



Clinton County Arts Council

Strategic Plan 2018-19-2020

The Clinton County Arts Council (CCAC) believes that the purpose for our Three-Year Plan provides a solid foundation and strong focus for both present and future endeavors.

Our Vision:

- That all who live, work, or visit Clinton County:
 - View arts and culture as essential to our community's vitality
 - Participate in and/or develop further appreciation for the arts
 - Have diverse opportunities to connect with and use the arts to deepen creativity
- Clinton County Arts Council is an energetic force in creating and growing a vibrant culture of the arts throughout Clinton County.

Our Mission:

The Clinton County Arts Council's mission is to promote, encourage and economically support the arts, artists, and the cultural heritage of Clinton County. From art classes and workshops to international singing groups and choirs, we provide Clinton County with fun projects, activities and entertainment!

Focus on a Strong Arts Community:

Vibrant arts organizations make a vibrant community. Clinton County Arts Council is successful when the arts, cultural and heritage communities are financially healthy and responding to key community needs and interests. As the leader and advocate for greater investment and participation in the arts, the Clinton County Arts Council directly and intentionally advances the arts as integral to the lives of all people.

Ongoing Actions

- To support a diverse and balanced portfolio of arts, heritage and cultural organizations and offerings
- To enable artists and arts, cultural and heritage organizations to become stronger and better able to fulfill their individual missions and artistic goals while connecting them to the larger vision that places the arts as central to the lives of all people
- To support innovative program development and the incubation of new creative ideas that advance the cultural community's audience development and participation efforts
- To respond to community needs by aligning the arts with commonly-held values and interests such as literacy, economic development, health and wellness and lifelong learning
- To encourage collaborations and alliances that create opportunities for program and operational partnerships that enhance the health of individual arts organizations and the arts sector at-large

- Through effective review of grant-making efforts and documentation of measurable results ensure that support received from donors and funders is invested well in the arts, cultural and heritage community

Building a strong Board takes time and attention. Board building requires a consistent effort to identify, cultivate, recruit, prepare and fully engage Board members. It is important that the Board size is appropriate enough to conduct the vital work of the organization yet, at the same time, is small enough to provide meaningful experiences for individual Board members.

The current CCAC Board is made up of nine members. Five members make up the Executive Board, while four members act as trustees and represent council branches. All board members participate, volunteer and are integral to the operation.

2018 Goals

- Establish branding of annual CCAC events and positioning that is sustainable over time.
- Refresh a core annual Fundraising Event
- Identify arts opportunities and the needs of our outlying communities
- Identify art interests and potential needs across various age groups
- Encourage and make available membership registration at every event
- Create a personal connection with artists across all branches
- Increase number of theatrical performances
- Increase number of volunteers for all branches and activities
- Add the Sault Ste. Marie rail car to the Clinton Northern Railroad Museum

2019 Goals

- Become more visible.
- Develop activities that respond to the needs of specific age groups
- Display artists' biographies
- Solidify our role at the Wilson Center Auditorium
- Add electricity to the rail cars
- Increase the number of exhibits that create opportunities to increase foot traffic
- Expand our art programs to senior living areas
- Evaluate new Charitable Gaming venue and logistics
- Network and work more closely with other art centers to gain knowledge of their successful practices

2020 Goals

- Manage all events/performances at the Wilson Center Auditorium.
- Develop activities that respond to the needs of specific age groups
- Display artists' biographies
- Add new branch fundraisers
- Establish an endowment fund and sustain permanent source of funding