

ARTS ALIVE! STRATEGIC PLAN 2020-2023



Mission: The mission of Arts Alive! is to support, grow, and connect a sustainable arts landscape in the Monadnock Region

Vision: The Monadnock region will have a flourishing community that values arts and culture and provides support to facilitate success. The greater community will take pride in the arts, which are seen as integral to a thriving society and economy.

GOAL 1

Build awareness of and esteem for Arts Alive!'s resources and programming

- Onboard 150 businesses, nonprofits, and partners as ambassadors
- Reach 500+ people each year through meaningful programming
- Drive more engagement through digital and off-line resources in order to increase traffic to AA! and Discover Monadnock to 1,500 monthly visitors and 8,000 returning users respectively
- Build anti-racist and diversity, equity and inclusion (DEIA) mechanisms and accountability within our organization

GOAL 2

Create opportunities to open doors for the community to engage in the arts

- Conduct study, report results, and create plan in partnership with Antioch to engage in arts-related programming at least 2 new target markets that experience significant but surmountable barriers to participating in the arts
- Annually drive at least 5,000 digital and 500 in-person visitors to artist studios, galleries, performing arts venues, artist & organization ticketing and sales websites, etc.
- Reach 500 people through at least 3 events per year to connect artists and arts organizations with potential donors and new audience members
- Bring 5 non arts entities, 300 general community members and 100 artists and arts organizations together to create a masterplan for the arts corridor.

GOAL 3

Provide support and engage the wider community in supporting a successful and equitable arts economy

- Provide a framework for trained community leaders, artists, and business professionals to provide technical support opportunities for artists and arts organizations
- Offer professional development and technical assistance to 75 artists and arts organizations.
- Increase the number of Fiscal Sponsorship & organizational support participants. (Note: this also supports Goal 4)

GOAL 4

Ensure a sustainable level of financial and other resources to enable Arts Alive! to thrive

- Increase the number of active and committed board members to at least 15, increase the number of non-board members involved on committees or teams to at least 10 and implement best practices to ensure that skills and attributes meet AA's needs
- Increase the number of Fiscal Sponsorship & organizational support participants by 20%.
- Increase program income and sponsorships to \$40,000 annually
- Increase transparency to and education of at least 90 individuals and 30 non-arts entities in the community in order to improve community-wide support of Arts Alive!
- Increase philanthropic support by 50% over the three-year period
- Develop a fund to ensure long-term sustainability

