

CCA Strategic Plan for 2016 – 2021

Mission Statement:

Enriching the Community Through Partnerships in Support of Arts and Culture

Objectives:

1. **ACCESS** – Support Affordable Arts Programming for all Citrus County Residents
2. **ADVOCACY** – Facilitate Grants for Cultural Arts Initiatives
3. **EDUCATION** – Promote Cultural Arts Programs for All Age Groups
4. **COMMUNICATION** – Develop and Maintain Network of Cultural Partner

Objective 1 - Access:

Support Affordable Arts Programming for Citrus County Residents

Goal 1: Grants Acquisition

- a. Facilitate Teen and Family programming in the Arts
- b. Facilitate Adult and Senior programming in the Arts

Goal 2: Representation

- a. Increase inclusion of arts/culture elements with local, private, and governmental entities in the community

Goal 3: Fundraising

- a. Establish a Fundraising Committee and Plan
- b. Have an annual membership event / drive
- c. Partner with existing arts or other orgs on fundraising event

Objective 2 - Advocacy: Facilitate Grants for Cultural Arts Initiatives

Goal 1: Form Grants Committee

- a. Have regular Grants Committee meetings

- b. Prepare application materials

Goal 2: Establish Budget Committee

- a. Determine annual spending needs

- b. Determine income goals

Goal 3: Determine Initiatives that are appropriate for community

- a. Survey (s)

- b. Evaluate Feedback

Goal 4: Regular contact with Arts/Cultural Orgs

- a. Americans for the Arts

- b. Florida Cultural Alliance

Objective 3 - Education: Promote Cultural Arts Programs for All Age Groups

Goal 1: Maintain and Expand Internships

- a. Partner students with arts-related businesses
- b. Partner students with non-arts businesses

Goal 2: Educate Community to Socio-Economic Value of Culture and the Arts

- a. Promote the value of the arts through events and active demonstration
- b. Develop and maintain partnerships with schools and youth orgs

Goal 3: Outreach to community groups of all ages

- a. Maintain Community Projects
- b. Participate in Arts Programming

Objective 4:- Communication:

Develop and Maintain Network of Cultural Partners

Goal 1: Establish Marketing Plan

- a. Form Marketing Committee
- b. Seek advice about marketing from variety of sources

Goal 2: Maintain Cultural Calendar, Website, and Facebook

- a. Seek entries from cultural partners
- b. Manage / post at least once a month
- c. Generate, distribute, and/or review quarterly, semi-annual, bi-annual, or annual reports of the tracking and measurement of goals of this strategic plan

Goal 3: Increase Membership / Involvement of Non-Arts Businesses

- a. Partnering Businesses with Artists through community projects
- b. Offer benefits to non-arts members

Goal 4: Continue and Expand Presence in Community

- a. Maintain Presentations and Print Material Distribution
- b. Festival Participation