



CREATE
BRIDGES





Stands for:

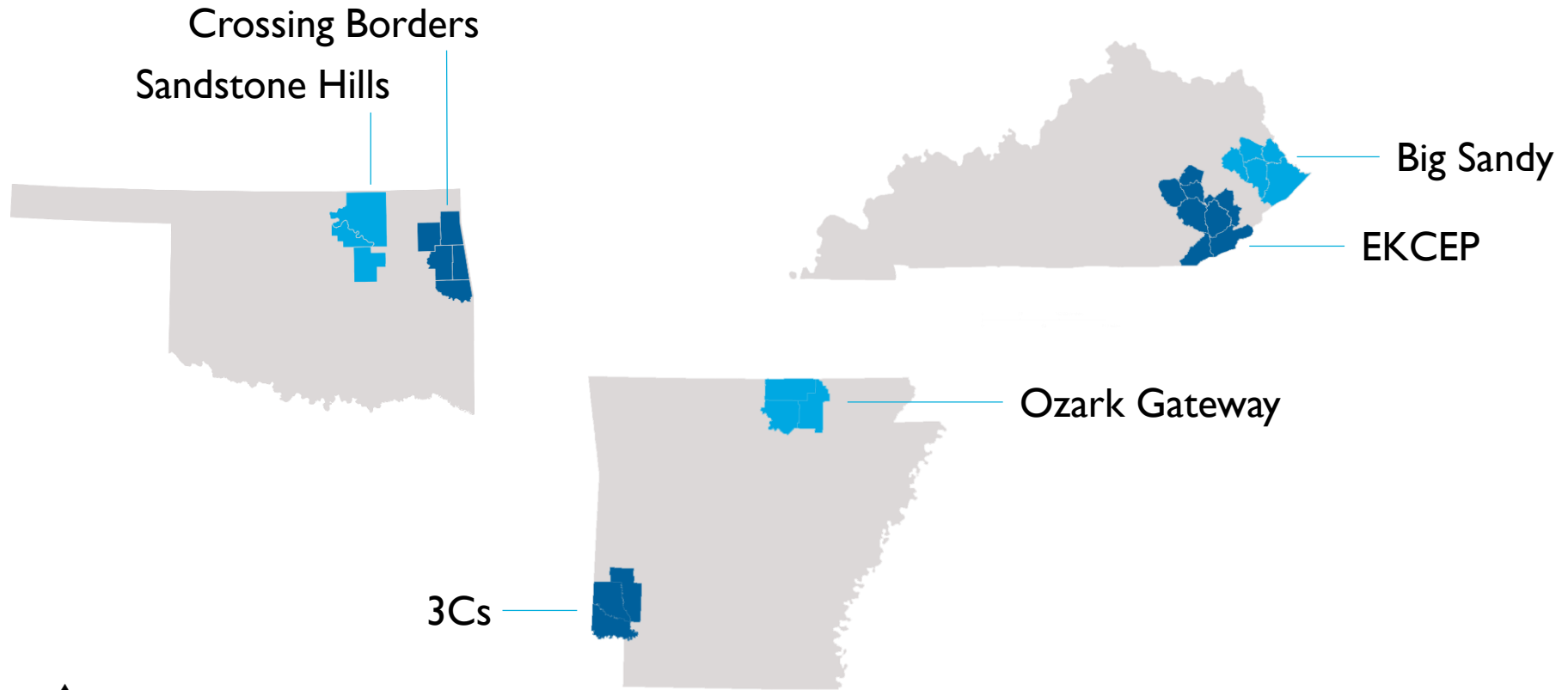
Celebrating **RE**tail, **A**ccommodations, **T**ourism,
and **E**ntertainment

by

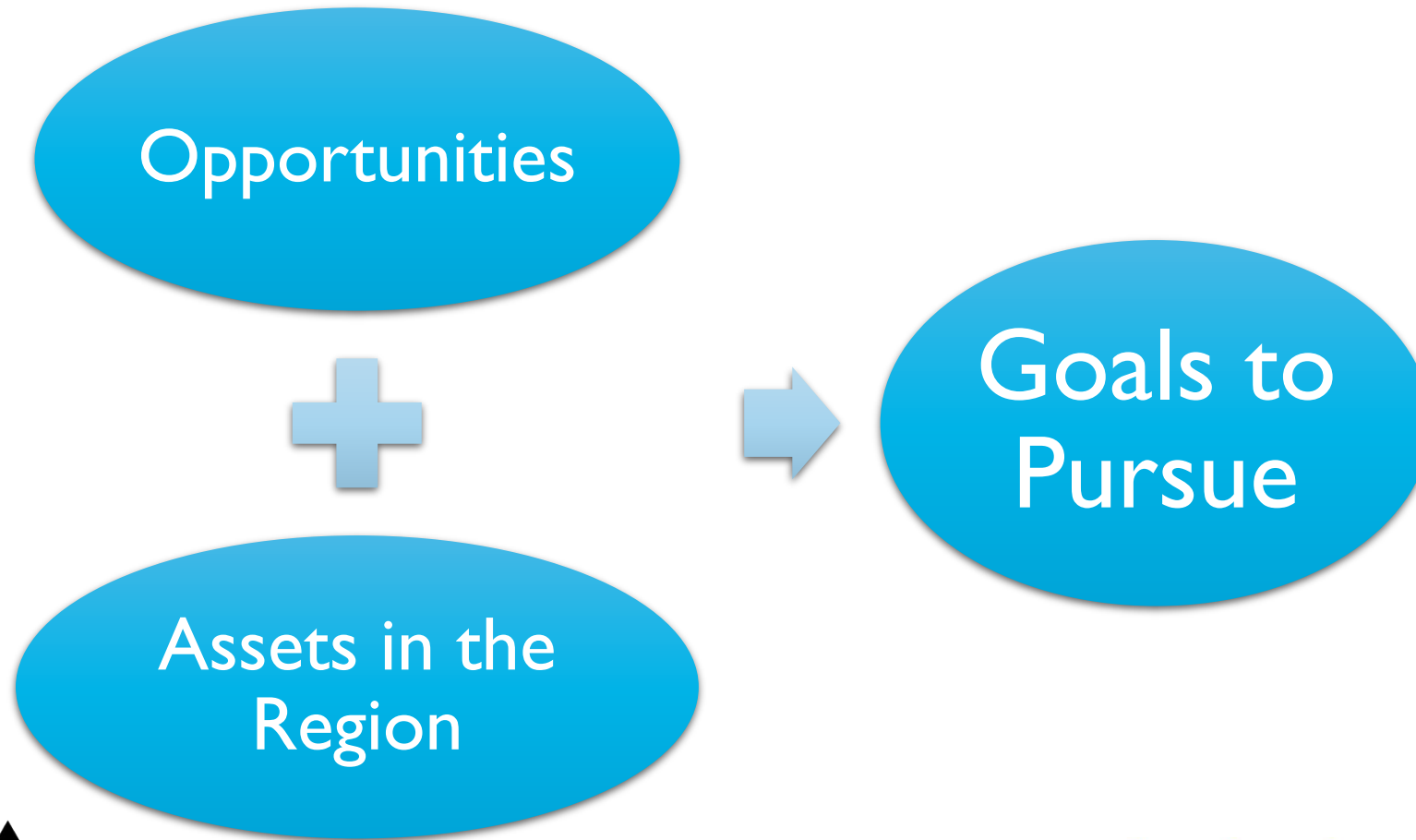
Building **R**ural **I**nnovations and **D**eveloping
Growth **E**conomies



CREATE BRIDGES PARTNERSHIP



Turn Opportunity Into Reality



Purpose of CREATE BRIDGES



- 1. Raise awareness**
- 2. Determine challenges, barriers, and opportunities**
- 3. Develop and implement strategies**

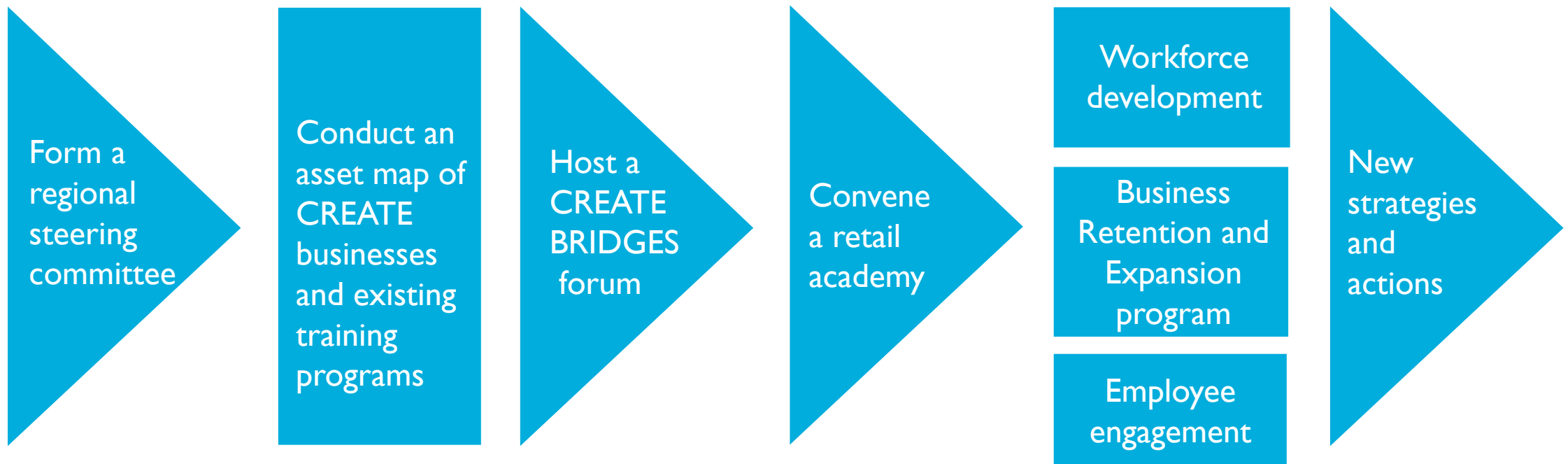


Introductions

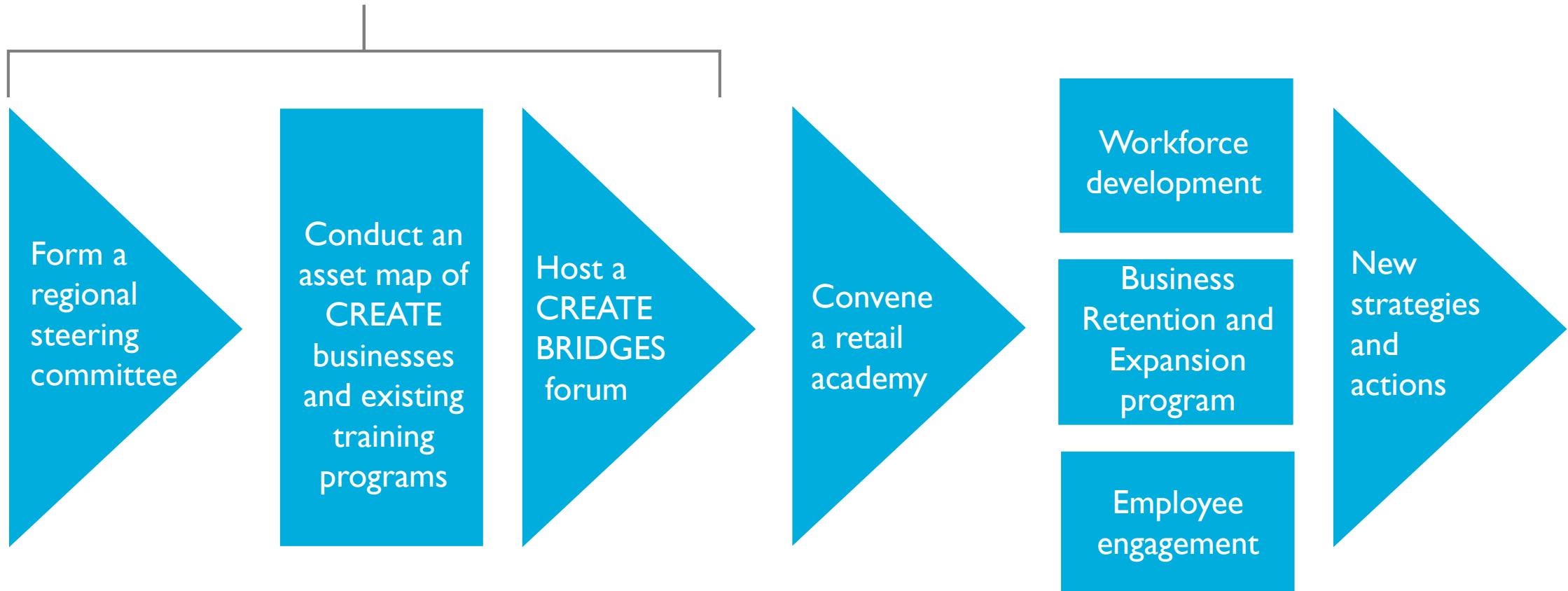




CREATE BRIDGES Process



You are here



Regional Steering Committee



Regional Steering Committee Responsibilities



- Coordinate with state facilitators
- Guide asset mapping assignment
- Engage key stakeholders and the public
- Plan and implement communications strategy for region
- Initiate CREATE BRIDGES forum
- Participate in Retail Academy
- Coordinate support for existing CREATE businesses
- Implement new strategies and actions



Regional Steering Committee



Today's Next Steps



Asset Mapping



CREATE
BRIDGES Forum
Planning



What is Asset Mapping



Identifying and providing information on the regional CREATE BRIDGES assets



Purpose



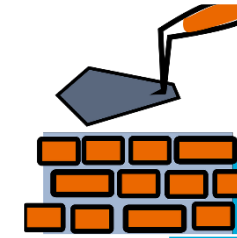
Strengths

- Provides a picture of the region's strengths as they relate to CREATE sectors



Invitation

- Provides a potential invitation list for the CREATE BRIDGES forum



Foundation

- Provides a foundation for BR&E and workforce training phases



How to Conduct an Asset Map



Make a list of CREATE businesses and workforce development organizations in your region



Expand the list to include other assets that may be helpful using template provided



Finalize and share the template



Examples of Community Assets



- **Individual capacities** – community members, Extension staff, faith leaders, community volunteers
- **Formal and informal community associations** – volunteer organizations, faith-based groups, training and workforce organizations
- **Community institutions** – universities, colleges, k-12 schools, not-for-profits, businesses, banks and lenders
- **Physical assets** – parks, infrastructure, transportation
- **Community leaders and developers** – current and potential local leaders and policy makers



Asset Mapping Form



Name of Organization/Asset	Name of Contact	Service Area (cities, counties, etc.)	Email	Phone	How does this asset relate to CREATE BRIDGES?
<i>Example: Innovation Hub</i>	<i>Sally Scheringer</i>	<i>Mason City</i>	<i>SallyS@place.org</i>	<i>111-111-1111</i>	<i>Provides start up and support services for small businesses</i>



Anything Missing? Complete Version by Jan. 11, 2019



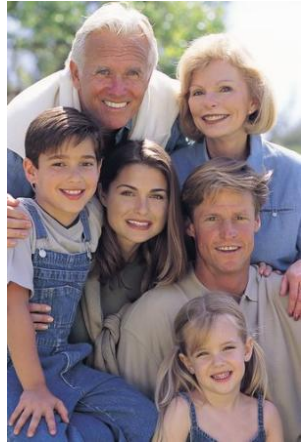
Asset Mapping Sharing Webinar



- Who:** RSCs and State leaders
- What:** Asset mapping webinar
- When:** Week of Jan. 14
- Where:** Zoom
- Why:** To share regions' outcomes



CREATE BRIDGES Forum



An opportunity to create buy-in within your region



CREATE BRIDGES Forum Planning



- ✓ When
- ✓ Where
- ✓ Who
- ✓ How



State Contacts



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Questions?