaction of current creative business, **Due: 10/29/2014**

Goal 3: Systematic Mapping of Existing Cultural Assets

Goal Three aims to systematically map existing creative businesses and assets using Geographic Information Systems (GIS). This map will provide Creative Carrboro with a structural view of where creative businesses and assets are located within the town.

Objectives

1. Find or create shapefiles that contain creative businesses of Carrboro, streets, and landmarks.
2. Write a detailed list of necessary GIS functions and a plan for how the map will be made.
3. Research methods of creating interesting and attractive maps.
4. Create an unformatted map of creative businesses.
5. Consult Graphic Designer and GIS Librarians to create formatted and complete map.

Deliverable to Client

1. A formatted and complete map of creative businesses in Carrboro. **Due: 10/22/2014**

Goal 4: Review and Analyze The Previous Work of Other Art Districts Within North Carolina

Goal Four aims to review and analyze other creative districts within North Carolina and analyze possible strategies upon which Creative Carrboro can build. This research will be integrated into the final report that will be presented to Creative Carrboro.

Objectives

1. Investigate other arts districts and research best practices.

Deliverable to Client:

1. Outline of information collected from current arts districts. **Due: 10/22/2014**

Goal 5: Develop Additional Strategies

Goal Five aims to develop and analyze additional strategies and community feedback that may be pertinent to Creative Carrboro and their initiative to foster economic and cultural development in their community. This will include a feasibility report, which will investigate best practices for, and alternative strategies to, an arts district. These analyses will be compiled into the final report.

Objectives

1. Develop options and alternatives for Creative Carrboro to consider.
2. Attend 1 and host 1 community charrette and evaluate community response and opinion.
3. Develop recommendations based on the available options and alternatives for Creative Carrboro to consider.

Deliverables to Client

1. A draft of a written report on options and alternatives. This draft includes both the analysis of current arts districts and alternative strategies. **Due: 11/13/2014**
2. Pictures and a draft of a written report/analysis on community response/feedbacks **Due: 11/13/2014**
3. Host charrette reviewing community feedback and presenting alternative strategies to the community **Due: 11/8/2014**
4. A draft of a written report discussing and analyzing recommendations based on community feedback (including images) and prior research. **Due: 11/13/2014**

(The final deliverables will be compiled into the final report. **Due 12/1/2014**)

Goal 6: Develop a Final Paper and Presentation

Goal Six aims to develop a final report to Creative Carrboro along with a presentation that reveals the processes throughout the semester from which we have developed our analyses.

Objectives

1. Develop a final report for Creative Carrboro based on an inventory of creative business, a systematic map of existing cultural assets, and a review of business satisfaction within the Town of Carrboro, and provide recommendations for future action.
2. Develop a poster board and presentation that elaborates the steps throughout the research process.

Deliverables to Client:

1. Poster board and Presentation **Due: 11/24/2014**
2. Final Report **Due: 12/1/2014**