



A DECADE OF CHAMPIONING
ARTS + CULTURE EVERY DAY

STRATEGIC PLAN

2020-2023 VISION FOR THE REGION

ORGANIZATIONAL SUMMARY

CultureWorks is committed to strengthening artists and arts and culture organizations to drive community health and success. We will accomplish this through grant opportunities, deepening access to communities with barriers, increasing the capacity of small and medium-sized organizations and individual artists, and the promotion of events to the public.

MISSION

Strengthening artists and arts and culture organizations to increase their impact in our region.

VISION

A vibrant region through empowered artists and arts and culture organizations.

CULTUREWORKS IMPACT AREAS FOR 2020-2023 ARE:

- Greater community participation in arts and culture
- Increased cultural equity across the region
- Stronger, more self-sustaining artists, communities, and organizations within the creative and cultural environment

CultureWorks

Strategic Plan 2020-2023

Help make arts and culture accessible to everyone across the region

- Listen to under-resourced communities and artists to identify gaps and opportunities
- Lift up the voices of small, medium, and under-represented artists and organizations
- Make sure youth in underserved communities have access to participate in arts and culture

Encourage regional collaboration

- Create a space for conversations on social issues
- Build connections by gathering regional stakeholders and creating opportunities for networking
- Facilitate a mentorship culture among artists and organizations

Increase the capacity and economic impact of artists and organizations

- Collect and share data showing the positive impacts of arts and culture in the region
- Explore developing shared services to increase capacity of organizations
- Make promotional tools available to members of the creative community

Expand the ability of artists and organizations to access resources

- Increase our time, resources, and presence in the Tri-Cities area
- Structure our grants program to ensure that small, medium, and underserved artists and organizations have access to the program.

Strengthen CultureWorks internally to help achieve our strategic goals

- Make sure our mission and vision are clear to new and existing stakeholders
- Diversify our income to increase the sustainability of the organization
- Ensure we are properly resourced to achieve our strategic goals
- Employ a vibrant culture of board engagement