



Community Assistance Guide

Culture in Hard Times

Strategic Planning Service

Partners for Livable Communities has assembled a strategic planning team of Partners' President Robert McNulty and Florida's former Secretary of State Glenda Hood to address community problems during challenging economic times. The below strategic planning options will be tailored to best fit your community's unique situation.

✔ Option 1: Presentation by Glenda Hood (\$5,000 + travel)

This includes a presentation regarding how arts and cultural assets can be applied to solve community problems during times of economic hardship. Hood will describe the successful "Culture Builds Florida" initiative, which led to a state-wide plan for applying arts and cultural resources to some of the Governor's top economic and social agendas.

✔ Option 2: Presentation by Robert McNulty and Glenda Hood (\$7,500 + travel)

This includes a presentation that describes the connection between arts and community development, and how arts and cultural assets can be applied to solve community problems during times of economic hardship. McNulty will speak from his 30-plus years of working with asset-based community development and mobilizing cultural resources to improve livability and quality of life in communities throughout the world. Glenda Hood will highlight Florida's success with the "Culture Builds Florida" initiative during her term as Secretary of State.

✔ Option 3: Culture Builds Community Workshop (\$10,000, travel included)

This includes:

- A presentation by the community host about the community and its particular needs and strengths related to the arts.
- A presentation by Robert McNulty on the connection between arts and culture and how to maximize cultural assets in hard times.
- A presentation by Glenda Hood about the successful "Culture Builds Florida" initiative.
- Small group breakout session moderated by Robert McNulty during which participants will identify opportunities for maximizing their cultural resources.
- A re-gathering of participants to report on and prioritize issues.

✔ Option 4: Culture Builds Community Workshop with Final Report (\$15,000 + travel expenses)

This workshop includes all presentations and breakout sessions described in Option 3 in addition to a constructive final report produced by Partners. The report will be distributed to all workshop participants and will include:

- Information from all presentations made
- Documentation of the results of the breakout sessions
- Sample best practice narratives
- Key recommendations for moving forward



Cover of Partners' publication, *Culture Builds Florida's Future*

Partners for Livable Communities

For further information on Technical Assistance Programs that can improve the livability of your community, contact bmcnulty@livable.org or call 202-887-5990 x 108.

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Culture in
Hard Times
Fees

\$5,000
- \$25,000
and Upon
Negotiation

✔ Option 5: Culture Builds Community Workshop with Final Report and TA (\$25,000 + travel)

- All presentations and breakout sessions included in Option 3.
- A final report distributed to all workshop participants. The report will document information from all presentations, breakout session results, best practice narratives, and recommendations for moving forward.
- Six months of continued technical assistance from Partners via telephone.

✔ Extended Culture Builds Community Program (Upon Negotiation)

While the half-day sessions can provide a key starting point and a rudimentary plan for moving forward, they can also serve as the first phase of a larger and more comprehensive strategic planning process. Partners can work with you to design a process that best meet the needs of your community.

Strategic Team

Glenda Hood

Glenda Evans Hood was Secretary of State of Florida from 2003 to 2005 and was the first woman to serve as Mayor of Orlando, Florida (1992-2003). Before becoming mayor, Hood served as an Orlando City Council member and was president of her own public relations firm.

As Secretary of State, she oversaw the Department's Division of Administrative Services, Division of Corporations, Division of Cultural Affairs, Division of Elections, Division of Historical Resources, and the Division of Library and Information Services, and was Florida's chief elections and chief cultural officer.

In April 2002, President Bush commended Hood for establishing a Citizen Corps, a new initiative that creates opportunities for individuals to volunteer for disaster preparedness programs in their communities. Hood also has served as President of the National League of Cities, the Florida League of Cities, the Florida Chamber of Commerce, and is a long standing board member and past Board Chair of Partners for Livable Communities.

Robert McNulty

Robert McNulty has been one of the prime forces behind the livability movement in America. His leadership on issues of the economics of amenities, cultural heritage tourism, the creative economy, social equity, wellness and aging in place has helped communities as diverse as San Diego to Battle Creek, Michigan, to create partnerships and push forward agendas to increase the quality of life for all.

McNulty is the founder and President of Partners for Livable Communities. He began as an archaeologist with Colonial Williamsburg and then moved to the Smithsonian Institution. Subsequently, he became the assistant director of the Architecture and Environmental Arts program of the National Endowment for the Arts. There he pioneered a series of small grants to local municipal authorities to improve the economic climate of their cities.

McNulty received his undergraduate and law degrees from the University of California at Berkeley. He is a frequent lecturer and has been a fellow of Harvard and Yale Universities. His written work has appeared in journals across the country and he has co-authored five books on achieving livability in urban America.