



# Learning Objectives

- Building a stakeholder alliance for change



# Learning Objectives

- Building a stakeholder alliance for change
- The transformation process



# Learning Objectives

- Building a stakeholder alliance for change
- The transformation process
- Priority stakeholders



# Learning Objectives

- Building a stakeholder alliance for change
- The transformation process
- Priority stakeholders
- stakeholder benefits









## **Begin with the End in Mind**

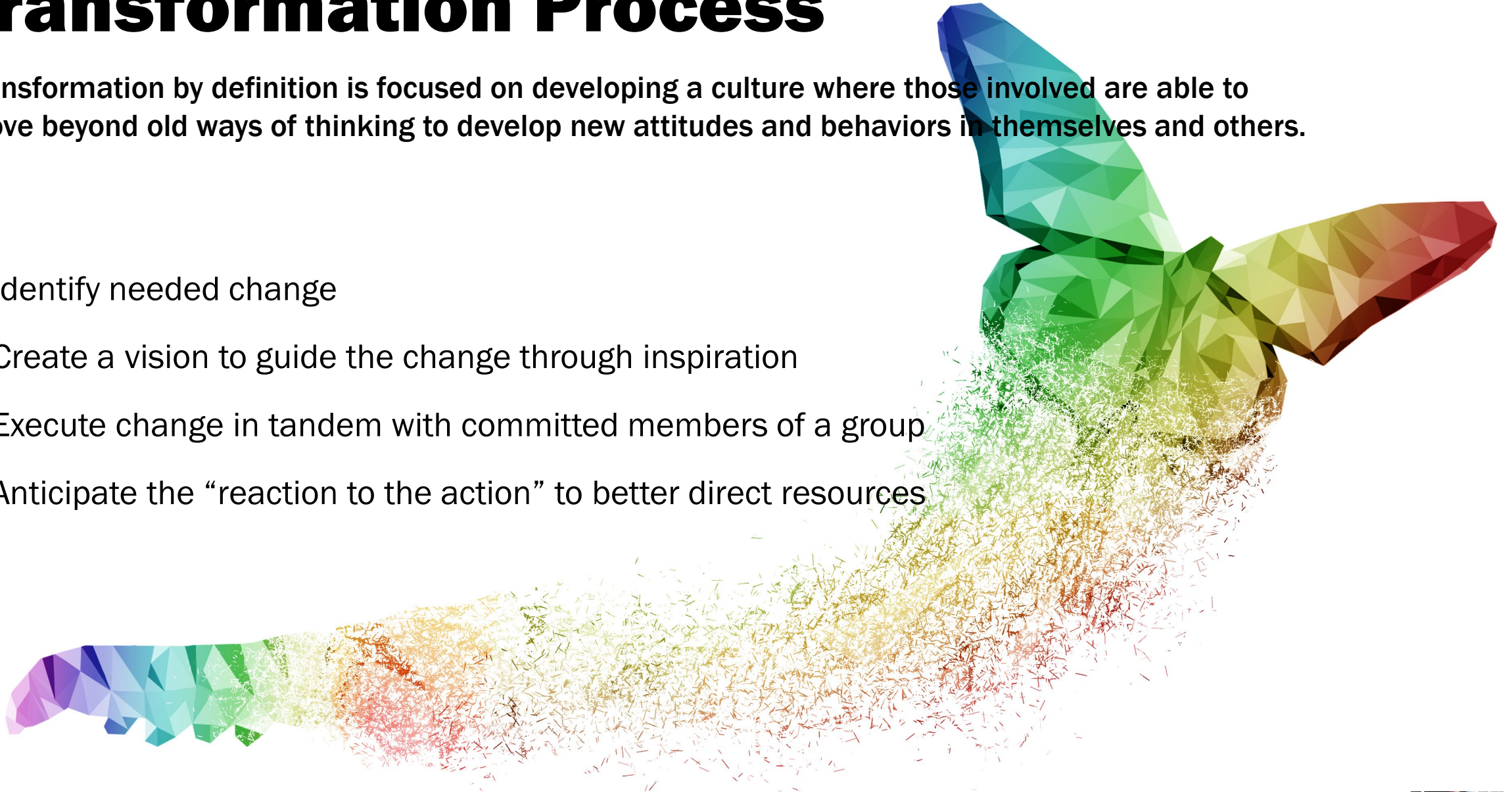




# Transformation Process

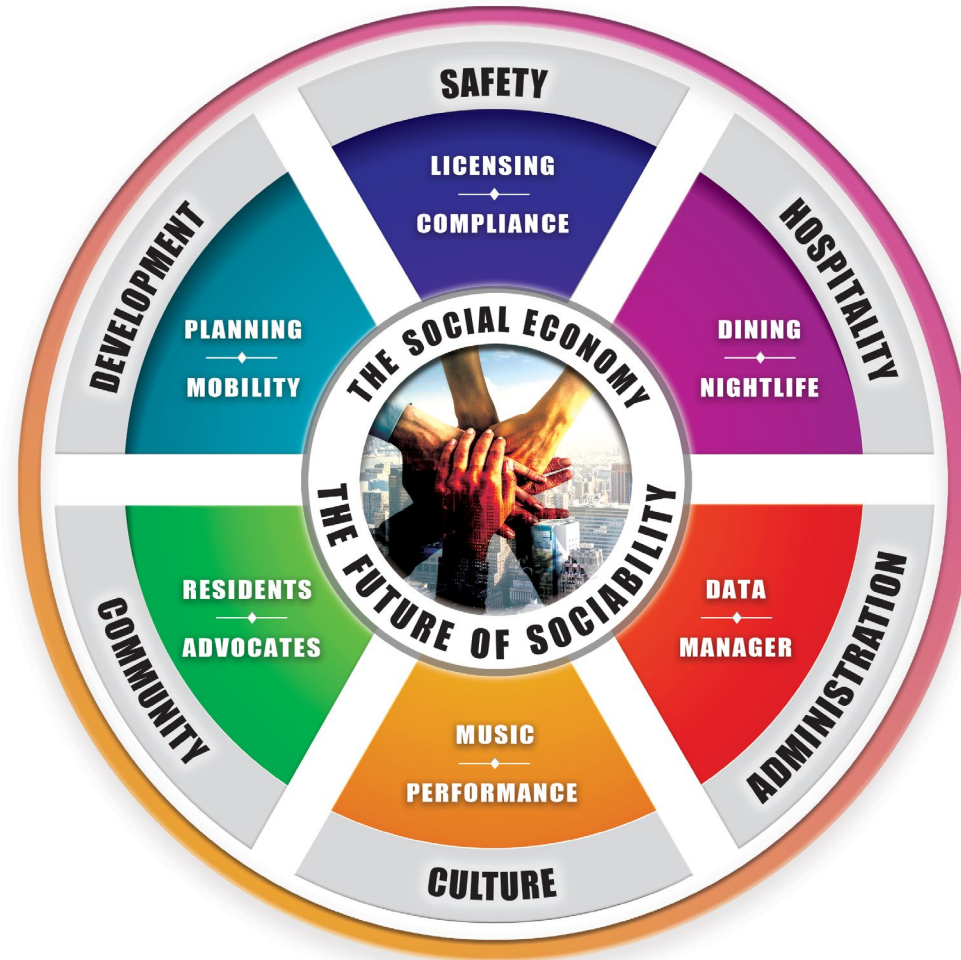
Transformation by definition is focused on developing a culture where those involved are able to move beyond old ways of thinking to develop new attitudes and behaviors in themselves and others.

- Identify needed change
- Create a vision to guide the change through inspiration
- Execute change in tandem with committed members of a group
- Anticipate the “reaction to the action” to better direct resources





# Transformation Stakeholders



Foundation for Interdependence and Transformation



# Members

- ✓ Recognize the need for change
- ✓ Ability to connect and direct resources
- ✓ Commitment to achieve common objectives
- ✓ Access to data/research
- ✓ Connection to a wide network of stakeholders





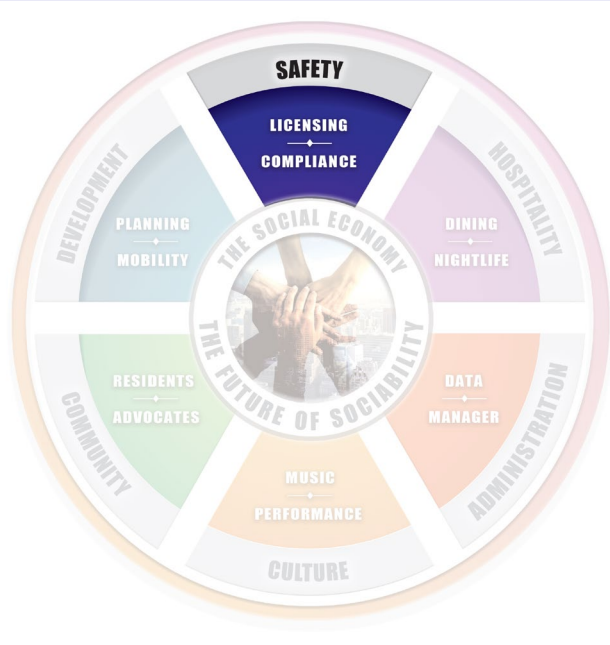
A piece of brown, textured cardboard with a rectangular hole cut out of its center. The edges of the cardboard are rough and torn. A small, rectangular piece of the cardboard is detached and lies to the left of the hole. The text "Uncover the Benefits" is written in a black, cursive-style font across the white opening.

*Uncover the Benefits*



# Transformation Team

## SAFETY



### SAFETY

Police – Fire  
City Manager  
Traffic Safety  
Regulatory  
Attorney  
Code Compliance  
Risk Management  
Security Training

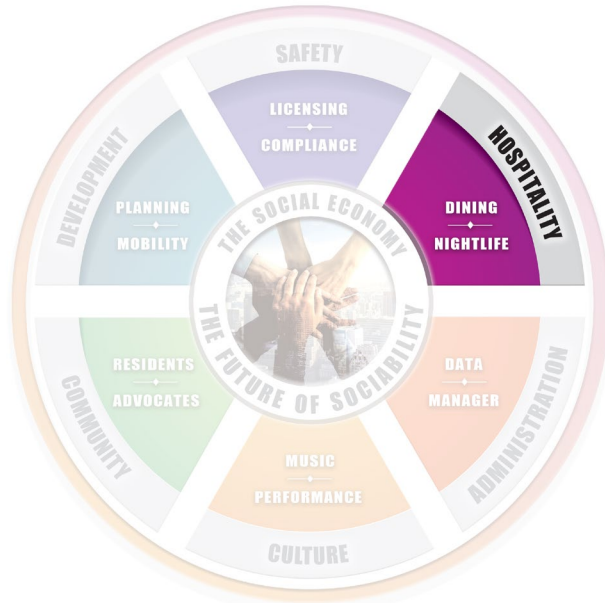
### BENEFITS

- Coordinate efforts of various agencies to avoid duplication and support information-sharing
- Facilitate the role of government as a resource and partner in business development
- Create a mechanism for proactive interactions with businesses to address new or existing business practices
- Engage safety stakeholders to provide input in planning



# Transformation Team

## HOSPITALITY



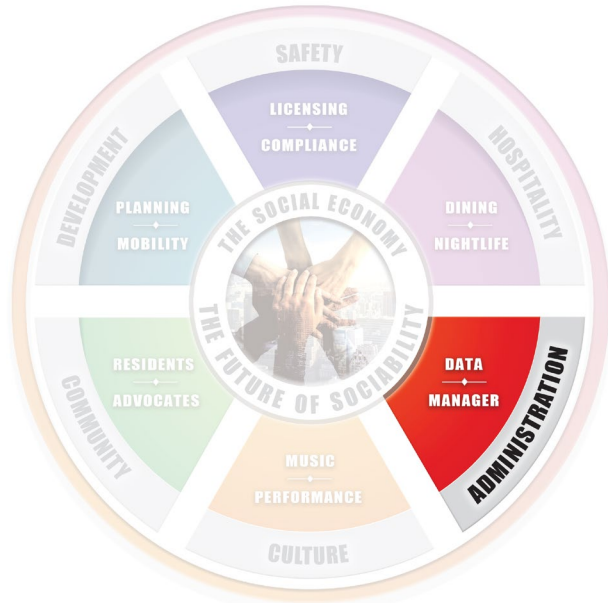
### HOSPITALITY

Restaurant  
Café  
Bar/Pub/Tavern  
Entertainment  
Tourism  
Conventions  
Suppliers  
Trainers

### BENEFITS

- Improve permitting, regulation and inspections
- Form an alliance to create voluntary standards
- Business-friendly approach for at-risk businesses
- Enhance the image and skills of the hospitality industry
- Connect owners with regulatory and code compliance representatives in a non-adversarial environment

# Transformation Team ADMINISTRATION



## ADMINISTRATION

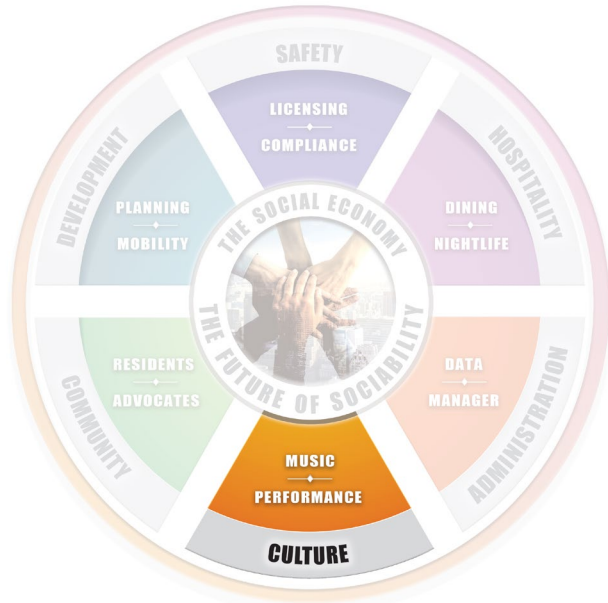
City Manager  
City Council  
Mayor's Office  
City Attorney  
Department Heads  
Economic Data  
Jobs Data  
Crime Data

## BENEFITS

- Establish liaison to all sectors of government
- Centralize data for evidence-based planning and resource allocation
- Gather input from multiple sectors for policy updates or development

# Transformation Team

## CULTURE



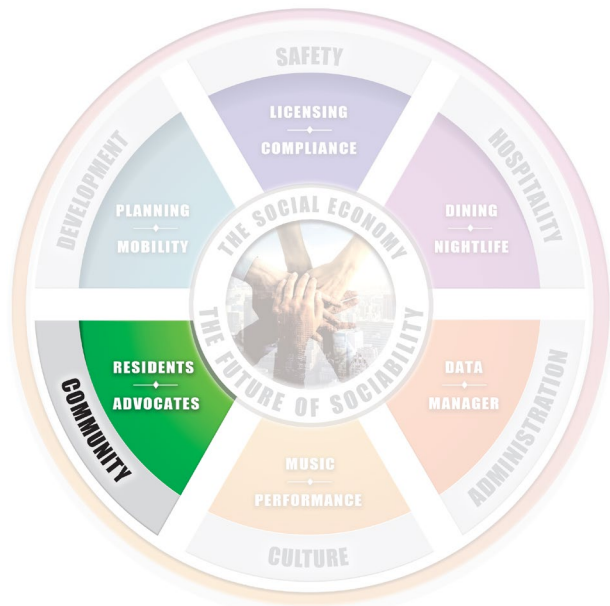
### CULTURE

Musicians  
DJ's  
Promoters  
Arts/Culture  
Cinema/Theater  
Media  
Festivals/Events  
Commissions

### BENEFITS

- Identify current music and culture venues by occupancy, genre, audience and price point
- Evaluate education and rehearsal options for students
- Document current public events and festivals by capacity, genre, audience and price point
- Determine current supply chain of talent in performance, lighting, sound, marketing

# Transformation Team COMMUNITY



## COMMUNITY

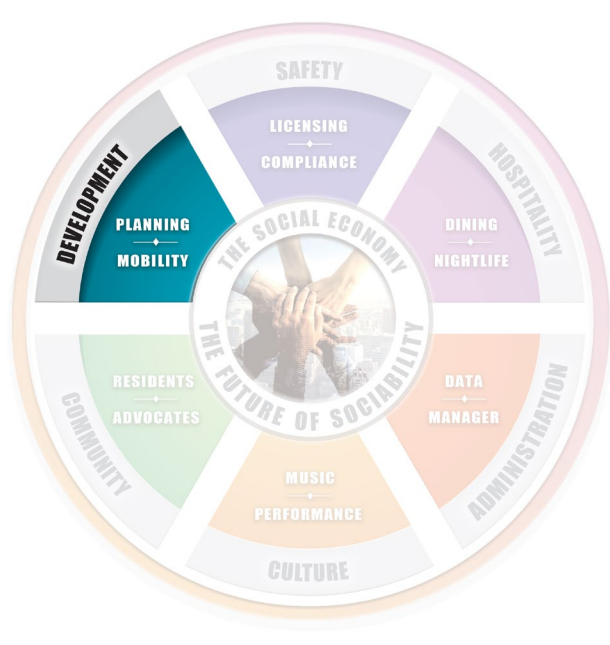
Residents  
Colleges  
Students  
Realtors  
Rental Agents  
Prevention  
Elected Officials  
Social Services

## BENEFITS

- Provide residents the opportunity to meet with government officials and business owners to share their concerns and needs in a neutral setting
- Engage residents in the planning process for hospitality businesses and districts in their community
- Inform residents about relevant projects and strategies being undertaken to address issues such as noise, trash, pedestrian safety, etc.



# Transformation Team DEVELOPMENT



## DEVELOPMENT

Planning  
Developer  
Property Owner  
Bank/Finance  
Transportation  
Parking/Valet  
Sanitation/Trash  
Public Works

## BENEFITS

- Provide a channel to disseminate and receive information related to planning and development of hospitality businesses
- Build partnerships with business owners and government to explore untapped resources and strategies
- Offer additional perspectives on the development and revitalization of neighborhoods and districts.



**Begin with the  
End in Mind**



