



**Mentone Area Arts Council
Strategic Plan
2008-2009**

The Mentone Area Arts Council supports arts and culture for citizens in Mentone and surrounding areas as well as visitors to the area. Our overall objective is to stimulate and coordinate the development of visual, literary, performing and folk arts so as to enrich the cultural life of the community and encourage the widespread appreciation of, support for, and involvement in the arts. We work to meet the following goals by administering the projects and activities listed below:

GOAL 1: Provide services that support the arts in the Mentone and surrounding areas.

Objective 1: Serve as an arts information resource for artists, businesses, governmental leaders, permanent and part-time residents of the Mentone community, and visitors to the area.

Strategies:

1. Produce a quarterly newsletter to keep membership abreast of current activities.
2. Develop and communicate a Calendar of Events to members via email.
3. Create and maintain a directory of regional artists and art venues.
4. Serve as a resource to regional artists.
5. Develop a website as a resource for arts and cultural information.
6. Promote the website as an information resource.
7. Provide an online Calendar of Events.

Objective 2: Provide professional development opportunities that will assist regional artists and other interested parties in the development and improvement of career skills.

Strategies:

1. Establish communication with and among regional artists, musicians, theatre groups, dance schools and companies, other arts organizations, arts retailers, instructors, academic institutions, etc.
2. Provide technical assistance to regional artists in entrepreneurial skills, collaboration, and grant writing and stimulate collaboration with local small businesses.

3. Provide or sponsor professional development workshops or seminars for regional artists and/or members of the community.

Objective 3: Coordinate events and provide materials that draw attention to the arts and increase awareness of arts and culture in the Mentone area.

Strategies:

1. Organize and provide venues for shows, exhibits, performances, and educational art programs in the Mentone area.
2. Provide networking opportunities for regional artists and members of the community.
3. Increase participation in arts events sponsored by the Arts Council.
4. Provide a source for members of the community to find artists to fulfill their particular needs.
5. Encourage area businesses to utilize the resources of local artists for their business needs.

GOAL 2: Provide awareness of and opportunities for arts in education in the Mentone Area.

Objective 1: Increase awareness of the value of arts in education.

Strategies:

1. Serve as a source of information for arts programs in local schools.
2. Partner with local public, private and home-school education systems to enhance and promote arts educational opportunities.
3. Provide arts educational opportunities for children in the area outside these education systems.

GOAL 3: Increase the awareness and visibility of the Mentone Area Arts Council as “the” central point of contact for arts related activities and information in the Mentone community. Establish the Mentone Area Arts Council as an essential element in the Mentone community that provides a positive impact on quality of life in areas such as education, recreation, cultural tourism and livability.

Objective 1: Insure that the Mentone Area Arts Council is stable and reliable by maintaining a sound organizations structure and establishing a diverse funding base to support the organization’s goals and objectives.

Strategies:

1. Insure that the books and records of the Mentone Area Arts Council are organized and administered in accordance with sound, accepted practices so as to instill public confidence.
2. Support Board development and training.
3. Develop a committee structure with specific tasks designed to assist the Arts Council in achieving the goals and objectives of this plan.

Objective 2: Take advantage of governmental and other available financial resources to provide maximum economic support for the strategies listed herein.

1. Substantially increase the membership base.
2. Seek foundation, corporate, government and private funding to support the goals and objectives of the organization.
3. Research other funding support including increased funding from local businesses.
4. Develop one or more annual fundraisers to provide additional funds with which to match grants.

Objective 3: Increase the visibility of the Mentone Area Arts Council among regional artist and permanent and part-time residents of the community.

Strategies:

1. Develop a marketing plan for the organization.
2. Broaden the publicity base for Arts Council events and activities.
3. Create public awareness of the fact that the arts add public and economic value to individuals, local businesses, governments, and other stakeholders in the community.
4. Investigate collaboration with the town of Mentone and DeKalb County Tourist Association to promote Mentone as a destination for arts and culture.
5. Begin search for a home office for the Mentone Area Arts Council.