

COMMUNITY BUILDING

A. The Heart of Community

1. Creating the greatest good for the greatest number.
2. Tapping into the collective subconscious.
3. Our past – memories, our present – a moment in time, our future – but a dream.
4. A heightened present awareness creates a more powerful memory.
5. A shared powerful experience creates a collective memory.

VISION: *To create powerful experiences that are held as cherished memories which will be shared with family, friends, community and society.*

B. Creating the Experience

1. Experience – Visioning, Committing,
2. Resources – Scoping
 - Human
 - Financial
 - Physical
3. Determining Sustainable Ventures
4. Mobilizing Support
 - Letters of interest
 - Support in principle
 - Support from significant sectors
5. Critical Mass and Tipping Points

6. Strategic Plan – how to play the game

›Corporate Structure

▪Choice of legal vehicles

▪Parallel/multiple corporations

▪Simplicity↔Complexity

▪Exposure↔Protection

›Management Structure

▪Personnel plan

▪Handbooks, manuals

▪Education

▪Assessment reporting

›Operational Structure

▪Financial plan

▪Marketing

▪Sales, inventory, etc.

C. Building Community

1. Starting with the family - The foundation of community

2. Teamwork , Staff, Volunteers – Making the Experience

3. Community, Guests/Visitors – Partaking in the Experience

4. Communications & Community – Documenting and promoting the Experience

5. Determining collective interests and the desire for change

6. The Canadian mosaic – a community of communities

7. Legacy planning creates a living story