

## BRANDING AND COMMUNICATION

**WORKING GROUP DESCRIPTION:** This group will recommend and execute communication concepts consistent with the established identity of Dubuque. They will focus on creating a unifying identity, focusing on and established brand concepts, promotion of the implementation process and the success of the Master Plan and improving the internal messaging about the arts with in the Dubuque community.

### Short Term | 1 - 3 years

#### Primary Role:

- Conduct a market study of perceptions of Dubuque's arts and culture scene.
- Establish a mechanism for real-time, self-reporting by Dubuque residents, organizations and businesses on progress against elements of the plan.
- Create and carry out a process for regular, periodic (quarterly, annual) evaluation and adjustment (ongoing).
- Create regular touchpoints between this individual or entity with City departments, agencies, leaders to avoid siloization and encourage coordination (ongoing) CM C AC.
- Create and manage a comprehensive, shared planning calendar.
- Create and manage a comprehensive calendar of arts and cultural offerings for public use.
- Design and implement a campaign to make Dubuque residents aware of the value of arts and culture to quality of life.
- Provide accessible, relatable information and interpretation with arts and cultural offerings to cultivate deeper understanding and connection to the work, the artists, and the community.

#### Secondary Role:

- Invite people of all backgrounds to arts and cultural venues and activities.
- Staff venues and activities with diverse employees and staff who represent Dubuque's subpopulations.
- Train staff and volunteers in the provision of excellent customer service.
- Ensure safety and security for families, single people, and all ages of patrons; consider context for audiences of various racial and ethnic backgrounds.
- Facilitate monthly or quarterly presentations by arts and cultural organizations, creative businesses, or artists in large, mid- and small businesses throughout Dubuque.

*Continues on page 17*

**Supporting Role:**

- Facilitate networking, communication and collaboration among artists, art organizations and creative businesses.
- Offer free arts participation opportunities to large number of Dubuque residents at easily accessible location and events.

**Mid Term | 4 - 6 years**

**Primary Role:**

- Hire a professional branding and communications specialist to develop and implement a campaign C.
- Offer passes or tickets to encourage repeat visitation or visitation to multiple events and organizations.
- Make art more visible in all aspects of daily life in Dubuque, whether through physical presence (public art or aesthetically pleasing functional structures) or through highlighting arts and culture through promotional efforts or everyday conversation (to long term).

**Secondary Role:**

- Foster community building among the creative community that strengthens the local support network for artists and creatives.
- Establish early childhood arts education offerings.
- Strengthen in-school arts education for K-12 students.
- Establish donation drives benefiting an arts and cultural organization or artist each month.

**Supporting Role:**

- Recruit creative leaders from other communities to settle in Dubuque SR.

**Long Term | 6 – 10 years**

**Primary Role:**

- Evaluate the results of the campaign following implementation.
- Facilitate the presence and participation of arts and culture at non-cultural activities and venues (such as sporting events/venues, civic events, retail and dining establishments, hospitality environments, public spaces, places of worship, and City Hall).