



# THE OPPORTUNITY AGENDA'S CREATIVE CHANGE

## 2019:

A RETREAT AT  
SUNDANCE

AT THE

INTERSECTION OF  
ARTS, POPULAR CULTURE, AND  
SOCIAL JUSTICE

Monday, July 29, 2019 - Friday, August 2, 2019

Made possible with the generous support of the **Ford Foundation, John D. and Catherine T. MacArthur Foundation, The Nathan Cummings Foundation, Pop Culture Collaborative, The Annie E. Casey Foundation, The JPB Foundation, The Libra Foundation, Unbound Philanthropy,** and the **W.K. Kellogg Foundation.**

# Welcome to The Opportunity Agenda's 2019 Creative Change Retreat!

On behalf of all of us at The Opportunity Agenda, thank you for taking time out of your busy schedule to join us at Sundance, a place committed to the balance of arts, nature, and community. We hope you will find the legacy and inherent beauty of this setting an inspirational backdrop for our theme: *Dream Beyond*.

We've gathered you with great care, from across the country and from different fields—arts, entertainment, advocacy, activism, and philanthropy. No matter what experiences and perspectives you bring, your ideas, inspiration, and participation are gifts to us all.

Over almost a decade, the seeds planted at Creative Change have grown into transformational collaborations; diverse, culture-changing partnerships; and field-changing ideas. What connections, renewals, and visions will this year's retreat yield? That's for each of us to discover and determine, individually and collectively, over these next few days.

The world is on fire—literally and figuratively—and our rights, dignity, and freedoms are under constant attack. Since we last held the retreat, we have been faced with daily outrages on multiple fronts. Despite the exhaustion, we have also witnessed an evolving appetite for big, bold ideas that will care for and honor people and the planet in the future.

Now it's your turn. Your turn to bring your unique creativity, energy, and strategy to this diverse and dynamic group. Your turn to plant seeds here for future projects. And your turn to spend time at Creative Change dreaming beyond the fire to illuminate new pathways for change.

Thanks again for joining us. We look forward to getting to know you and creating an open and generative space that honors your contributions to it and to our world!

With gratitude,



Betsy Richards  
Director of Cultural Strategies

# WHAT IF I NEED SOMETHING?

## **Arrival at Salt Lake City Airport and Transport to Sundance**

Private transportation through Snow Park Limousine has been arranged for you from the Salt Lake City Airport to Sundance, upon your arrival. Look out for the greeters in the baggage claim area.

**Note: Please alert Rachel Grow at [rgrow@opportunityagenda.org](mailto:rgrow@opportunityagenda.org) if there is a change in your travel plans prior to the retreat.** If you need to reach someone immediately while you are en route, please contact **Snow Country Limo's main office at 435-714-0159** or [info@snowcountrylimo.com](mailto:info@snowcountrylimo.com). If they are not available, please contact **Rachel Grow**.

## **Important Numbers**

Snow Country Limousine: 435-714-0159

Rachel Grow: 818-430-6172

Janelle Treibitz: 646-734-6705

Sundance Concierge: 801-223-6000

## **At Sundance**

While you are here, do not hesitate to call Sundance's Main Number (801-225-4107) to ask for assistance with your room, hotel facilities and services, or getting around the property.

## **For All Other Matters**

We are also available for assistance and to respond to questions on the following matters:

Presentations: Betsy Richards (973-767-7889) or Janelle Treibitz (646-734-6705)

Audio/Visual or Set-Up Related to Your Presentation: Jean Little (860-304-3349)

Airport Shuttle: Rachel Grow (818-430-6172)

Lodging Arrangements: Janelle Treibitz (646-734-6705)

Anything Else on Your Mind: Betsy (973-767-7889) or Janelle (646-734-6705)

## **Departure Information**

Please check in with Rachel Grow the day before your departure to confirm departure time from the reception area/lobby area. Plan to leave Sundance from the reception lobby at least 3 hours before your flight.

## WIRELESS AND COMPUTERS

Sundance provides high-speed wireless Internet access in your hotel room free of charge. Select “Sundance Wireless” for your user connection. No password is needed. We recommend that participants bring personal laptops, and those with Macs should bring a VGA adapter to project images and video. In common areas such as the Redford Conference Center please use “Sundance Conference” for your connection; the password is **CC2019**.

## SOCIAL MEDIA AND PRIVACY

We ask that **all participants be respectful of the privacy of participants and the sensitive nature of conversations that occur at the retreat**. Social media users are asked to not discuss participants by name or to tag others in photos without first securing their permission. Additionally, social media participation should be reserved for breaks and free time, not during presentations or discussions—program sessions are considered “no-phone zones.” Although members of The Opportunity Agenda staff will be taking notes and capturing images, we also want to underscore that individual comments and conversations are off the record and confidential.

For participants who choose to share their Creative Change experience online, the retreat’s hashtag is **#CreativeChange19**. In addition, The Opportunity Agenda runs a **private Facebook Group, Creative Change Participants (which you will be invited to join)**, to connect attendees and alumni during the retreat and beyond.

## NO SOLICITATION

Creative Change is intended to fill you with ideas and introduce you to others in and out of your field. We ask that you be respectful of the “no solicitation” spirit of the retreat. **Please save business inquiries or pitches for work or funding for a later date**, and focus on sharing, exploring, and building bridges to a more inclusive and just future.

## SHARING MATERIALS AND ART

**There will be a table in the Redford Conference Center for you to share materials** (stickers, posters, reports, etc.). In addition, we will provide an informal way (clips, artist’s tape) to hang any posters, prints, or other art that you would like to display in the space.

# WHAT YOU NEED TO KNOW ABOUT SUNDANCE

Created by Robert Redford, Sundance is a haven for discovery and inspiration that offers a wide range of mountain recreation experiences year-round. Situated at the base of 12,000-foot Mt. Timpanogos and on 5,000 acres of preserved wilderness, Sundance is committed to the balance of art, nature, and recreation.

Here are some tips for your visit:

- **Temperatures fluctuate** and a 30-degree temperature swing in one day is not unusual. While daytime highs can reach 90 degrees, night-time lows can sink to the mid-50s.
- **Dress in layers:** In July, Sundance is hot and sunny with fairly low humidity and cooler evenings.
- Brief afternoon thunderstorms are common. **Come prepared for rainfall.**
- **Please bring a warm hat and a wind-resistant/fleece-style jacket** or other similar cover-up. It will come in handy during our evening barbeque and bird release. By the time the sun goes down it can be very cool.
- **Apply and reapply lip balm and sunscreen** to exposed areas.
- **A brimmed hat and sunglasses** are recommended to protect your eyes from the glare.
- **Please bring a water bottle**—they will not be provided.
- **Drink extra water and minimize your alcohol intake** to help you adapt to the high altitude.
- Please **bring sneakers or trail shoes** for low- to medium-impact walking and optional hiking.
- We suggest **bringing a simple backpack** with you, not only to tote your materials but also to allow you to take what you need on a hike and participate in other optional free-time activities.
- **There is NO town within walking distance of the property.** There is a small shop in the main building with toiletries, but if you need prescription medications, specific foods, or other items, you will have to travel by taxi to the nearest town. This is very inconvenient and expensive, so **pack well!**

## GETTING AROUND SUNDANCE BY SHUTTLE

Sundance offers free shuttle access around the property. For shuttles from the lodging rooms, guests can touch the operator or front desk button or call ext. 4020 or ext. 0 to place their request. We recommend calling the front desk to request a shuttle at least 15 minutes prior to your desired departure time.

## TIPPING

The Opportunity Agenda has covered your tips for all housekeeping staff, catering staff, and shuttle drivers. Additional tips for excellent service are always appreciated.

# PROGRAM

## MONDAY, JULY 29

- All Day **Participants Arrive at Salt Lake City Airport**
- 10:00am - 6:00pm **Registration Table Open** (*Reception Area*)
- 7:00pm - 9:00pm **Welcome Reception with Food and Drink**  
(*Redford Conference Center and Lawn*)

## TUESDAY, JULY 30

- 7:30am - 9:00am **Breakfast** (*Redford Conference Center and Lawn*)
- 9:00am - 10:00am **Opening, Introductions, and Speed Meeting**  
(*Redford Conference Center*)
- 10:00am - 11:30am **Opening Conversation: Dreaming Beyond**  
(*Redford Conference Center*)  
We will kick off our time together with an interactive conversation that focuses on dreaming beyond the challenges that face us and toward a future that lifts up our highest values and aspirations. This session will feature inquiries led by **Ishita Srivastava, Stephen Brackett, and Caty Borum Chattoo.**
- 11:30am - 12:30pm **Sharing Our Stories: Work from the Field**  
(*Redford Conference Center*)  
Highlighting some examples of the role that storytelling in its myriad forms plays in social change, the morning and afternoon will include a range of work to inspire our engagement for the remainder of the retreat. This session includes presentations by **Tunde Wey, Paola Mendoza, Bethany Yellowtail, Kristen Marston, Frisly Soberanis, Courtney Bowles and Kathy Le Backes.**
- 12:30pm - 1:30pm **Lunch** (*Redford Conference Center and Lawn*)
- 1:30pm - 2:30pm **Sharing Our Stories: Work from the Field** (continued)  
(*Redford Conference Center*)  
This afternoon's session will feature **Douglas Miles & Douglas D. Miles, Jr., Phillip Agnew, Sahra Nyguen, Jessie Krimes, Ernesto Yerena, Maha Chehlaoui, and Ty Defoe.**

2:30pm – 3:00pm	<b>Seeding the Network: Collaboration and Connection</b> <i>(Redford Conference Center)</i> Participants will briefly explore possibilities for collaboration and connection within the retreat, seeding our Design Team process that begins the next morning.
3:00pm – 3:15pm	<b>Announcements and Close</b>
3:15pm – 5:30pm	<b>Free Time</b>
5:30pm – 7:00pm	<b>Dinner</b> <i>(Redford Conference Center and Lawn)</i>
7:30pm – 9:00pm	<b>The Mix Up</b> <i>(Creekside)</i> <b>Stephen Brackett</b> will host an informal evening of clips, comedy, spoken word, stories, and music. Featuring <b>Amber Phillips, Josue Ramirez, Bethany Hall, Jouelzy Baker, Joey Clift, Layel Camargo, Mamoudou N’Diaye,</b> and <b>Fawzia Mirza.</b>

WEDNESDAY, JULY 31

7:30am – 9:00am	<b>Breakfast</b> <i>(Redford Conference Center and Lawn)</i>
9:00am – 9:15am	<b>Morning Overview and Announcements</b> <i>(Redford Conference Center)</i>
9:15am – 10:45am	<b>Design Teams Marketplace: Creative Collaborations for Change</b> Do you have a campaign or change agenda that could benefit from the creative and strategic minds at this retreat? Attendees will have the opportunity to offer a one-minute pitch about their project that will be followed by self-organization into small groups. Over the next day-and-a-half, each group will be asked to generate ideas for cultural strategies that amplify the project’s social change intentions.
10:45am – 12:15pm	<b>Small Group Work – Design Teams</b>
12:15pm – 1:15pm	<b>Lunch</b> <i>(Redford Conference Center and Lawn)</i>
1:15pm – 2:45pm	<b>Small Group Work – Design Teams</b> (continued)
2:45pm – 3:00pm	<b>Announcements and Close</b>
3:00pm – 5:30pm	<b>Free Time</b>
5:30pm – 6:45pm	<b>Barbeque</b> <i>(Redford Conference Center and Lawn)</i>
6:45pm – 8:30pm	<b>Bird Release</b> <i>(Ski Lift to Ray’s Summit)</i>

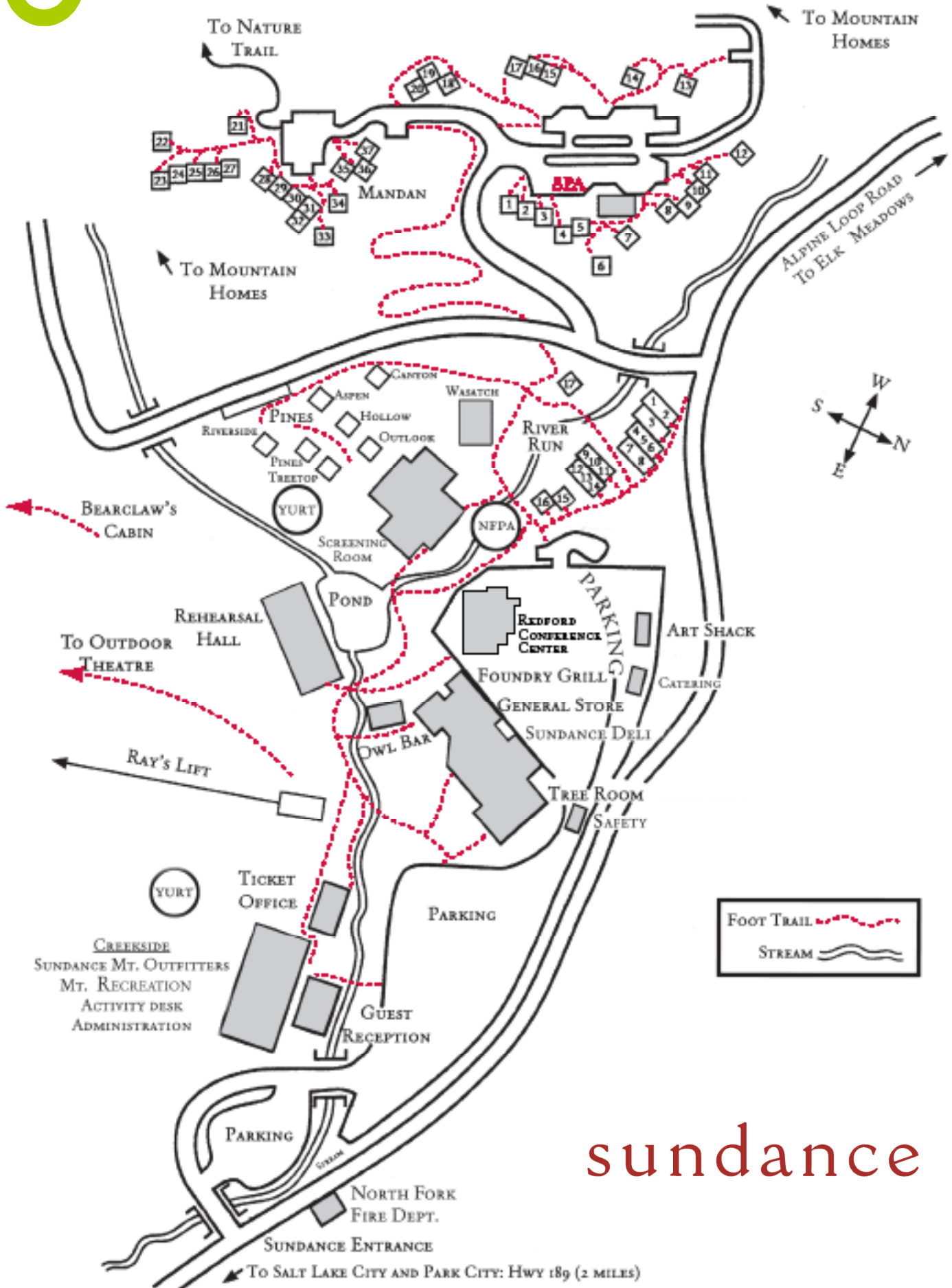


## THURSDAY, AUGUST 1

- 7:30am – 9:00am     **Breakfast** (*Redford Conference Center and Lawn*)
- 9:00am – 9:30am     **Opening Announcements and Activity**
- 9:30am – 11:00am     **Small Group Work – Design Teams** (continued)  
Design Teams return to their process to finalize their work and prepare presentations.
- 11:15am – 12:30pm     **Show and Tell: Design Team Presentations**
- 12:30pm – 1:30pm     **Lunch** (*Redford Conference Center and Lawn*)
- 1:30pm – 2:00pm     **Announcements and Close**
- 2:00pm – 3:30pm     **Open Space Conversation(s)** (*Redford Conference Center and Lawn*)
- 3:30pm – 6:30pm     **Free Time or Free Conversations**
- 6:30pm – 9:00pm     **Reception** followed by **Closing Dinner** (*Redford Conference Center and Lawn*)

## FRIDAY, AUGUST 2

- ALL DAY                 **Shuttles to Salt Lake City Airport / Breakfast on your own**



sundance

# ACKNOWLEDGEMENTS

The Opportunity Agenda is particularly grateful to the **Ford Foundation, John D. and Catherine T. MacArthur Foundation, The Nathan Cummings Foundation, Pop Culture Collaborative, The Annie E. Casey Foundation, The JPB Foundation, The Libra Foundation, Unbound Philanthropy,** and the **W.K. Kellogg Foundation** for supporting our Cultural Strategies work.

Thank you to our 2019 Retreat Advisory Team of **Stephen Brackett, Caty Borum Chattoo, Tanya Coke, Douglas Miles, Amy Redford, Ishita Srivastava,** and **Jenny Yang** for their ideas, support, and planning.

**The 2019 Creative Change Retreat** was designed and produced by staff from The Opportunity Agenda, including a team led by **Betsy Richards** and **Janelle Treibitz**. Thanks to **Gibrán Rivera** for his facilitation and guidance; **Jean Little** for coordinating technical needs; and our colleagues **Lincoln Bovell, Ellen Buchman, Rachel Grow, Tanesha Jackson, Elizabeth Johnsen, Tad Kroll, Porshea Patterson, Rachel Reyes, Jillian Small, Erin Strek, Yanilssa Taveras, Leslie Weber,** and **Erika Williams** for their support.

We wish to express our gratitude to The Opportunity Agenda's Steering Committee Members of **Vincent Benjamin, Janis Bowdler, Yasmin Cader, Michael Goldberg, William Gorin, Madifing Kaba, Joseph C. Lewis, David May, Alan Myers, Amy Redford, Richard Roberts, Sara Stuart,** and **Bryan Warner** for their support and leadership in The Opportunity Agenda's engagement with Cultural Strategies and the Creative Change network.

Finally, The Opportunity Agenda would like to acknowledge that we gather on the homelands of the **Ute Peoples** past and present and honor, with gratitude, the land itself and the people who have stewarded it throughout the generations.

## About The Opportunity Agenda

The Opportunity Agenda is a social justice communication lab. We collaborate with social justice leaders to move hearts and minds, driving lasting policy and culture change. We amplify the inspirational voices of opportunity through communication expertise and creative engagement. To learn more about The Opportunity Agenda, go to our website at [www.opportunityagenda.org](http://www.opportunityagenda.org).



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