



Accepted by the Board of Directors on 2/16/17

Arts Alive!—Strategic Plan

Mission & Vision

Arts Alive! Enhances quality of life by advancing Arts & Culture in the Monadnock region. The Monadnock region will have a flourishing cultural community that values arts and culture and provides community support to facilitate success.

2017

Arts Alive! enhances the quality of life in the Monadnock region by strengthening the local economy, deepening community well-being, and connecting the creative community.

GOAL 1. Build creative community networks through events, advocacy, and providing resources

VISION

The Monadnock region's creative community members are engaged leaders, advancing Arts & Culture in the region.

REASONING

Connected communities are more successful communities. In the search for relevancy, appreciation, and purpose artists and creatives can find their voice and discover innovative practices. Community and peer feedback is a key way to develop that. Arts Alive! will work to bring the creative community together.

STRATEGY & OBJECTIVES

This strategic goal will focus on creating a connected creative community through

1. Deepening relationships between Arts Alive! and the creative community
 - 2017: Establish a committee to direct the Artist to Artist program, Engage Ewing Arts Awardees in committee work, Continue artist spotlights
 - 2018: Establish a follow-up program with Ewing Arts Awardees, Continue Artist to Artist committee, Continue artist spotlights
 - 2019: Assess engagement & programs via arts Plenaries, Continue Ewing Awardee Follow up, Continue Artist to Artist committee, Continue artist spotlights
2. Arts & Culture audience relationship-building events and research
 - 2017: Share arts audience research with arts presenters



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- 2018: Work with partners to run an arts appreciation program
 - 2019: Work with partners to expand the arts appreciation program
3. Offering opportunities to show creative work to audiences
- 2017: Co-Host Ewing Arts Awards, Support businesses & organizations to establish alternative venues for artists work through connecting them with the arts community and event coordinators
 - 2018: Continue Ewings & Support programs; Promote the work
 - 2019: Expand ways to access artists, musicians, performers; Expand ways to access space and producers; Continue Ewings & Support programs

GOAL 2. Diversify funding for Arts Alive! operations and programming

VISION

Arts Alive! is a financially sustainable organization, supported by the community it serves, as well as by external funding, such as grants and individual donors.

REASONING

A healthy nonprofit has a diverse portfolio of income sources. Arts Alive! will work to develop funding beyond its current donors to ensure future sustainability and demonstrate community value.

STRATEGY

1. Build membership
 - 2017: Use event-based programs to incentivize membership signups
 - 2018: Develop a more solid membership strategy
 - 2019: Offer another level of membership with business-support services
2. Engage individual donors
 - 2017: Develop a basic donor stewardship program to retain and advance donors & maintain a marketing program to grow the Arts Alive! community
 - 2018: Solidly implement donor stewardship program & maintain a marketing program to grow the Arts Alive! community
 - 2019: Expand donor stewardship program & maintain a marketing program to grow the Arts Alive! community
3. Identify grant funding opportunities
 - 2017: Identify and match grant opportunities to programs outlined in the new strategic plan.
 - 2018: build stronger partnerships with granting organizations and individuals
 - 2019: Bring grantors into the next Strategic planning process from the beginning



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4. Create a signature fund/friend raising event

- 2017: Identify stakeholders interested in producing the event
- 2018: Confirm Commitments from stakeholders and hold regular meetings to address logistics, fundraising, & program
- 2019: Hold a successful event, with a conversion follow up plan

GOAL 3. Strengthen the local economy through creative business support

VISION

The Monadnock region is recognized as a haven for Arts & Culture businesses and entrepreneurs.

REASONING

Arts & Culture events contributed \$16.6 million to the local economy in 2008. There are over 2,000 people employed in the creative economy, with 5% of businesses in the region operating in this arena. Beyond the financial value of the creative economy, the value of the cultural fabric that unites our community is essential to quality of life in the region. Arts Alive! will continue to work to communicate this value and grow the local creative economy to ensure a vibrant Monadnock region.

STRATEGY

Educate Arts & Culture community on building stronger businesses, and educate the wider community on the role of Arts & Culture in the local economy through

1. An awareness campaign of creative economy sector impact

- 2017: Release the Arts & Economic Prosperity Data via a media campaign and community events
- 2018: Take a "Road Show" tour of the region's governments to promote the Arts & Economic Prosperity Data
- 2019: ...

2. A united voice representing Arts & Culture

- 2017: Continue work on Keene Art Policy as template work to bring to other communities
- 2018: Build relationships with local, county, and state government to become the voice of arts in the Monadnock region
- 2019: Offer a platform/means to directly connect arts community with their local governments

3. Support for businesses and ideas that will enhance the creative economy

- 2017: Continue Artist to Artist & Fiscal Sponsorship programs
- 2018: Expand Artist to Artist programming & fiscal sponsorship mentor base



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- 2019: Promote services offered across the region & Continue Artist to Artist & Fiscal Sponsorship programs

GOAL 4. Deepen community well-being through promoting access to Arts & Culture

VISION

The Monadnock region experiences an "arts awakening" in the broader community—local engagement in the arts increases.

REASONING

Numerous studies have shown that engaging in arts and culture enhances community well-being in various ways, from increases in health care efficacy to helping students achieve in school to building social capital, a key asset in success for social service projects. Arts Alive! will work to broaden participation in Arts & Culture so that all populations in the region can benefit from these outcomes.

STRATEGY

This strategic goal will focus on building community awareness of Arts & Culture assets in the Monadnock region, becoming the heart of Arts & Culture information in the Monadnock region, utilizing:

1. Centralized Arts & Culture Calendar
 - 2017: Continue to maintain & promote
 - 2018: Continue to maintain & promote
 - 2019: Continue to maintain & promote
2. Collaborative and Cooperative marketing
 - 2017: Work with Travel Council to ensure brochure is created/published/distributed, Continue Discover Monadnock
 - 2018: Launch local marketing campaign about Monadnock arts, Continue Discover Monadnock
 - 2019: Work with partners to understand and address access barriers, Continue Discover Monadnock
3. Showcasing of Monadnock region Arts & Culture
 - 2017: Ewing Arts Awards, "Arts in Focus" TV Show
 - 2018: Continue Ewing Arts Awards
 - 2019: Continue Ewing Arts Awards, Utilize the "Signature Event" to showcase artists