

Collaborating with Municipalities

Ann Marie Nafziger

Visual Artist & Non-profit Grant Writer; Former Mayor of Marfa

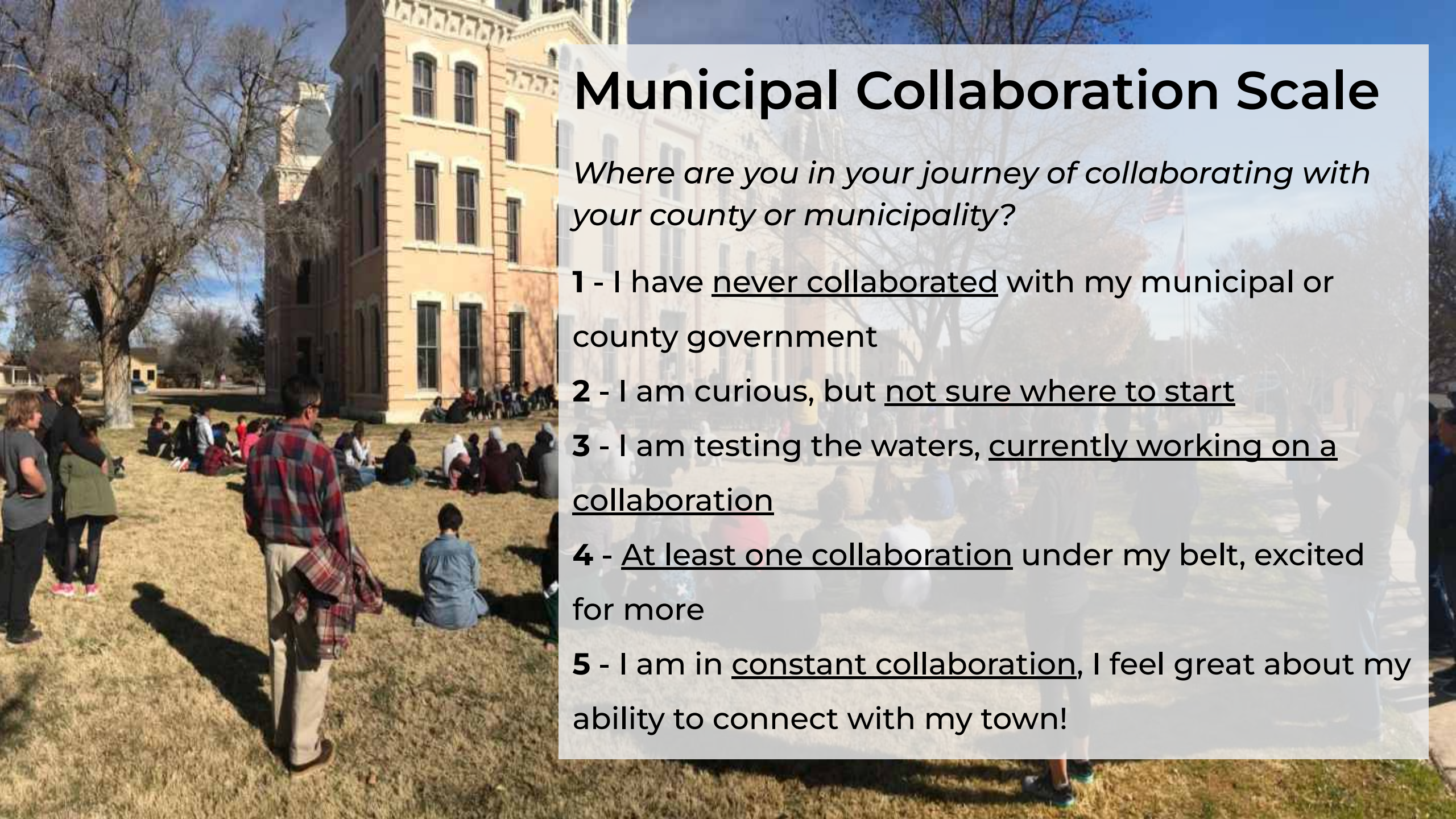
Meg Greene

Director of Rural TX Arts & Culture Network, MINDPOP



You are Here

Baytown Sculpture Trail | *Sisters #2*, Pascale Pryor



Municipal Collaboration Scale

Where are you in your journey of collaborating with your county or municipality?

1 - I have never collaborated with my municipal or county government

2 - I am curious, but not sure where to start

3 - I am testing the waters, currently working on a collaboration

4 - At least one collaboration under my belt, excited for more

5 - I am in constant collaboration, I feel great about my ability to connect with my town!



Welcome Check-in

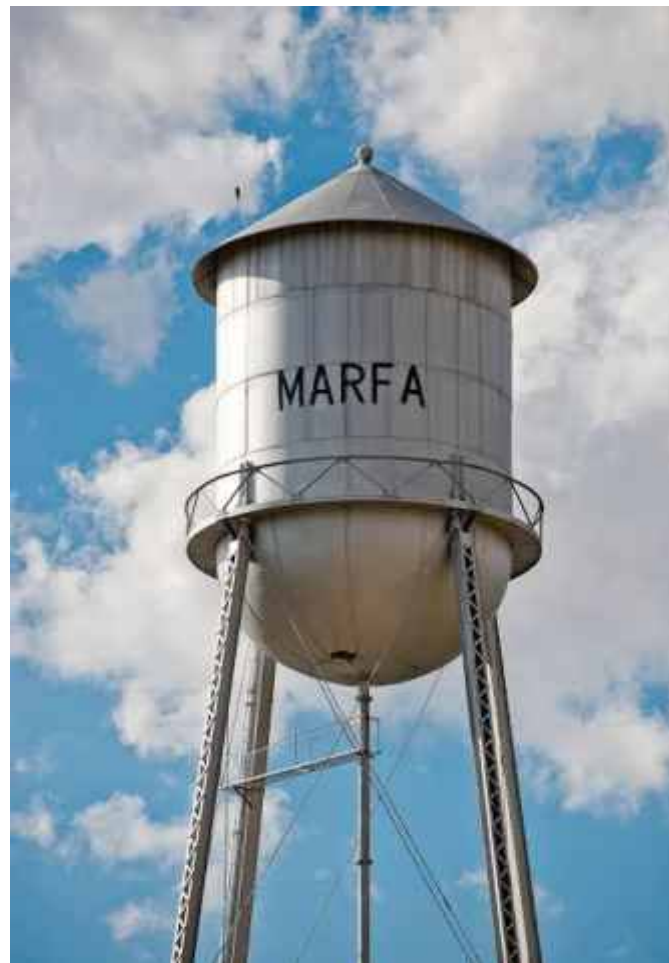
What is
something your
town has done
that has surprised
or delighted you?



Meet Meg Greene + MINDPOP

Rural TX Arts & Culture Network





Meet Ann Marie Nafziger





Name Your Value

Baytown Sculpture Trail | *Spectrum*, Scott Shubin

CASE STUDY

Noontime
Concerts &
Mural Run

Amarillo, TX





Find Common Goals

CASE STUDY

Baytown
Sculpture Trail

Baytown, TX

Spirit Flight, Esther Benedict

Imagine the Possibilities



Center City, Amarillo, TX

CASE STUDIES

Using City Spaces

*La Grange,
Baytown,
Goldthwaite,
Smithville + more!*

Clearly Demonstrate Need & Possible Impact



Sundown City Library, Sundown, TX



Build Your Case

Baytown Sculpture Trail | *Room with a View*, Dave Clark



CASE STUDY

Unite with
other
nonprofits

La Grange, TX



Consider Their Perspective

WISDOM FROM THE FIELD

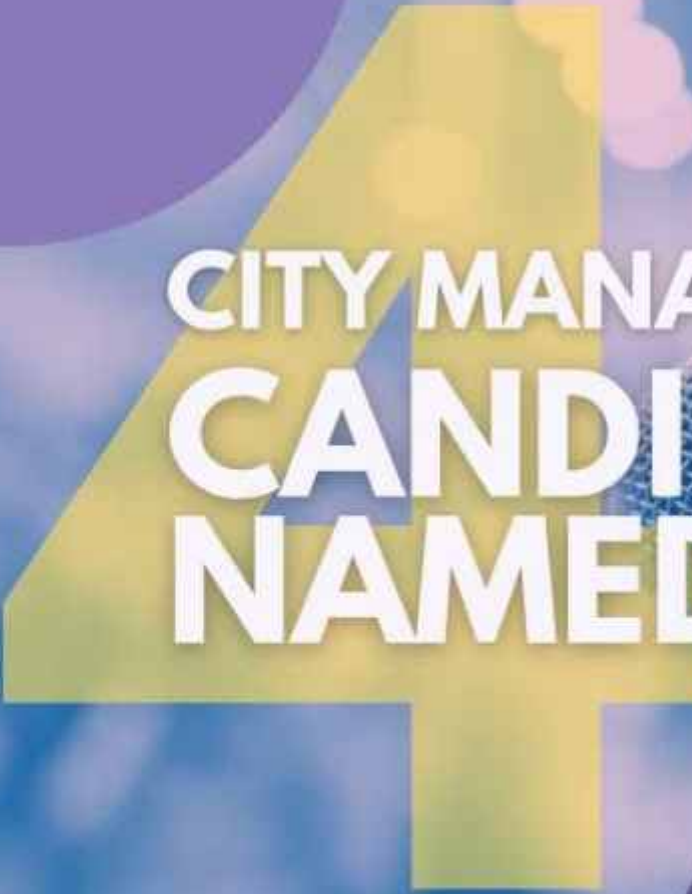
A'ndrea McAdams
Sundown, TX

Sundown City Library



Cultivate Collaborative Relationships





CITY MANAGER CANDIDATES NAMED

Elgin
TEXAS
PERFECTLY SITUATED

MEET & GREET
OPEN TO
THE PUBLIC

**Tuesday,
July 29**

Council Chambers
404 North Main Street

CASE STUDY

Attend
Meet & Greet

Amarillo, TX

WISDOM FROM THE FIELD

A'ndrea McAdams
Sundown, TX



City Council Meeting





Creating Impact Goals

Ways to Measure Economic Impact



Rockport Festival

A photograph of a man and a woman sitting on a red and blue striped blanket on a grassy field. The woman is wearing a pink ruffled dress and the man is wearing a grey t-shirt. They are both looking towards the right side of the frame. In the background, there are trees and other people, suggesting an outdoor festival or concert setting. A large green circle is overlaid on the right side of the image, containing text.

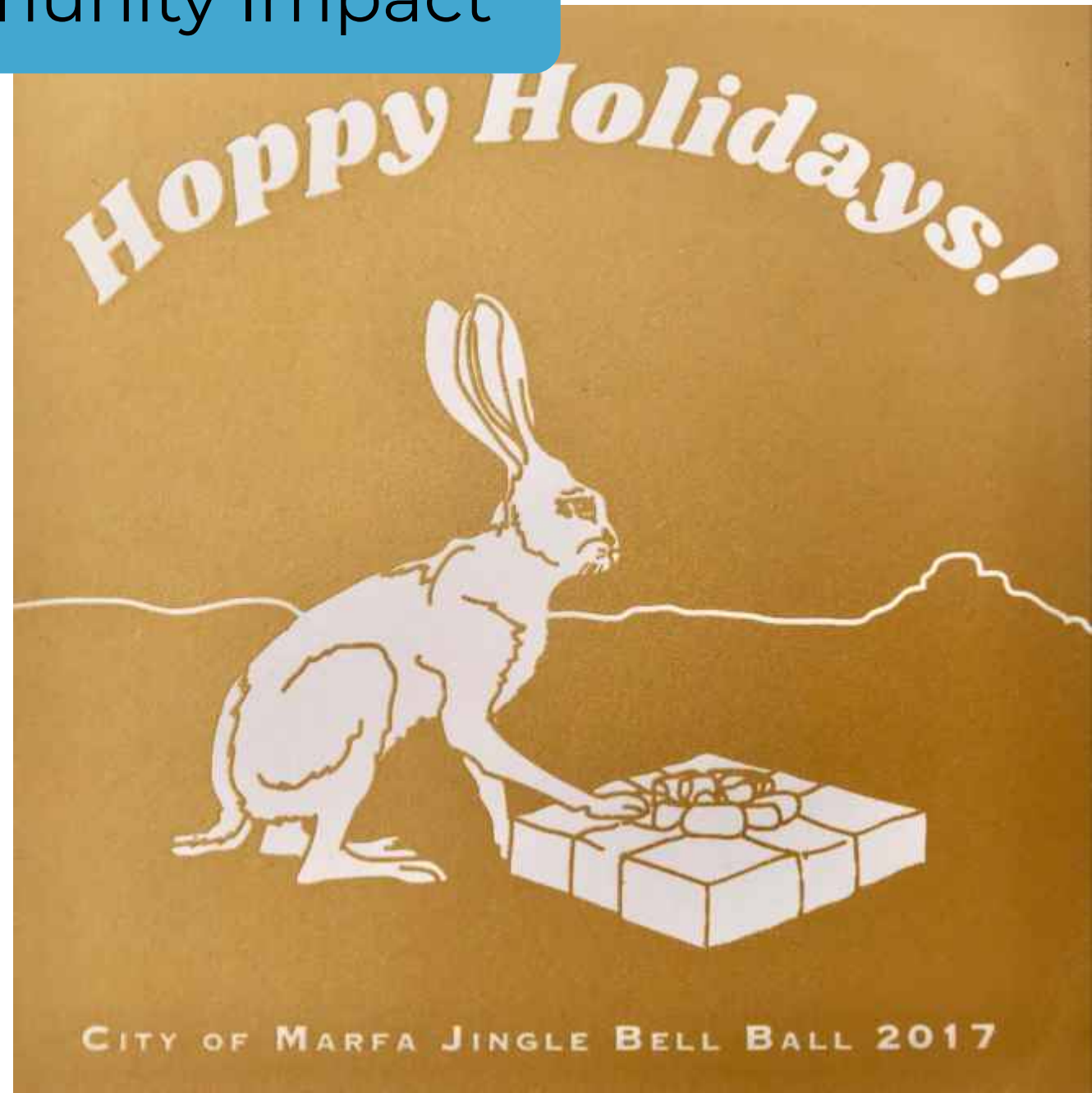
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Tracking
Audience Data

*Rockport &
Amarillo*

Courtesy of Visit Texas, Denison Music on Main

Ways to Demonstrate Community Impact



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Invite, invite,
invite!

Martindale, TX



Sundown Library, Sundown, TX

Presenting Your Idea



Denison Arts & Jazz Fest, photo by Randy Sedlacek

Create Supporting Materials & Hone Your Meeting Strategy



Baytown Sculpture Trail

EXPRESSION
by Reno Carollo
Aurora, CO
PLA, Spectra chrome

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Downtown Art Banners

*Denison &
Smithville, TX*



Implementation



Deliver



Collect data



Document

The background image shows the interior of a restaurant. On the left, a man and a woman are seated at a table, looking at a menu. In the center, a large green circle contains the text 'CASE STUDY', 'Restaurant Sales Data', and 'Odessa, TX'. To the right, a kitchen area is visible with a chef working behind a counter. The restaurant has a modern, industrial feel with exposed brick, metal railings, and large pendant lights.

CASE STUDY

Restaurant
Sales Data

Odessa, TX

Ongoing Communication & Showing Gratitude



WISDOM FROM THE FIELD

A'ndrea McAdams
Sundown, TX

offer recreation, relaxation

Trail at Lobo Lake make ADA compliant. They also plan to add three courts to add three courts and a shade pavilion to the skate park on State St.

"The great thing about parks is it's never ending," Reichelt said. "We're not perfect, but we are also not sitting back in 1982. It takes time and a little bit of funding, but we're always moving that needle ahead."

The department works all year maintaining more than 300 acres throughout the city. Depending on the season, they mow, fix equipment, dock fish and take care of anything else that needs attention.

Additionally, someone goes to every park every day to open and close restrooms as well as make sure everything is in order.

"Our thing is our parks need to be safe, clean and fun," Reichelt said. "We don't just pick up trash and mow like a lot of people think. We do a lot more than that."

Within the 300 acres are ball fields and pavilions available to rent through the Parks Department's website. These are free to reserve, though there are some restrictions on ball fields to accommodate high demand. The city pool and civic center can also be reserved for a fee through city hall.

"A lot of people come from out of town," Reichelt said regarding ball games. "They stay and spend their sales tax money here. A quarter percent of that goes into the Lobo Lake and then

14 parks including the skate park, sports fields, pickleball courts, fishing ponds, playgrounds and more. Each park is different, but while exploring one can find basketball and volleyball courts, pavilions, a disc golf course walking trails, a Gaga



A photograph of a black metal baking tray containing seven chocolate cupcakes with a swirl of pink frosting. The tray is placed on a light-colored wooden surface. A semi-transparent green circle is overlaid in the center of the image, containing the text.

CASE STUDY

Homemade
Gratitude

Amarillo, TX



Q & A

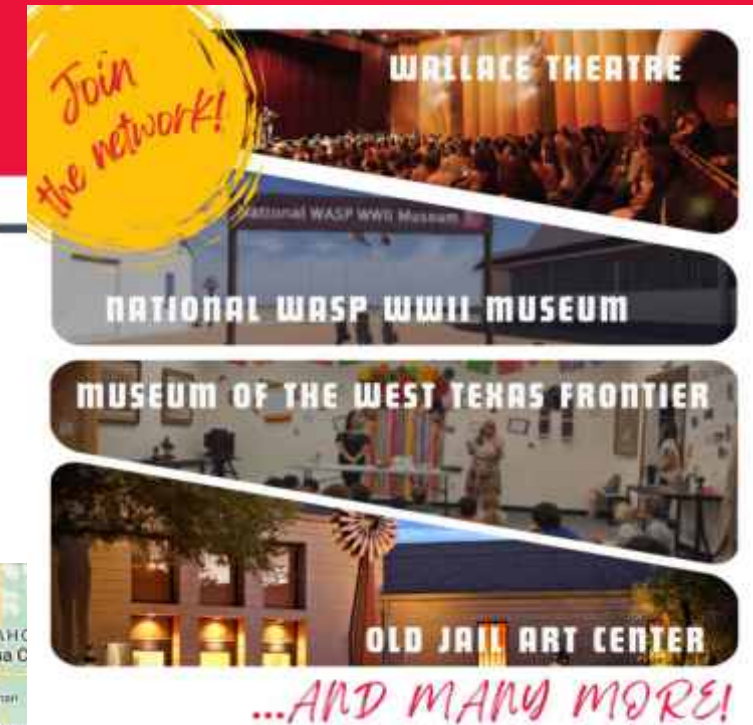
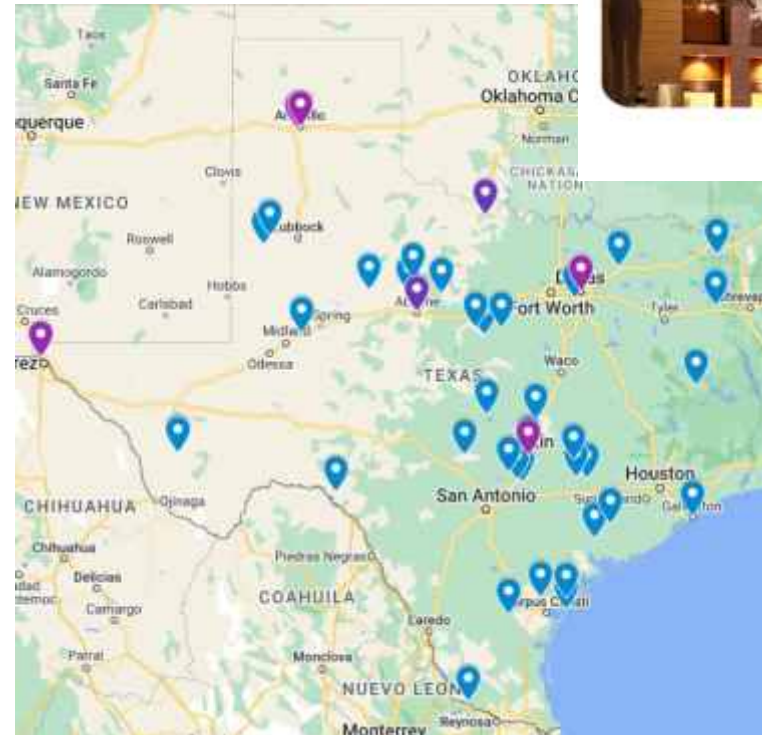
What questions do you have?



Join the Network!

- The Rural Texas Arts & Culture Network website is live!
- **Public facing directory** for funders with profiles of rural arts & culture organizations
- Claim your listing to add photos, mission statement & more
- **Member site** with resources, member directory & discussion boards
- www.texasruralarts.org

Network members
across TX



...AND MANY MORE!



*Thank you to all of
the rural arts &
culture
professionals &
advocates who
shared their
wisdom with us!*

A'ndrea McAdams of Sundown City Library

Beth Duke of Center City of Amarillo

Carol Deviney & Michael Grubbs of Martindale
Community Library

Donna Dow of Denison Main Street

Heather Barthelme of Fayette County
Community Theatre, La Grange

Jennifer Day of Rockport Cultural Art District

Jill Strube, April Daniels, Judy Bergeron &
Jessica Ries/Wilson of Lost Pines Artisans
Alliance, Smithville

Karen Knight & Steven Knight of Art League of
Baytown

Randy Ham of Odessa Arts

Yvonne Thomas of Historic Baytown's Art,
Culture, and Entertainment District Council Inc.

Closing

*What is something you are taking
with you from the session today?*



Closing

*What is something you are taking
with you from the session today?*

Get in Touch!

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