

Arts Alive! 2017-2019 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.

Goals:

- I. Build creative community networks through events, advocacy, and providing resources.
Outcome: The Monadnock region's creative community members are engaged leaders, advancing Arts & Culture in the region.
 - A. Deepening relationships between Arts Alive! and the creative community
 - B. Arts & Culture audience relationship-building events and research
 - C. Offering opportunities to show creative work to audiences
- II. Diversify funding for Arts Alive! operations and programming.
Outcome: 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.
 - A. Build membership
 - B. Engage individual donors
 - C. Identify grant funding opportunities
 - D. Create a signature fund/friend raising event
- III. Strengthen the local economy through creative business support.
Outcome: The Monadnock region is recognized as a haven for Arts & Culture businesses and entrepreneurs.
 - A. An awareness campaign of creative economy sector impact
 - B. A united voice representing Arts & Culture
 - C. Support for businesses and ideas that will enhance the creative economy
- IV. Deepen community well-being through promoting access to Arts & Culture.
Outcome: The Monadnock region experiences an "arts awakening" in the broader community—local engagement in the arts increases.
 - A. Centralized Arts & Culture Calendar
 - B. Collaborative and Cooperative marketing
 - C. Showcasing of Monadnock region Arts & Culture