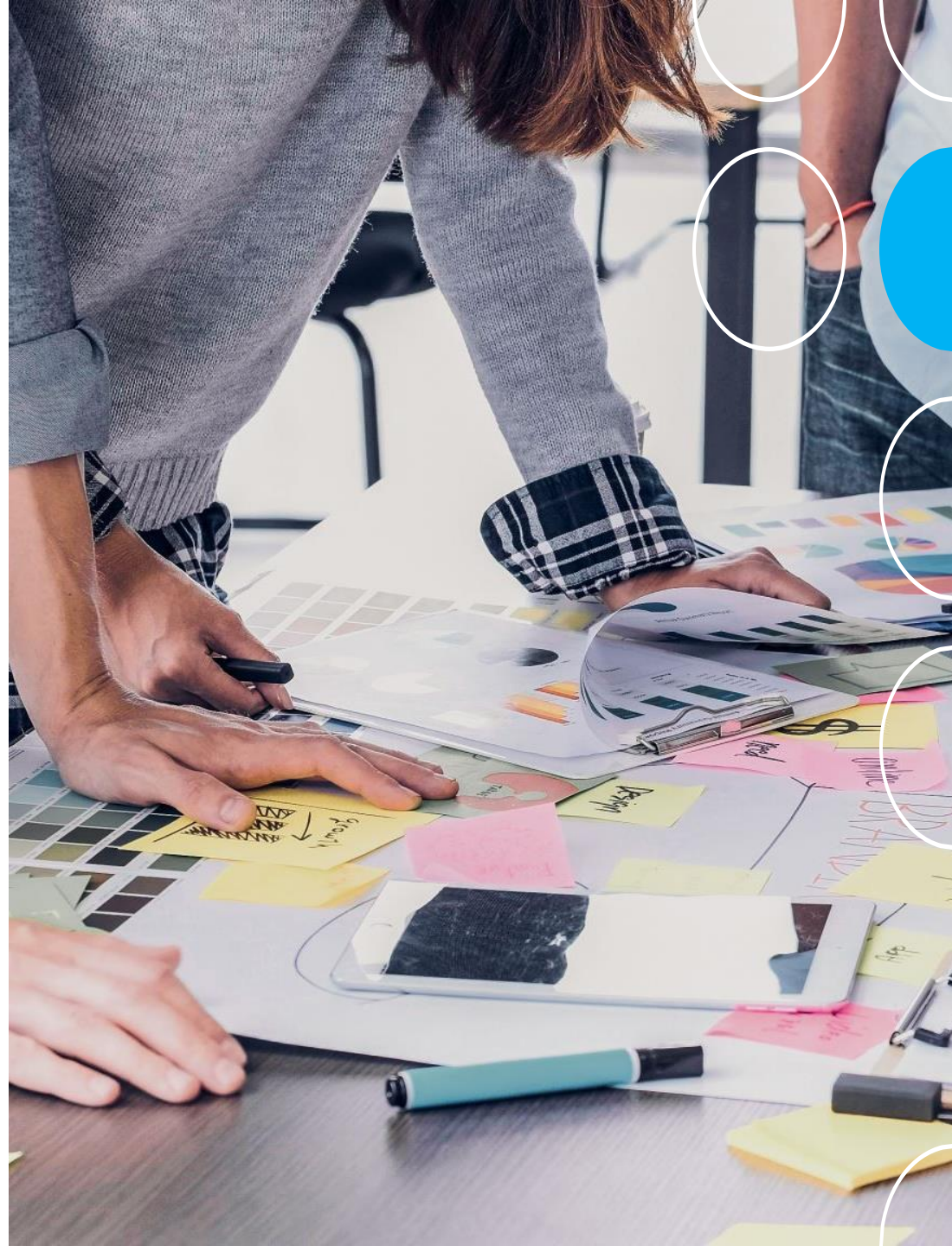


Planning Considerations for Collaborative & Multi-party Projects

Jim McKeag

MassDevelopment – TDI

Southcoast Lead
Strategist



Examples: Events & Festivals



20Mi²



FABRIC

Fall River Farmers & Artisans Market
SOMETHING FOR EVERYONE
Thanksmas Market 2022

Examples: Public Art





PAINTING THE TOWN
By Shonn Fiddis



Three Takeaways



Collaborate when it makes sense



Give yourself lots of lead time and think through the details



Be realistic (time, cost, complexity)

Project Questions



Why?

Some General Considerations



Who?

Partnerships and Participants



What?

Project Details



Where?

Venues



When?

Timelines and Scheduling



How?

Project Logistics



How Much?

Budgets and Funding Sources

Why?



Fame and Fortune?

Why?

Fame and Fortune?

Good of the
Community?



Why?

Fame and Fortune?
Good of the Community?
Economic Development?



PULL HANDLE

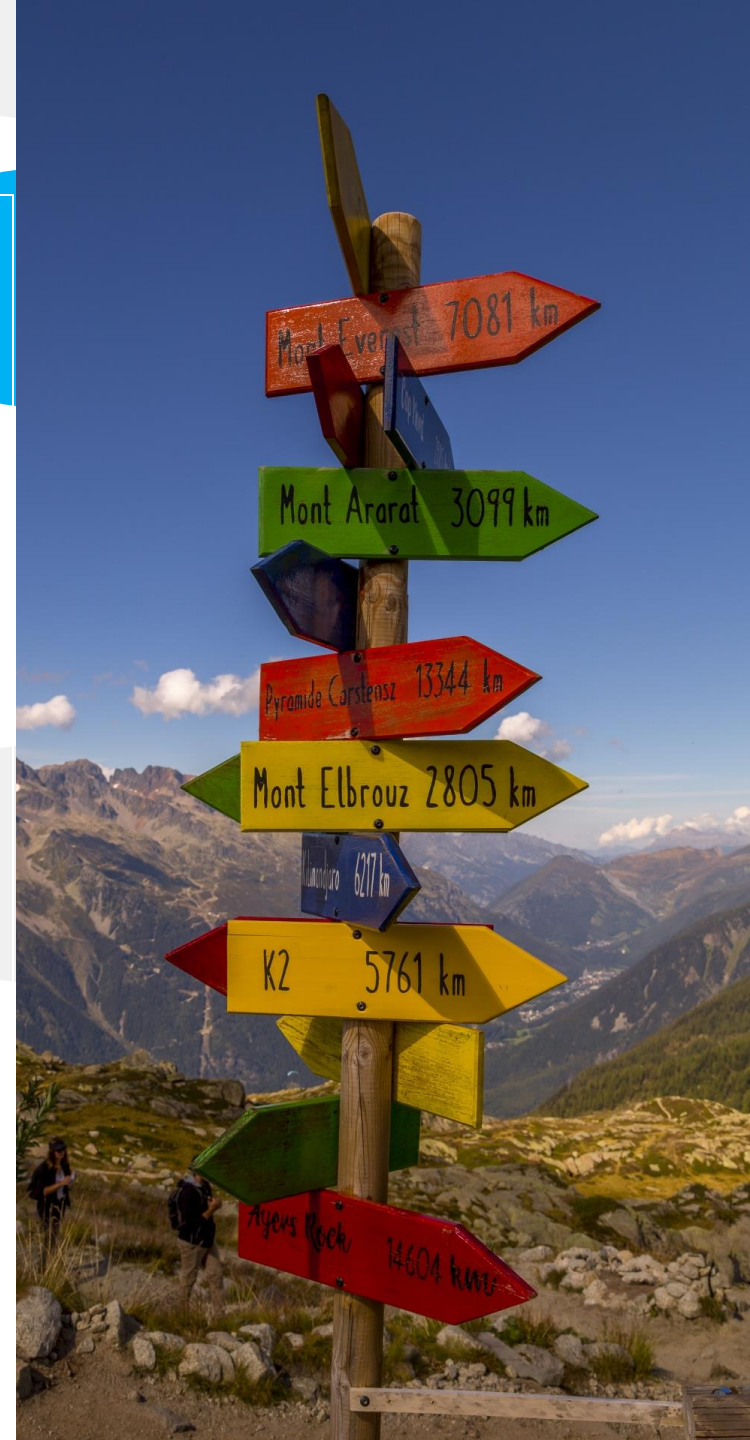
Why?

Fame and Fortune?
Good of the Community?
Economic Development?
The Love of it?



Possibilities

- Free or fee?
 - Free typically means more \$\$ from grants
 - Fee is operating like a business – don't expect free stuff
 - Has someone already done this?
 - Do your research
 - Ask about their experiences
 - What worked and didn't?
 - Can someone do this better than I can?
 - Collaboration can rely on existing capacity and build trust with community partners
 - Often a win/win situation
 - Collaborative grants tend to be more competitive
 - Ease of Execution vs. Building capacity?
 - Hiring seasoned professional
 - Hiring locally
 - Public goods may allow for public concessions
 - In-kind help from city and community groups
-
- Waving of fees



What?

Project Details

Write everything out and create a detailed plan



LABOR



VENDORS



ARTISTS &
PERFORMERS



MATERIALS &
EQUIPMENT



LOCATIONS &
VENUES



APPROVALS
& PERMITTING



FEES & LICENSES



SECURITY &
SAFETY



WASTE
MANAGEMENT



PARKING &
TRANSPORTATION



MARKETING &
COMMUNICATION

Where?

Locations and Venues

Private

- Walls, installation areas, performance spaces and venues
- Will require approval of property owner and/or rental fee and contract

Parks

- Requires permit from city and governing body (typically parks and recreation commission)
- Alcohol usually not allowed

Streets and Sidewalks

- Businesses typically do not like street closures unless invited to participate or if it's for their benefit
- Street closures require special permits, police details

When? Scheduling and Timelines

1

Lead Time

- Give yourself time for permits and approvals
- Permits happen according to a set schedule for boards, commissions and submission deadlines

2

Seasonality and Weather

- Consider participant comfort
- Make provisions for inclement weather

3

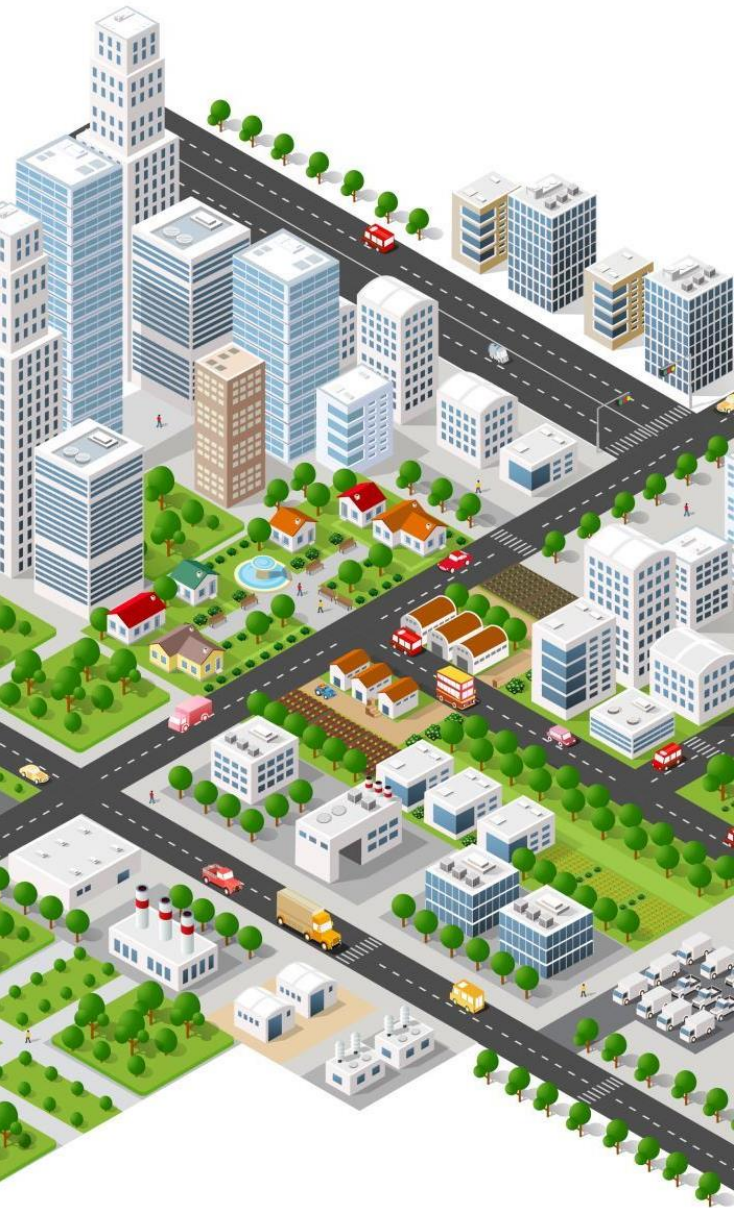
Calendar

- Check the calendar and project partners for potential conflicts and collaborators
- Get your event on the calendar



Logistics

- Labor
 - Vendors
 - Artists & Performers
 - Materials & Equipment
 - Locations & Venues
 - [Approvals & Permitting](#)
 - Fees & Licenses
 - Security & Safety
 - Waste Management
 - Parking & Transportation
 - Marketing & Communication
-



Approvals & Permitting

- Exist to protect the health and safety of participants and the general public and allow city departments to coordinate and deploy resources effectively
 - Many require a fee
 - Every municipality does things a little differently
 - Licencing office is often a good place to start
 - Check ordinances, municipal websites and ask questions
-

Common Examples

Use of public parks & public land

•Parks Commission

Food vendors and waste management

•Health Department

Street Closures and Special Events

•Department of Public Works/Mayor's Office/Police Department

Temporary sale or consumption of alcohol

•Licencing Board

Temporary structures

•Building Department/Inspectional Service

Structures over a right of way

•City Council

Projects in historic districts

•Historic Commission

Noise/Nuisance Permits and Police Details

•Police Department

Meter bagging

•Traffic/Parking Department

Tents and heaters

•Fire Department

How Much? Create a Budget!

- Lots of tools and orgs to help with budgeting process
- A simple google search will identify a plethora of resources



THE — FIELD





Funding Sources

- Commonwealth Places
- Wicked Cool Places
- Festival and Artist Grants
- Shared Streets and Spaces
- Crowdfunding
- Asphalt Art Grants
- Art Works Grants