

Clackamas County Arts Alliance 2009-2014 STRATEGIES



Mission

The Arts Alliance keeps art central to life in Clackamas County.

Purpose

Support, develop and promote access to all the arts in every county community.

Vision 2014

The Arts Alliance will have broad-reaching impact in all areas of the county, and will be widely known as **the first and most reliable source of arts information** for interested citizens and creative practitioners in all disciplines. The Alliance will strategically invest in partnerships and collaborations to achieve maximum impact. Existing partnerships will be deepened and strengthened, and new allies cultivated. **Cultural and historical collaborative projects will define the County** with arts and heritage trails, signage, maps and monuments.

Because of these efforts, Clackamas County will be a **national leader in public art** and a **cultural destination for residents and visitors**. Art opportunities will exist everywhere. **Citizen access and involvement will be broad and deep**. Ethnically diverse individuals and organizations will be a visible part of the cultural riches in all County communities, and adults of all ages will be engaged. Expanded involvement of younger adults in arts opportunities will be evident. **The arts will be central and visible in every county community**.

Funding for the arts will be strong and stable throughout the county. Elected officials and **decision-makers will understand the economic impact of the arts industry** to Clackamas County, and will value the arts as a driver for tourism, employment and community development.

Focus Areas	Goals
INFORMATION CONNECTION <i>Supporting the arts community with news, networks and effective communication</i>	<ol style="list-style-type: none"> Utilize Digital/Social Media Plan and tools to communicate with, advocate for, and provide information to the arts community and supporters Present and participate at networking events, and bring artists and arts organizations together for professional development and to build community Provide skill-building, coaching, advice and strategic planning for artists and arts organizations
CREATIVE & ECONOMIC CAPACITY <i>Cultivating advocacy, partnerships and employment in and through the arts</i>	<ol style="list-style-type: none"> Create new arts advocates including elected officials, private business owners, individuals, and cultural organizations Demonstrate how the arts industry is an economic driver and jobs-producer, advocating continued public and private investment in the arts Cultivate strategic and program partnerships with all relevant arts and culture organizations and County agencies
PUBLIC ART <i>Providing equitable access to art in public spaces, encouraging interaction with diverse ideas and stories</i>	<ol style="list-style-type: none"> Advocate for including public art components in new County construction by demonstrating how and why public art creates jobs and builds community. Document the County's public art collection and administer its needs Keep public art as an intrinsic element of County cultural tourism planning
INFRASTRUCTURE <i>Fulfilling Alliance goals through efficient use of all available resources, including staff, volunteers and funding</i>	<ol style="list-style-type: none"> Ensure a stable and diverse funding base Employ efficient, cost-effective organizational structure, operations and systems Ensure that an inclusive Board reflects Alliance Vision and actively participates in advancement of Alliance Goals