

# **The Artists Guild of Northwest Florida, Inc**

## **Strategic Plan 2012-2015**

The Strategic Plan for the organization includes new goals and the continuation of existing goals with some revisions. Several goals were compiled into other goals as they related. The stated goals with objectives serve to achieve the Mission Statement of the organization

### **Strategic Objectives**

1. Be the leading source for information and support for artists of all disciplines and at all levels of ability including amateur and professional artists in Northwest Florida.
2. Provide information for artists, art patrons and the general public about upcoming cultural events in the region.
3. Continue art education opportunities for members and non-members in our community.
4. Expand art exhibit opportunities for artists of all disciplines.
5. Expand opportunities for artists to experience their art in a social environment.
6. Secure space for exhibits, meetings, workshops and sales.
7. Attract professional artists to exhibit and provide instruction through quality programming.
8. Increase awareness of all art forms in our community.
9. Forge relationships with businesses, not for profit organizations and government agencies to promote the arts in our region.
10. Contribute to the overall cultural health and economy through the arts.
11. Establish a "legacy for the arts" in our communities.
12. Continue development of professional business model including staffing organization and management.
13. Grow membership
14. Expand Art for Sales opportunities for TAG members.

15. Raise Funds for projects and programs.
16. Maximize advertising and marketing opportunities.
17. Continue partnership with Chipola Regional Arts Association and Chipola College for “Sunday Afternoon with the Arts”

**Strategic Goals to accomplish the stated Objectives for 2012-2015**

**Objectives are in bold type.**

Goals to meet those objectives are listed below each objective:

- 1. Be the leading source for information and support for artists of all disciplines and at all levels of ability including amateur and professional artists in Northwest Florida.**

Produce a monthly newsletter.

Continue online presence through website and social media.

Promote website through links to increase traffic and use.

Produce calendar of events to attract other special art related programs and events in the region.

- 2. Provide information for artists, art patrons and the general public about upcoming cultural events in the region.**

Use the website, social media, monthly newsletter and local newspaper and radio PSAs.

- 3. Continue art education opportunities for members and non-members in our community.**

Continue workshops in all art disciplines.

- 4. Expand art exhibit opportunities for artists of all disciplines.**

Expand Art in Public Places.

Continue sponsorship of “Sunday Afternoon with the Arts”.

- 5. Expand opportunities for artists to experience their art in a social environment.**

Create plein air events, open studio opportunities and Art Share events for members.

**6. Secure space for exhibits, meetings and sales for TAG.**

Secure funding for short and/or long term facility.

Consult with accountants, legal advisors, community leaders and other art organizations on proper methods for obtaining and operating a facility.

**7. Attract professional artists to exhibit and provide instruction through quality programming.**

Bring professional artists and speakers to our area to speak and lead seminars on topics of interest to professional artists- grants, marketing your art, etc.

Create a business environment and exceptional shows for professionals to sell their work.

**8. Increase awareness of all art forms in our community.**

Secure a physical location with classroom space.

On going public relations campaign, i.e. website and social media, newsletter and “Sunday Afternoon with the Arts”.

**9. Forge relationships with businesses, not for profit organizations and government agencies to promote the arts in our region.**

Continue to work with all organizations for the benefit of the community and TAG Membership.

**10. Contribute to the overall cultural health and economy through the arts.**

Provide an avenue for artists to market their work through gallery store, museum store, exhibits, shows, website and social media.

**11. Establish a “legacy for the arts” in our communities.**

By creating sustainable programs that serve the entire community with self supporting workshops, classes, sales opportunities for artists through sound business principles.

Continue to provide programming to meet community needs.

**12. Continue development of professional business model including staffing and management.**

Use best practices from other successful organizations.

Attend meetings to train on fund raising, grant writing, etc.

**13. Grow membership.**

Continue to meet the needs of members by developing meetings and programs they request and enjoy.

Develop and continue benefits of membership such as discounts on workshops, member only exhibits opportunities such as Art in Public Places and website gallery, etc.

Review best practices of other successful arts organizations in the region to develop new programs.

Hold Membership drives that will attract potential members to include booth/table with information, brochures, and computer slide shows at major TAG events manned by TAG members.

Sponsor and publicize “Public Art Share” events where the public can bring a piece of art to share and meet other artists.

Ask every member to find a new member.

Reach out to people who cannot come to TAG events due to lack of transportation.

Offer a two year membership at a discounted rate.

Prorate dues for new members.

Place Membership form on TAG Website and sign up for PayPal as an immediate way to pay dues.

Continue sending annual postcard dues reminders to existing members.

Send Invitation to join TAG letter from President to “Sunday Afternoon with the Arts” exhibiting artists and to Covenant Hospice artists.

**14. Expand Art for Sale opportunities for TAG members.**

Expand “Art in Public Places” to include Exhibition Venues for visual and literary arts.

Have a Home (Gallery Space with Art for Sale).

Organize Sales (at Public Exhibitions/Festivals).

Establish a Museum Store for Sales out of TAG Home.

#### **15. Raise funds for projects and programs.**

Hold an annual fundraising gala with multiple events to provide TAG with as much exposure as possible to a broader audience of potential donors and/or members.

Seek service of members or others with interest and ability to write Grants for TAG.

Encourage TAG members through annual fundraising letter to consider TAG in their estate planning.

Annually solicit corporate sponsors to help fund and support events such as "Sunday Afternoon with the Arts". Each business sponsor, dependent upon their level of support would have a visible presence on TAG's website, and at each TAG sponsored event for the year, commensurate with their level of sponsorship.

#### **16. Maximize advertising and marketing opportunities.**

Identify organizations to spread the word about TAG in their localities.

Link to other websites and ask to be linked to theirs.

Within the five county area served by Chipola College, investigate the costs and potential benefits of bulk mailing of TAG promotional brochures, box holders, etc.

Identify major seasonal arts related events in the area for the purpose of distributing promotional materials.

Consider having TAG presence at as many regional events as possible.

Schedule visits by selected TAG members to other art organizations for learning and establishing networking opportunities.

Advertise TAG in local papers, TV and radio.

Set up booth/table at TAG events with information (brochures, video/slide shows, membership forms, etc.)

Submit TAG events for inclusion in COCA email blasts.

Have TAG representation at meetings of area city councils, county commissioners, school boards, etc. to promote TAG special events.

**17. Continue partnership with Chipola Regional Arts Association and Chipola College for “Sunday Afternoon with the Arts”.**