

Adaptable Partnership Models

Purpose:

To guide participants in identifying mutually beneficial partnerships — with clear roles, responsibilities, and renewal timelines — that help move a project from *pop-up* to *permanent*.

Each model includes:

- **Mutual Benefits:** What each partner gains (visibility, audience, revenue, activation of space).
 - **Roles & Responsibilities:** Who manages logistics, promotion, staffing, supplies, or permits.
 - **Timeline for Evaluation & Renewal:** When to assess success, renew, or adapt the collaboration.
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1 Artist + Property Owner

Exchange: Free or low-cost space use in exchange for visibility and increased foot traffic.

Example: An artist uses a vacant storefront for a window exhibit that draws attention to the building, helping the owner attract new tenants.

2 Nonprofit + Municipality

Exchange: City provides staff time, permits, or public space; nonprofit handles programming and community engagement.

Example: The city waives event permit fees while the arts nonprofit organizes public performances downtown.

3 Business + Creative Collective

Exchange: The business hosts cultural events that bring in new customers while artists gain exposure and potential sales.

Example: A café partners with a local artist group to host monthly pop-up galleries or live music nights.

4 School + Artist

Exchange: Students gain real-world experience through collaborative projects; the artist gains support and visibility.

Example: A local high school art class creates public art installations in partnership with an artist-in-residence.

5 Chamber of Commerce + Venue

Exchange: The chamber co-hosts seasonal markets or events, combining its business network with the venue's physical space.

Example: Chamber and venue collaborate on a quarterly night market featuring local entrepreneurs and creatives.