Categories of Stakeholders

…to engage in community discovery

There is a broad range of stakeholders who could be considered for engagement in the community discovery process. Consider which categories (or members of a category) would be most relevant to your project goals and scope. Use these to guide the outreach process, determining who you want to reach and where to disseminate the discovery tools, whether they are surveys, dot boards, focus groups, interviews, etc.

Business Interests: Chamber, BID, Merchants Association, Main Street businesses, major property owners and business owners in the immediate vicinity

Community: Social service providers and advocates, Child Care, Hospitals and Health community; clubs and associations (book clubs, block association, Rotary, Kiwanis), religious institutions

Cultural institutions: museum, art centers, historic preservation groups, historical societies, genealogy societies

Cultural organizations: cultural and event program producers, arts clubs and arts education groups

Education: Universities, Community Colleges, High Schools, Primary Schools, PTA

Environment: gardening, environmental and parks groups, permaculture groups, park advocates

Funders: Region-wide foundations, community foundations, CSR offices

Government: City, State, County, Departments Planning, Economic Development, Cultural Affairs, Public Works, Engineering, DOT and Parks and Recreation, Mayor's office, City Councilor for the district

Informal Businesses: food trucks, vendors, farmers market

Makers & Builders: arts and crafts, tradespersons, engineering, volunteer groups, meet-ups, co-work groups, architecture and design students, etc.

Media: press, radio, print, online media