



2010 – 2012 Strategic Plan

Approved by the Board of Directors: 4/22/2010

MISSION:

Build financial support and widespread appreciation for meaningful engagement in the arts.

VISION:

Indianapolis is universally recognized as a leading arts and cultural center.

STRATEGIES/TACTICS:

Ensure long-term financial viability of the arts.

- Lead partnership with city and council representatives on alternative sources of permanent, sustainable funding for the arts within the city budget.
- Create a grassroots advocacy group representing key arts leaders in all 25 council districts.
- Diversify funding of the arts in Indianapolis to include both public and private sources.
- Engage corporate leadership to advocate for increased public and private support for the arts in Indianapolis.

Encourage the development of new and existing cultural product to make Indianapolis an arts destination.

- Provide vital linkages and oversight for city and corporate leadership on performing arts space issues and initiatives.
- Strengthen cultural diversity of arts organizations' programming, audiences, and board/staff leadership.
- Work towards creation of a permanent funding source for the creation of new permanent public art installations and temporary exhibitions in Indianapolis.

Elevate our arts and cultural community's profile (locally, regionally, nationally).

- Create and launch a citywide marketing, awareness, and advocacy campaign.
- Work with news outlets and arts community to increase earned media opportunities.
- Create an arts council network for arts councils in outlying counties.
- Enhance citywide efforts to promote and market cultural districts.
- Work to provide media outlets with a credible and knowledgeable bank of art critics in all disciplines to increase stories and earned media opportunities.

Be the unified voice and leader for the arts and cultural community.

- Retool advocacy approach to increase public and private support for the arts.
- Increase ACI visibility and our physical presence by moving our office.
- Continue to strengthen partnerships with city leadership for creative problem solving through frequent meetings and communications.
- Disseminate research reports and findings that bolster support for the arts and the strength of the arts community.

Produce high-quality programs and services that meet the needs of artists and arts and cultural organizations.

- Continue to develop and improve technology to help arts organizations build capacity and audiences.
- Promote and fund professional development opportunities for arts administrators.
- Expand communication about opportunities for involvement and participation in the arts.