

A Template for Success

How to Use this Template: This template is designed to help you communicate your economic impact beyond visitor numbers. It is structured in the same way as the Case Studies produced as part of this report and provides a series of questions to help you think about the impact your organization has. We encourage you to review the Case Studies, then discuss these questions with your colleagues. Write down your answers to create a narrative of your organization's journey and the economic impact you have in your community. Consider sharing your results with other organizations to continue the conversation.

Background: What has shaped your organization?

Introduce Your Organization

- History of your organization. How did it start?
 - Did you have specific funding? Was there a champion or leader?
- What were/are the goals of your organization?
- How many full-time/part-time staff do you have? How many volunteers?

Introduce Your Community

- Where are you located?. How big is your community? What is/was the main economic source? Is the community in the middle of a transition (from one economic source to another/one demographic to another)?
- What kind of challenges do people in your community face?
- How does your community receive your organization?
 - Positive reception, critical feedback?
- Do you have any formal/informal partnerships with other groups or organizations in your region?

Your Journey: How did you get to where you are now?

- Was there one specific project that helped boost your impact on the community?
 - How did the work happen?
 - Teams, volunteers, collaborations?
 - Planning, timelines?
 - Did any surprises come up during the project?
 - How did you promote or advertise this project?
- Was there interest for more?
 - Ongoing components, spin-off ideas?
- Did local businesses have a response?
 - Positive or negative?
- How did you engage with the community before, during, after?

Exploring economic impact

- What economic impact does your organization have?
 - Job creation, revenue in the community, use of property or assets, tourism?
 - Did you start with those goals in mind?
- How do you know that your organization and/or this project had an impact on the local economy?
 - Do you have before and after data?
- Does your community have an economic development plan?
 - If yes, how does your organization fit into it?
- Was the impact a one-time thing, or ongoing?
 - If ongoing: how does it change over time/seasons/etc?
- What challenges or barriers prevent you from having a greater impact on your community?
 - Do you have plans to address those challenges?
- What role did government play in your success, and what level of government was most involved?
 - Federal, Provincial, Local?
- Were there other supports that contributed to your success? (Canadian Museums Association, local businesses, BCMA, etc)

Sharing insights



Scale Up:

- How do you increase your capacity and reach, inside and outside of your organization?



Increase Diversity:

- What do you do to ensure that you're reaching the diversity of your community, telling diverse stories, and taking diverse approaches?



Focus:

- What are your strengths? How do you ensure that you're focusing on these strengths and leveraging those core strengths to maximize your impact?



Train:

- What do you do to ensure that your staff, volunteers, stakeholders, and community are getting the education and training they need to increase your impact?