



CREATIVE ALLIANCE

M I L W A U K E E

Vision Statement and Strategic Plan



FINAL CORE BELIEFS & VALUES

At the Creative Alliance Milwaukee, we believe deeply in...

- Innovation
 - To introduce something new, different, fresh
- Authenticity
 - Not false or copied, genuine, true to origin
- Collaboration
 - To cooperatively work/engage with one another for a common purpose/goal
- Leadership
 - To guide, direct, influence
- Diversity
 - Embracing variety, differences, unlikeness



PURPOSE

Why does Creative Alliance Milwaukee exist?



Creative Alliance Milwaukee exists...

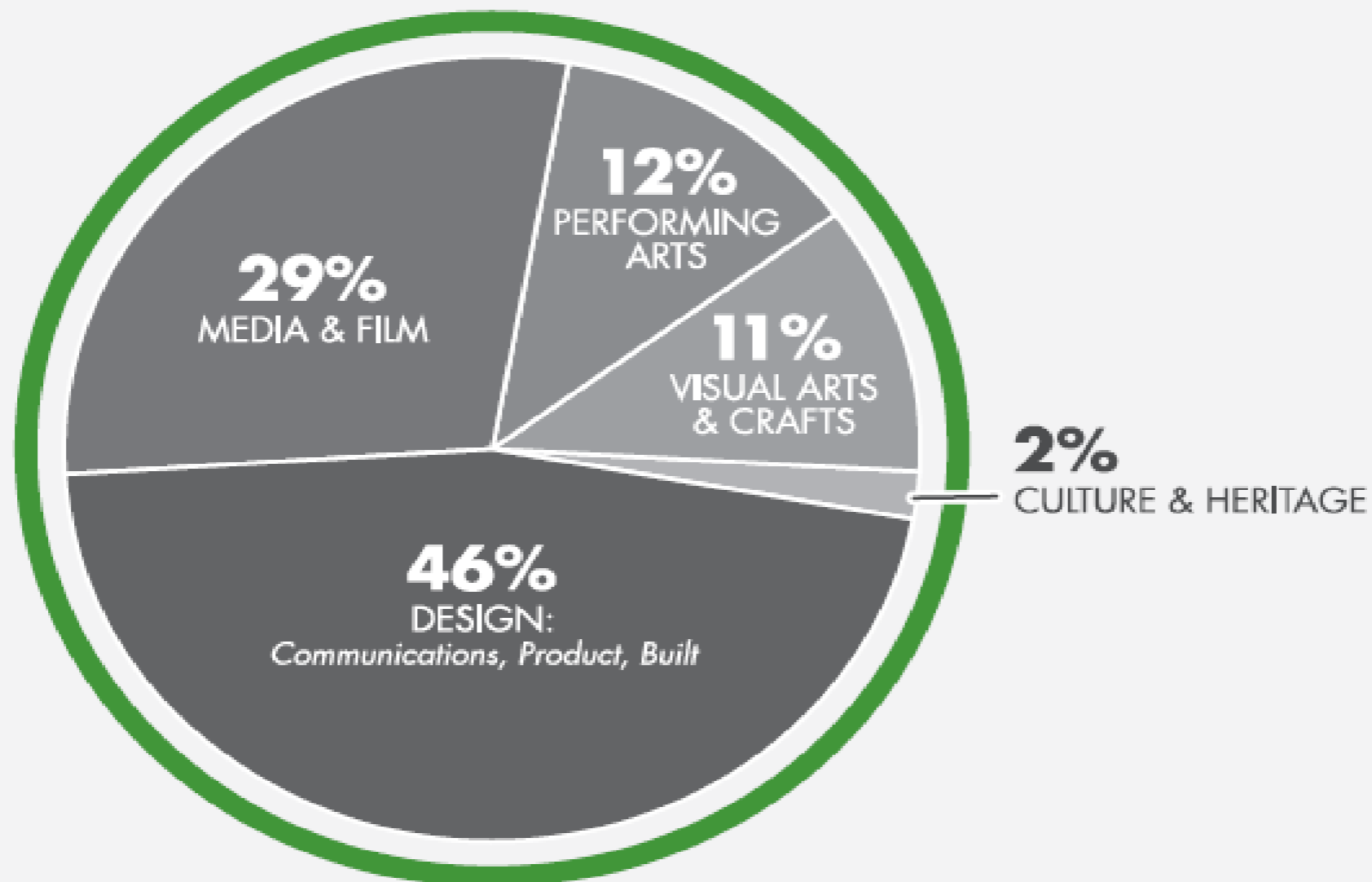
CAM exists to drive economic prosperity as a catalytic hub, growing our creative industries by leveraging applied creativity in education, commerce and culture.



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Creative Industries Enterprises Workforce Composition By Segment

Economic Modeling Specialists Inc. Mt. Auburn and RTS Proprietary Methodology





“Champions of Creativity!”



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MISSION

What is it that Creative Alliance Milwaukee wishes to accomplish, given its purpose?



Support growing jobs and strengthen our creative industries.

TACTICS:

1. Aggregate a list of existing resources, tools and training to support any of the creative industries.
2. Work with Wisconsin Economic Development Corporation to grow our region and State's creative industries.
3. Work with MEDC and a local bank to finalize, package and market the low interest loan program "Creative Capital."
4. Work with the city's Office of the Creative Industries to develop an action plan.





Support growing jobs and strengthen our creative industries.

TANGIBLE IMAGE

We are a recognized and supported industry cluster at the national, state, regional and local level.



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Champion the value and role of creativity and innovation in schools, businesses and the community.

TACTICS:

1. Support development of a 'creative education curriculum' K-12 and conduct a community awareness program on the value of creative education to develop the workforce of the future.
2. Working with local educational institutions, host Milwaukee's first Creative Summit, focused on how creativity is the basis for innovative business results.
3. Continue to manage the MKE Arts education directory through current grant.





Champion the value and role of creativity and innovation in schools, businesses and the community.

TANGIBLE IMAGE

Every school in the region has a fully funded and robust creative education program supported by businesses and organizations throughout the community.



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Serve as the regional matchmaker of creatives among for profit businesses, nonprofit organizations and artists.

TACTICS:

1. Become the aggregator of creative community events, happenings, resources, service organizations, etc.
 - a) Offer a robust, virtual digital experience (aka, the Creative Hub – website, social media, etc.).
 - b) Have a physical home of the Creative Hub where creatives connect, convene, learn, find business opportunities; and where businesses find creative talent.
2. Form strategic partnerships to attract and retain creative talent (e.g., Creative Talent Agency, Creative Milwaukee on Tour program).
3. Working with ART Milwaukee, provide creative and exciting events six times a year where creatives connect.





Serve as the regional matchmaker of creatives among for profit businesses, nonprofit organizations and artists.

TANGIBLE IMAGE

Nonprofit arts and cultural organizations and individual artists create new earned revenue streams and for profit creative companies develop new lines of business by incorporating nonprofit arts, artists and cultural organizations.



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Showcase the Milwaukee region's abundant creative talent through the development and execution of an image building campaign.

TACTIC:

1. With funding from Spirit of Milwaukee, partner with Visit Milwaukee to create a regional image campaign, using local creative agencies and talent.





Showcase the Milwaukee region's abundant creative talent through the development and execution of an image building campaign.

TANGIBLE IMAGE

University enrollment is increased, new businesses start here, creative and innovative talent comes and stays and tourists come to partake in our high quality of life.





Evolve a collaborative operating model of strategic partnerships in order to provide services that bring value to our members, funders and the community at large.

TACTICS

1. Determine what members want and find the right strategic partner(s) to develop it.
2. Strengthen the larger creative community by building up segment communities (film and media, culture and heritage, design, performing arts, visual arts and crafts).
3. Support MiKE (the design technology sector).



Evolve a collaborative operating model of strategic partnerships in order to provide services that bring value to our members, funders and the community at large

TANGIBLE IMAGE

Become the “Kayak of Creativity.”