

**WASHINGTON COUNTY ARTS COUNCIL
STRATEGIC PLAN – OUTLINE
1/08**

MISSION

The Council will coordinate and promote leadership and policies that will encourage and foster a strong, vibrant and cohesive arts community for the purpose of enriching the lives of Washington County residents and visitors.

GOALS

- Will further the development and public awareness of and participation in the fine and performing arts.
- Will act in an advisory capacity to the Commission in connection with the artistic and cultural development of the County for support of the arts, and in cultural planning and policies.
- Will sustain local art groups and artists through technical assistance, cooperative planning and promotion.
- Will support existing arts activities and assessing future needs of the County for art activities, extending its scope to all of the arts, including but not limited to visual, music, dance, theatre, crafts, folk and literary arts.
- Will assist local schools to improve the quality of arts education at elementary, secondary and college levels.

YEAR ONE

Suggested budget \$7,500

Internal

Establish place of business including Address, Phone, Stationary, Web site
Set systems for committees to meet and report back, as well as web entries
Begin fundraising efforts through municipalities and UAC
Create Advisory Board

External

Create and distribute flexible brochure on WCAC
Hold 2-3 outreach mtgs for artists/arts/organizations
Conduct needs assessment

YEAR TWO

Suggested budget \$20,000

Internal

Continue fundraising efforts through membership and/or grant applications
Hire staff
Design and Implement first of program offerings
Join/attend national organization meetings like Americans for the Arts

External

Offer initial program

Work on advocacy efforts in state, region and national arenas
Connect with educational institutions and conduct needs assessment

YEAR THREE

Suggested budget \$50,000

Internal

Increase staff time or size
Conduct 'internal audit'
Design and Implement educational offering
Design and Implement 2nd program offering
Create long-term strategic plan

External

Create awareness campaign for the arts locally
Begin work on County Master Plan for the Arts
Offer educational program
Offer 2nd program