



Strategic Plan

-----FY2015-----

Operations

- Goal 1: Discuss broadening of mission, name, and base of support to engage cultural organizations.
- Goal 2: Prepare and implement an integrated marketing plan.
- Goal 3: Enhance annual membership format to better communicate with membership.
- Goal 4: Review and revise granting process to ensure a fair and efficient practice.
- Goal 5: Continue investigation of public funding options.
- Goal 6: Complete regional economic impact study for Community Focus Report Card.

Funding

- Goal 1: Research needs for fully functioning development efforts.
- Goal 2: Grow corporate memberships by at least 10%.

Programming

- Goal 1: Pilot and evaluate a board match-making event for area non-profits.
- Goal 2: Launch teaching artist initiative.
- Goal 3: Apply for 1-2 NEA grants.
- Goal 4: Convene a "Past SRAC Presidents" Council.
- Goal 5: Explore the needs of local institutions of higher education and how to expand a relationship with the SRAC.

Events

- Goal 1: Review Artsfest and First Night.
- Goal 2: Develop a prioritized list of ideas for a new non-weather dependent event.

Public Art

- Goal 1: Update Public Art brochure and database.
- Goal 2: Develop a list of at least 5 public art in the parks opportunities.

Facility

- Goal 1: Implement updates/additions to The Creamery Arts Center including a receptionist for building.
- Goal 2: Review current facility rental plan in preparation of expansion.

Regional

- Goal 1: Establish a regional database network of arts/cultural organizations.
- Goal 2: Conduct listening tour of 27-county region.

-----FY2016-----

Operations

- Goal 1: Complete Cultural Plan update by June 30.
- Goal 2: Develop a regional affiliate membership action plan.
- Goal 3: Address outcomes from discussion of expanding mission.

Funding

- Goal 1: Evaluate current endowment activities and growth.
- Goal 2: Grow corporate membership by at least 10%.

Programming

- Goal 1: Develop a more engaged corporate arts program.
- Goal 2: Partner with Park Board to develop programming for senior center.
- Goal 3: Formally implement arts incubator program.
- Goal 4: Identify and establish strategic partnerships to support economic development efforts.
- Goal 5: Grow teaching artist initiative by 5-7 new artists.

Events

- Implement Artsfest and First Night changes.
- Plan non-weather dependent event.

Public Art

- Continue working on public art in parks programming.

Regional

- Develop resources for regional organizations.

-----FY2017-----

Operations

- Goal 1: Complete and implement formal comprehensive marketing plan.

Funding

- Goal 1: Explore monthly giving program design and implementation.
- Goal 2: Grow corporate memberships by at least 10%.
- Goal 3: Create a campaign and event targeted to wealth advisors and attorneys.
- Goal 4: Host an event for donors.

Programming

- Goal 1: Fully implement corporate arts program.
- Goal 2: Pilot initial phase of artist residency program.
- Goal 3: Develop performing and literary artist roster.

Regional

- Goal 1: Host regional conference.

Event

- Goal 1: Implement new non-weather dependent event.

Public Art

- Goal 1: Begin planning for "Percent-for-art" program for 2020 ballot.

-----FY2018-----

Operations

- Goal 1: Complete a comprehensive organizational assessment

Funding

- Goal 1: Evaluate development plans and activities
- Goal 2: Assess and revitalize legacy giving and the Springfield Arts Collaborative
- Goal 3: Identify potential staff position to manage daily development tasks

Programming

- Goal 1: Create a fully integrated artist residency program locally and regionally
- Goal 2: Expand Arts and Culture granting program including grants to individual artists

Regional

- Goal 1: Grow regional efforts by increasing staff and financial support

Public Art

- Goal 1: Continue “Percent-for-art” planning for 2020 ballot