



## Celebrating **R**etail, **A**ccommodations, **T**ourism, and **E**ntertainment by Building **R**ural **I**nnovations and **D**eveloping **G**rowth **E**conomies

### CREATE BRIDGES Process

#### Raise Awareness and Build Capacity

Raise awareness of the role retail, accommodations, tourism, and entertainment businesses play in the local workforce and economy.

- Form a regional steering committee
- Host a CREATE BRIDGES public forum
  - Develop a resource list of CREATE businesses and existing support programs
- Share initial data on CREATE sector economic impacts

#### Examine Current Support

Examine current support for these businesses and their workforce.

- Expand resource list of CREATE businesses and existing programs
- Conduct a Business Retention and Expansion (BR&E) survey program
- Conduct an Employee Perspectives survey
- Host a CREATE Academy to share synthesized data and key findings

#### Develop and Implement Strategies

Develop and implement strategies to strengthen these business sectors and their workforce within a region.

- Develop and implement programs to strengthen CREATE workforce
- Develop and implement programs to strengthen CREATE sector businesses
- Develop and implement initiatives to strengthen the CREATE BRIDGES region



## Key Components in the Process

### Resource Listing: Identifying Community Strengths and Resources

- Process: Catalog CREATE businesses, organizations, and other resources that can support these businesses and workers
- Format: Small group assignment
- Goal: Develop a detailed picture of the region's strengths for developing CREATE businesses and workforce

### CREATE BRIDGES Forum: Engaging Local People

- Process: Convene partners to explore opportunities and challenges for these sectors
- Format: Guided 3 hour discussion to enhance asset identification
- Goal: Gather public input for use in CREATE BRIDGES process

### Business Retention & Expansion: Supporting Existing Businesses

- Process: Meet with business owners/managers, gather information, analyze, and report findings
- Format: Small group or individual meetings with business owners/managers
- Goal: Gather information to assess opportunities, threats, and barriers to business growth and enhance employee investment

### Employee Engagement: Gather Employee Perspectives

- Process: Identify gaps to be filled with new training and initiate conversations with current employees
- Format: engagement with personnel via surveys
- Goal: Gather information from workforce participants, coordinate existing workforce training to meet identified needs, and generate ideas for new opportunities, as well as engage employees about their work experience

### CREATE Academy: Brainstorming Data-Driven Ideas

- Process: Explore regional data relevant to CREATE businesses
- Format: Small group discussions
- Goal: Based upon regional data and survey summaries, identify potential barriers and opportunities for business owners/managers and workforce to address

### Synthesis & Implementation: Taking Action on New Strategies

- Process: Analyze input from both workforce and business collaborators to identify short-, medium-, and long-term strategies and actions and develop a joint plan of action
- Format: Review and planning sessions to synthesize information and implement new training
- Goal: Develop sustainable actions that create positive change in the local workforce and business environment

Insert Contact Information Here