



MARYLAND STATE ARTS COUNCIL

PART OF THE MARYLAND DEPARTMENT OF COMMERCE

**Making Economic
Connections**



What are the similar goals in projects shared by economic development and the state arts agency?



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Communication: Level the playing field with other economic drivers

- Different authorizers have different expectations, goals and reporting priorities.
 - Ask for input to clarify based on expectations/procedures of authorizer for data sharing.
 - Share information at time of ideation rather than presenting fully developed programs or initiatives to find economic goal alignment.
 - Request a place at the table for leadership meetings.
 - Develop and adhere to strict protocols around public communication.
 - Identify possible value differences.

Who needs what information and what will they do with it?

- Economic data should not increase workload.
 - Restrict data collection to the needs of NEA and the economic development office.
 - The collection of information informs the structure of applications and final reports not the reverse.



Who is between you and your economic authorizer?

- What do they know about your agency?
- How are they communicating specific information?
- How can you strengthen their message?
- If you don't already have it, how can you gain direct access to the authorizer?



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