



Advocate Creativity.

Thanks, Greg
- Trace

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June 8, 2015

Dear Greg,

Thank you for your partnership with MASSCreative on the *Creative Community Engagement and Organizing Project*. We look forward to continuing to work together through 2015 to fine tune and rollout a new model of civic engagement for the creative community.

As a partner in this project, your responsibilities include:

1. Test 2-3 campaign tactics that allow us to go deeper on the guiding principles of the project
 - a. Work with Malden and Medford to create an advocacy toolkit for local cultural councils.

Toolkit will outline how to build capacity through:

 - i. Storytelling/Developing a city brand
 - ii. Building public support and a network in town
 - iii. Strengthening LCC infrastructure
 - iv. Advocating for financial resources
 - v. Advocating for staff resources
2. Implementation and collection of data for campaign tactics. MASSCreative will help with tools for this.
3. 2-3 individual/group meetings to discuss tested tactics and outcomes.
4. Final group meeting to review and come up with recommendations.
5. A formal write-up of tested tactics and outcomes to be included in grant reports to the Miller Foundation.

For your work, you will receive a \$2,500 stipend.

Sincerely,

Matt Wilson
Executive Director, MASSCreative

Accepted and Agreed:

Date: 6/23/15