

SOCIAL ENTITY MODEL CANVAS – Working Professionals

Entity Name:

Mission:

Tohono Chul Park
NATURE. ART. CULTURE.



<p>KEY PARTNERS</p> <p>Who are our Key Partners?Suppliers? Which Key Resources are we acquiring from partners?Which Key Activities do partners perform?Motivations for partnerships</p> <ul style="list-style-type: none"> • Optimization and economy • Reduction of risk and uncertainty • Acquisition of particular resources and activities <ul style="list-style-type: none"> • Raytheon • IBM (Eastside) • Honeywell • Ventana Medical • Freeport McMohan • Gyms • Health Centers • U of A – Dr Weil • Professional Association • HOAs • Developers • Farmers Markets • Sporting Events • Educational vendors • Cell phone providers • Chas Schwab • Comcast • Apple • Metro Water • TEP • Whole Foods • Sprouts • Trader Joe’s • Schools/chid care • Skin care/beauty companies • Sports equipment companies • Bird stores • Tour companies – esp. ecotour 	<p>KEY ACTIVITIES</p> <p>What Key Activities do our Value Propositions require?Distribution Channels?Constituent Rels?</p> <ul style="list-style-type: none"> • Members only hours • WiFi for members • Yoga – ramada • Weekend kids activities • Package a relaxed social environment w/WiFi in ramada w/coffee kiosk • Ready TCP for next generation of members • Trip Advisor, Urbanspoon, other review sites • Member discussion on rentals • App for plant id • Virtual tour • Guests pass • Pay more to get more 	<p>BENEFITS PROPOSITION</p> <p>What benefit do we deliver to the Constituent? Which one of our Constituent’s problems are we helping to solve?</p> <p>Characteristics</p> <ul style="list-style-type: none"> • Connection to nature • Connection to Art • Connection to culture • Social/community • Serenity/peaceful • Brand/Status • Price • Continuing Education • More than sum of parts – unique fusion • Space • Dining • Accessibility • Entertainment 	<p>ORGANIZATIONAL VALUES</p> <p>What are our over-arching organizational values? CORE VALUES Added:</p> <ul style="list-style-type: none"> • Sustainability • Accessibility • Diversity • Open space vs urban sprawl • Wellness/physical fitness • Education • Exposure to nature 	<p>CONSTITUENT RELATIONSHIPS</p> <p>What type of relationship does each of our Constituent Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they?</p> <ul style="list-style-type: none"> • Technology • WiFi • Cell phone tours • Apps • Podcast • Online offerings • Virtual relationship • Immediate response 	<p>CONSTITUENT SEGMENTS</p> <p>For whom are we creating value? Who are our most important Constituents?</p> <ul style="list-style-type: none"> • >45 years old? • Educated (college and post-grad) • 75K+ income • No kids at home (pets vs kids) • Available nights and weekends • Focus initial on NW -18,05,18, 04,37 • Athletic • Teachers • Environmentally concerned • Married or not? • Enjoy food, drink, music – good times • Enjoy social gathering – date night or place to meet someone (mixer) • 1st time homeowner • Gardening interest 	
<p>COST STRUCTURE</p> <p>What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?our business more:Cost Driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing) Value Driven (focused on value creation, premium value proposition) Sample characteristics:Fixed Costs (salaries, rents, utilities),Variable costs, Economies of scale,Economies of scope</p> <ul style="list-style-type: none"> • Build a coffee bar type space • WiFi • IT support • Website expertise • 	<p>KEY RESOURCES</p> <p>What Key Resources do our Value Propositions require?Our Distribution Channels? Constituent Relationships?Revenue Streams?Types of resources:Physical, Intellectual (brand patents, copyrights, data),Human, Financial</p> <ul style="list-style-type: none"> • Enhanced performance space • Artist lists • Nighttime event lighting • Online marketing expertise • WiFi • Additional staff for split shifts • Food/drink • Space and teachers – Yoga ramada 	<p>ORGANIZATIONAL MISSION STATEMENT</p> <p>The mission of Tohono Chul Park is to enrich people’s lives by connecting them with the wonders of nature, art and culture in the Sonoran Desert region and inspiring wise stewardship of the natural world.</p>	<p>VISION STATEMENT</p> <p>Tohono Chul Park’s vision is to be perceived as the leading center in the world for its unique fusion of nature, art and culture of the Sonoran Desert region. Tohono Chul Park strives to be an indispensable resource for helping people learn about, celebrate and conserve our region’s natural and cultural heritage. Every element of the Park will reflect excellence and beauty, creating a pleasurable, inspiring and enlightening experience for all.</p>	<p>PROGRAM BUSINESS PROPOSITION</p> <p>Music – specific artists Tea Room – foodies Wellness – clinic, classes, trail stations Open early Space to do parties, gatherings, meetings Romance of grounds/gardens Unique passive experience for quiet “get to know you” time Ramble type program Gardening info. plants Entertainment – festival, evening Status – to be seen</p>	<p>PROCEDURES TO EMBED VALUES & TO ENSURE MISSION ALIGNMENT</p> <p>Use decision-making structure to ensure consideration of values in each entity decision.</p> <ul style="list-style-type: none"> • Physical and sensory accessibility • Flexibility in communication 	<p>CHANNELS</p> <p>Through which Channels do our Constituent Segments want to be reached?</p> <ul style="list-style-type: none"> • DCE • Bloom Night list • Exhibits • Tucson weekly • Website • Facebook • Optimize Google search • Word of mouth
<p>REVENUE STREAMS</p> <p>Who pays? Constituent or other source? For what value are our Constituents really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?</p> <ul style="list-style-type: none"> • Increase evening fees • Partner/sponsor opportunities • Wellness series tickets • A la carte memberships give you more - tiered 						