

Gaylord Area Council for the Arts



# 2018 - 2020 Strategic Plan

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## Goal 1: Strengthen Organization

Objective / Accountability	Measurement	Target	Action / Completion Date
<p>Increase GACA's Annual Income</p> <p>GACA Staff and Board</p>	<p>Compare actual income and expenditures on an annual basis</p>	<p>Increase income by 5% annually.</p>	<ul style="list-style-type: none"> <li>• Continue increasing the number of sources and amounts of grant and other funding.</li> <li>• Continue increasing the number of GACA members.</li> <li>• Increase the number of larger donations and donations from businesses.</li> <li>• Continue to seek sponsors for various GACA programs/events.</li> </ul> <p>Ongoing</p>
<p>Continue to increase participation in GACA activities and programs.</p> <p>GACA Staff, Board &amp; committee members and volunteers</p>	<p>Compare participation on an annual basis.</p>	<p>Increase participation by 5% annually.</p>	<ul style="list-style-type: none"> <li>• Continue to offer a wide variety of arts programs and activities for participants of all ages, interests and abilities.</li> <li>• Continue to recruit qualified and enthusiastic board members, committee members and volunteers.</li> </ul> <p>Ongoing</p>
<p>Continue outreach efforts into the community and other community organizations</p> <p>GACA Staff and Board</p>	<ul style="list-style-type: none"> <li>• Compare community networking on an annual basis.</li> <li>• Compare participation on an annual basis.</li> </ul>	<ul style="list-style-type: none"> <li>• Maintain and increase the number of partnerships with other organizations.</li> <li>• Increase participation in GACA programs/activities by 5% annually.</li> </ul>	<ul style="list-style-type: none"> <li>• Continue participating and networking with other organizations, such as the DMA, Community Foundation, schools, Rotary, etc.</li> <li>• Continue marketing GACA events/programs in all media, especially free or low cost alternatives.</li> </ul> <p>Ongoing</p>

Objective / Accountability	Measurement	Target	Action / Completion Date
<p>Continue improving office efficiency, capacity, management and building facilities.</p> <p>GACA Staff &amp; Board</p>	<ul style="list-style-type: none"> <li>Compare office efficiency and building improvements on an annual basis.</li> </ul>	<ul style="list-style-type: none"> <li>Continue to improve office efficiency and management.</li> <li>Bolster GACA's staff capacity, as funding permits.</li> </ul>	<ul style="list-style-type: none"> <li>Explore purchasing "Point of Sale" software.</li> <li>Raise funds in order to bolster staffing capacity</li> <li>Hire additional staff and contract for bookkeeping services, as funding allows.</li> <li>Continue to maintain and improve Art Center's building and facilities</li> </ul> <p>Procure increased funding for added staff capacity by 2019.</p> <p>Building maintenance is ongoing.</p>

## Goal 2: Increase Community's Access to Arts & Culture

Objective / Accountability	Measurement	Target	Action / Completion Date
<p>Expand the community's access to the arts and other cultural activities/facilities.</p> <p>GACA Board partnering with other organizations.</p>	<ul style="list-style-type: none"> <li>Documentation of purpose, benefits and functions of a cultural center</li> <li>Decision made about whether to pursue creation of a cultural center or another alternative.</li> </ul>	<p>Develop a community cultural center or another alternative.</p>	<ul style="list-style-type: none"> <li>Explore other cultural centers, their development and impact on their communities</li> <li>Explore partnerships with historical society, library and other organizations and/or private businesses.</li> <li>Explore possible GACA "annex" to provide for expanded space for visual and performing artists.</li> </ul> <p>Feasibility process completed by 2020.</p>

Plan adopted: 3/13/18