



**CREATE**  
BRIDGES





Stands for:

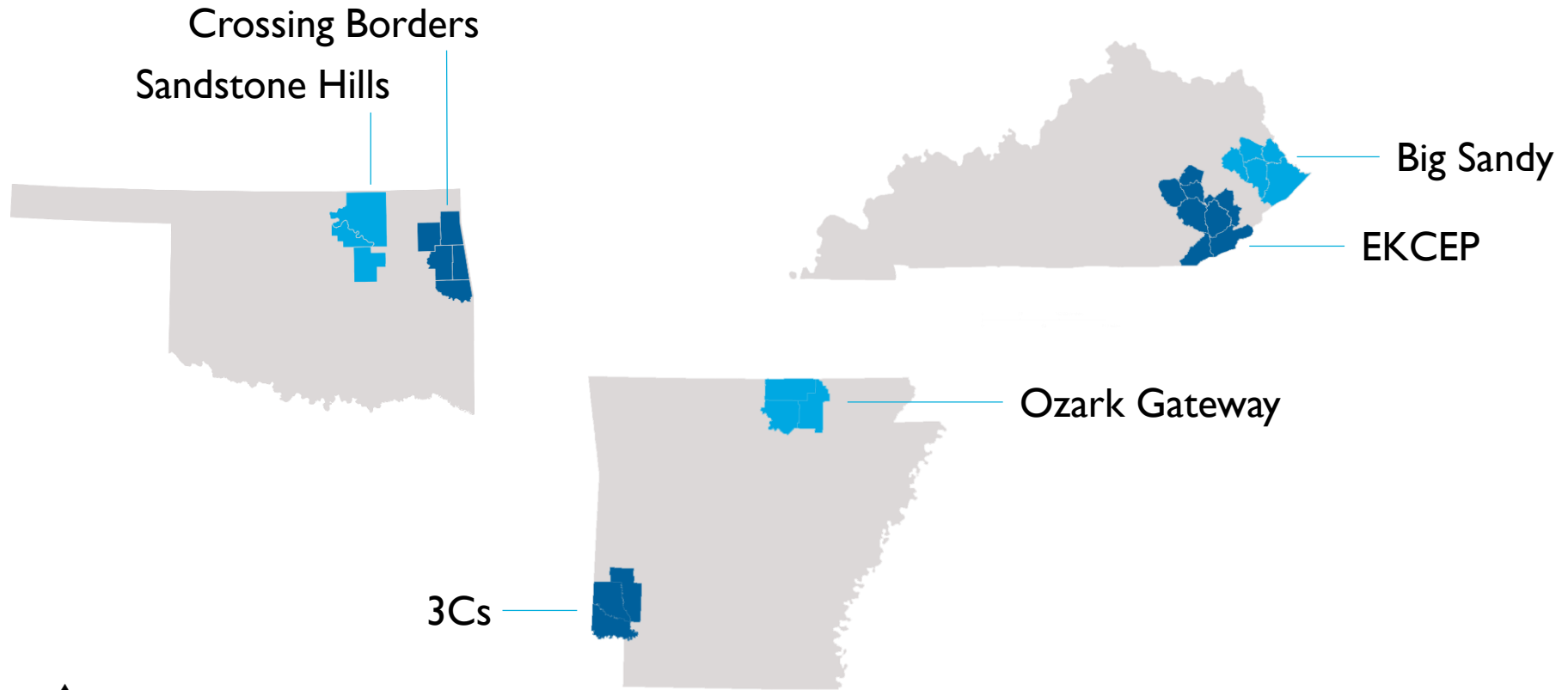
Celebrating **RE**tail, **A**ccommodations, **T**ourism,  
and **E**ntertainment

by

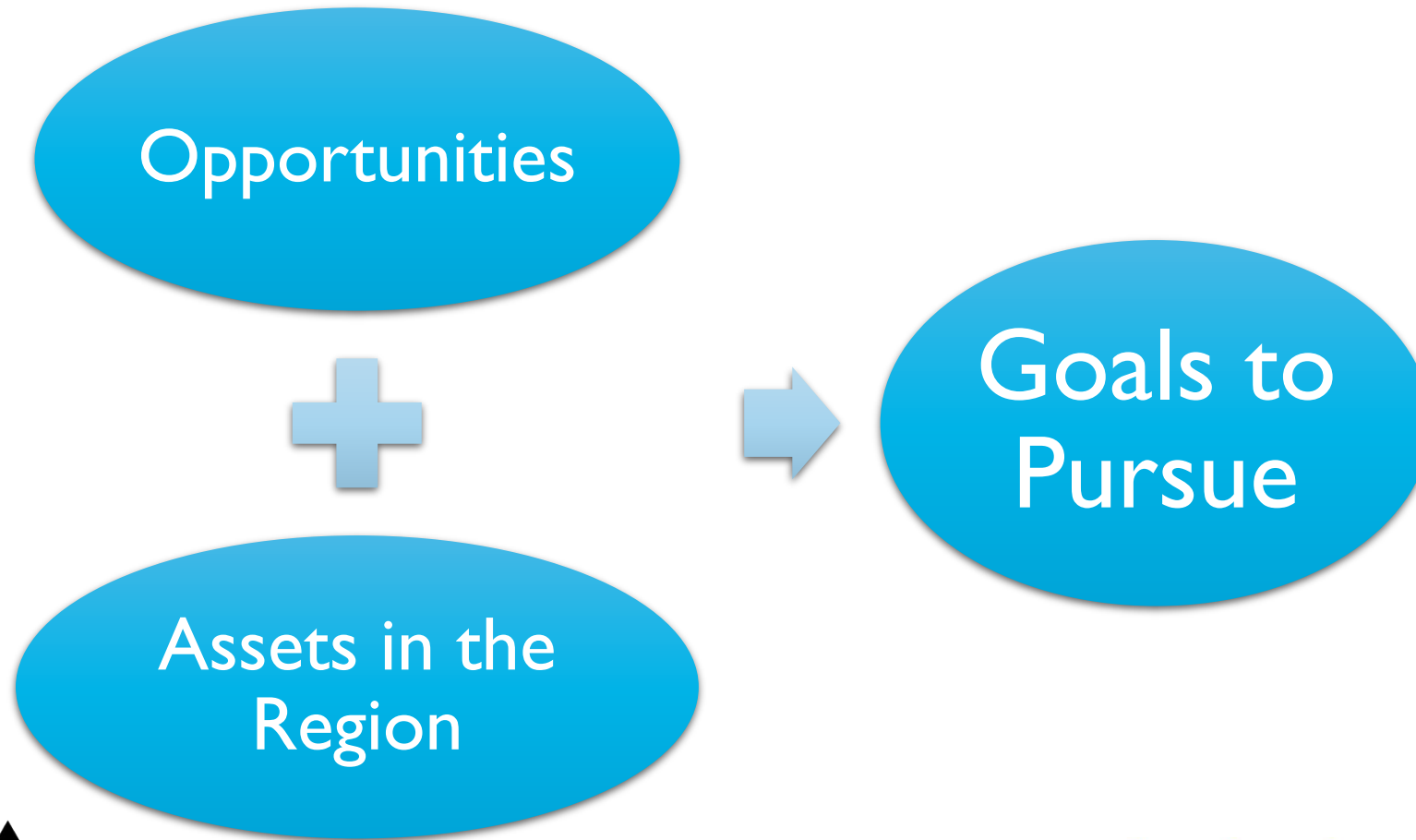
**B**uilding **R**ural **I**nnovations and **D**eveloping  
**G**rowth **E**conomies



# 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**

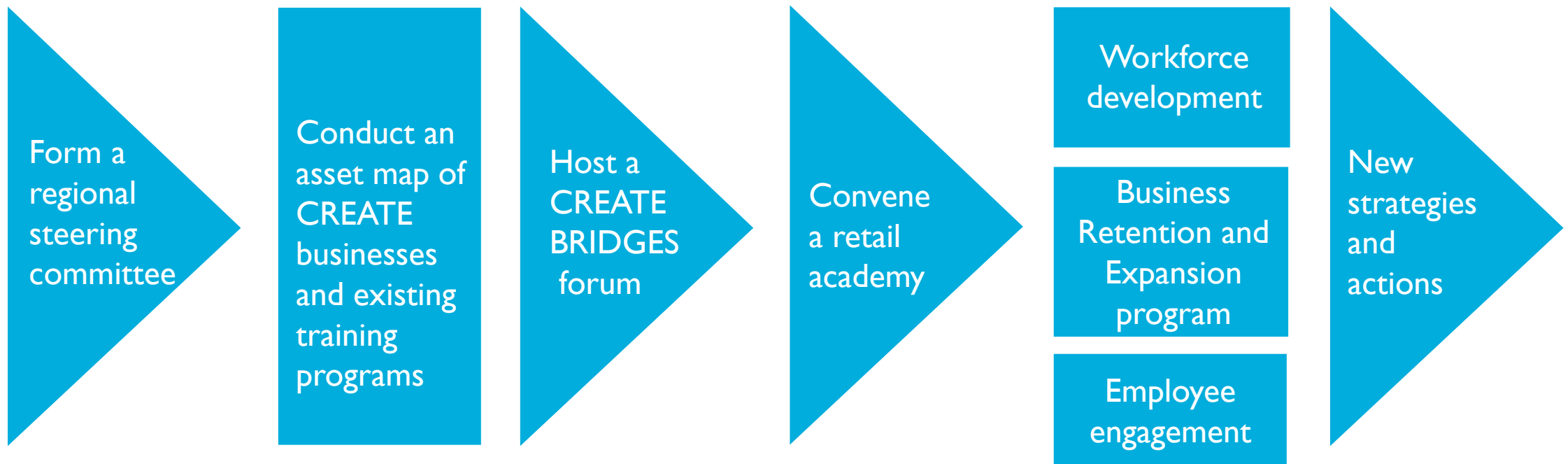


# Introductions



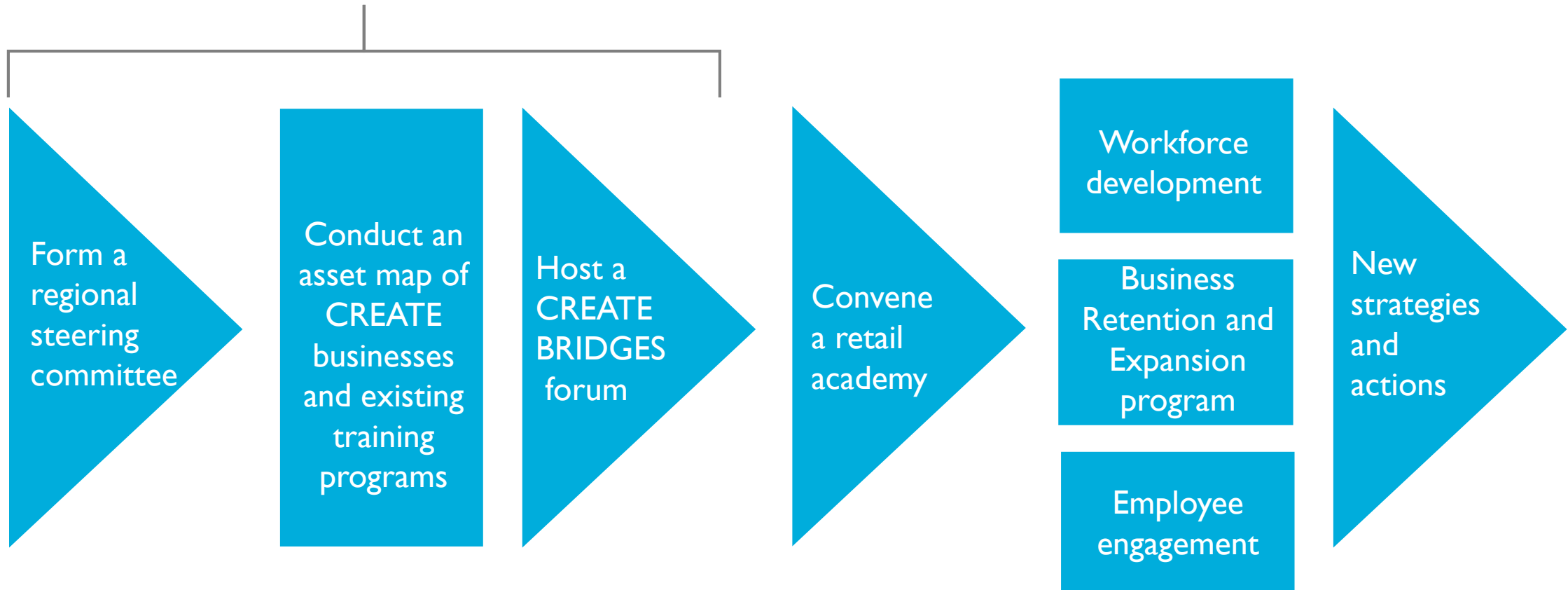


# CREATE BRIDGES Process





# 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



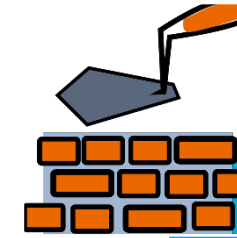
## Strengths

- 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

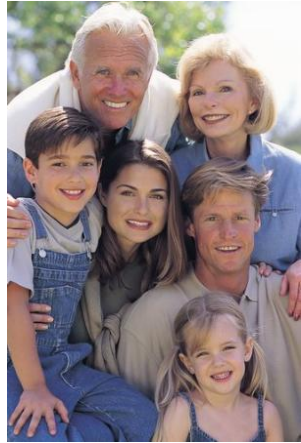


- Who:** RSCs and State leaders
- What:** Asset mapping webinar
- When:** Week of Jan. 14
- Where:** Zoom
- Why:** To share regions' outcomes





# 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?