

Creative Enterprise Agenda

Timelines:

- In 2003 the Prosperity Council of Waterloo Region established the "Good to Great Agenda" adopted by participants at the first Prosperity Forum. Agenda seeks to raise the ambition of the community and resulted in the collective commitment to five key directions that include:
 1. Build a collaborative vision based on the Prosperity model (strategy, tactics and measures) for the region
 2. Brand and market this region as one successful area for business, arts and lifestyle
 3. Enhance regional health institutions with state-of-the-art facilities to attract and keep physicians and build expertise
 4. Strengthen local post secondary institutions in size, quality, and impact to attract and keep highly talented people
 5. Create and fund a regional arts and culture development and promotion body
- The Task Force on Creative Enterprise was formed to address the 5th direction.
- June 11, 2007, at the King Street Theatre Centre, (now the Conrad Centre for the Performing Arts) the Council hosted Creative Intersections, a community forum which established a framework for the role of arts and culture in the growth of prosperity within the Region of Waterloo.
- April 2008, third party consultants completed "The Report on Model Communities Research" – a document outlining groundbreaking creative initiatives in other communities around the world.
- August 28, 2008, at Kitchener City Hall Rotunda, the Task Force on Creative Enterprise hosted a consultation session with members of the arts community - feedback from this session was used to help further the agenda.
- The Creative Dimensions in Prosperity Forum held September 24, 2008 at Whistle Bear Golf Club, engaged business, community and arts leaders, and resulted in the creation of Task Forces to address Vision, Structure and Resources.
- On June 9, 2009, at St. George Banquet Hall, the draft work of the three Task Forces was presented at a consultation session with various community representatives who had participated in the Creative Dimensions in Prosperity Forum the previous year. Feedback from this session led to further research and work by the three Task Forces.
- A new audience of young community leaders was introduced to the Creative Enterprise Agenda at a briefing session and reception held September 9th, 2009, at the Conrad Centre for the Performing Arts.
- During the summer of 2009 briefing sessions have been held with key influencers to test the findings of the Task Forces.
- September 24, 2009, at the Waterloo Inn and Conference Centre, the final work of the Vision, Structure and Resources Task Forces will be presented to a broad representation of community stakeholders. Significant findings and key recommendations will be offered to move the Creative Enterprise Agenda to the next stage.