

# Venue-Community Relations Design

*Researching, analyzing, and designing a holistic community relations program that responds to community needs, establishes your venue as a good neighbor, and develops political goodwill*

Step 1 of 4	How	Why
Internal Groundtruthing™	<ul style="list-style-type: none"> <li>• Work closely with your venue to build a thorough understanding of what it is and how it functions, with:               <ul style="list-style-type: none"> <li>○ Key team member interviews</li> <li>○ Internal document review</li> </ul> </li> <li>• Determine team, budget, and other logistical potential and limitations</li> </ul>	Successful programs require a thorough understanding of organizational capacity
Step 2 of 4	How	Why
External Groundtruthing™	<ul style="list-style-type: none"> <li>• Engage cross-section of stakeholders and data points via:               <ul style="list-style-type: none"> <li>○ Online research and benchmarking</li> <li>○ Interviews of key community leaders and members</li> <li>○ Assessment of existing and potential community contact (e.g. noise, traffic, proximity to culture)</li> </ul> </li> <li>• Determine key community issues, met and unmet needs, and opportunities to reduce negative impact and increase positive impact</li> </ul>	Successful programs also need to be designed in light of the target community's composition, capacity, and opportunities
Step 3 of 4	How	Why
Design engagement	<ul style="list-style-type: none"> <li>• With the information from steps 1 and 2 in mind, identify primary opportunities to pivot existing efforts and/or create new ones that will build toward achieving goals</li> <li>• Plan engagement according to findings</li> <li>• Establish standards against which performance can be measured during implementation</li> </ul>	We strike the balance of agility and precision required to design successful engagement
Step 4 of 4	How	Why
Compile findings for optimal client integration	<ul style="list-style-type: none"> <li>• Compile findings into a Community Engagement Playbook™ tailored to your organization's structure and processes for seamless operational integration</li> <li>• Present findings to client</li> </ul>	The right information in the wrong form seldom achieves its potential. We format deliverables to eliminate obstacles to that potential.

**Result:** A holistic engagement program based on thorough research and analysis of targeted communities, compiled into a Community Engagement Playbook™ tailored for ease of integration