

Franklin Cultural District Partnership Overview, Goals & Responsibilities and Cross-Partnership Activities

PARTNERSHIP OVERVIEW

The FCD, working with its partners throughout the district, will jointly market cultural events and activities, promote the arts, and drive cultural activity throughout Franklin. Additionally, the FCD will unify cultural partners creating an appealing, attractive and vibrant designation for town residents and tourists, and in turn, drive economic activity to all partners.

Our current partners include the following organizations, who have offered a verbal or written letter of intent to carry out the goals and responsibilities of the FCD. We are always happy to welcome new partners!

- Circle of Friends Coffeehouse
- Dean College
- Drummer's Studio
- Emma's Quilt Cupboard
- Encore Music Academy and Recording Studio/Encore Education Foundation
- Feet in Motion School of Dance
- Franklin Art Association
- Franklin Council on Aging/Franklin Senior Center
- Franklin Cultural Council
- Franklin Downtown Partnership
- Franklin Farmers Market
- Franklin Historical Museum/Historic Commission
- Franklin Performing Arts Company/THE BLACK BOX
- Franklin Public Library
- Franklin Public Schools
- Franklin School for the Performing Arts
- Franklin Sculpture Park
- Franklin TV
- La Cantina Winery
- Little Shop of Olive Oils
- LiveARTS
- Stony Brook Camera Club

GOALS OF THE PARTNERSHIP

The goals of the FCD partnership include encouraging...

...programming, events and activities that support the arts and economic development in downtown Franklin

...collaboration between the partners of the FCD

...partners to promote the FCD through usage of the FCD logo and media outlets

...partners to post their events on the FCD website calendar and social media, as well as helping to cross-promote other partners' events through their own resources

RESPONSIBILITIES OF THE PARTNERS

Your Role

- Participate in joint marketing efforts with other FCD partners
- Promote FCD activities and events on your website and social media accounts
- Unify the partners by attending quarterly partnership meetings
- Proudly display the FCD logo on your website and social media accounts
- Share your success with other partners and FCD
- Volunteer on FCD sub-committees (Partnership, Marketing, or Goals)
- Provide data on events/attendees/sales for state reporting

CROSS-PARTNERSHIP ACTIVITIES

A Cultural District is made up of partner organizations willing to work together for the betterment of the District. To that end, we strongly encourage cross-partnership activities. These might include:

- Cross-promotional offers (eg, dollar discount at a restaurant with ticket stub from a performance)
- Collaborative events within the District (eg, art workshop in a local retail business)
- Joint programs between FCD partners (eg, two or more partners building a program together, such as if Encore Music and Franklin TV built a televised music program to air)

Partnership Committee: Nancy Schoen, Chair