



MISSION: To amplify Spokane as the cultural hub and catalyst for the Inland Northwest through arts LEADERSHIP, ADVOCACY, NETWORKING AND SUPPORT.

GOALS	Be a UNIFYING VOICE for the arts	BUILD APPRECIATION and understanding of the VALUE OF THE ARTS	CULTIVATE SUCCESS of artists and arts organizations	Support ARTS IN PUBLIC PLACES	
OBJECTIVES	Use arts as a means of establishing Spokane's identity	Publicly celebrate Spokane's arts	Support training and other services to increase capacity of artists/arts organizations to be vibrant and viable	Cultivate public and private partnerships to fund and support public art	 <p>VISION AND VALUES: Spokane Arts envisions an Inland Northwest that is alive with the arts, culture and creativity, and a regional arts ecosystem that is thriving, vibrant and balanced. We value leadership, collaboration, accessibility, inclusion and imagination.</p>
	Promote arts and cultural opportunities across disciplines	Build cross-sector partnerships to integrate the arts with regional agendas and opportunities	Connect artists/organizations with broader arts resources outside of our region regionally and nationally	Advise City of Spokane regarding arts policy, such as the 1% for the arts and the Municipal Arts Plan	
	Be an information clearinghouse and single point-of-contact for art and culture for greater Spokane	Build long-term connections with City, County, State, National elected offices	Convene and connect artists/organizations within the region to cultivate community, share resources and foster collaboration	Participate in civic planning to develop creative placemaking opportunities	
POSSIBLE 2014 PROJECTS AND INITIATIVES TO ADDRESS GOALS	Communicate mission and strategic direction	Leverage Creative Vitality Index project and resulting cross-sector messaging	Facilitate convenings (such as Salon Series and Leadership Luncheons)	Manage public projects (i.e.: Convention Center, UDistrict Bridge)	<p>FOUR INTERNAL 2014 GOALS TO BUILD SPOKANE ARTS BUSINESS INFRASTRUCTURE AND SUSTAINABILITY:</p> <ol style="list-style-type: none"> 1. Create INTERNAL/EXTERNAL REPORTING methods & schedule (dashboard reporting, annual report, etc.) 2. Improve BOARD DEVELOPMENT (orientation, annual retreat, committee development, personal goals/self-evaluations) 3. Create a BUSINESS PLAN (including communications plan, 3-5 year pro forma budget, fundraising plan) 4. Refine FISCAL CONTROLS (policies/procedures, chart of accounts, budget by function, financial reporting template/schedule)
	Hone internal messaging (elevator pitch)	Create local arts advocacy messaging/ WA State Arts and Heritage Day/ National WESTAF Advocacy Seminar	Partner with state-wide resources such as Artist Trust and ArtsWA for professional development	Develop Creative Placemaking (NEA Our Town and Art Place grant opportunities)	
	Create/implement/track social media plan	Present Annual Arts Awards; continue Poet Laureate program	Expose arts opportunities and cross-promote via website, newsletters and social media	Murals project	
	Highlight Spokane talent	Populate cross-sector advisory commissions and committees with arts representation/expertise	Research sustainable regional funding models for the arts	Facilitate public policy/process understanding for artists/presenters seeking to present public art	
	Increase earned media	Present Visual Arts Tours and October arts month		Chase Gallery	
	Identify opportunities for arts education advocacy				