Mission
The St. Petersburg Arts Alliance is the umbrella organization serving the arts and cultural community: advocating for the arts; facilitating the growth of the arts community; and driving arts-related economic development in St. Petersburg.

Vision
SPAA will be a leader in developing St. Petersburg into a premier arts destination with generous and ongoing support from the City, the business community, and all who live and work here.

Values
Collaborative, Inclusive, Accountable, Passionate, Practical, Catalytic, Creative

Goal I  Advance and strengthen the arts and culture community, including ALL the arts (visual, performing, literary, etc.)

Strategies
1. Develop and improve programs supporting the artists, arts venues, and non-profit and for-profit creative businesses with a view towards increasing their number, breadth and impact
2. Continue to expand and improve signature events and SPAA branding
3. Support arts education, in school, for students in arts programs after school, and professional development county wide
4. Where appropriate, ensure the entire county is aware of SPAA, its programs and benefits
5. Continue to identify arts “segments” for support, including the glass arts community
6. Explore opportunities for arts leadership in South St Pete

Goal II  Lead and support the implementation of major economic development/marketing initiatives

Strategies
1. Play a significant role with the EDC and job-creating/talent-attracting initiatives
2. In collaboration with the CVB, museums, theatres, hotels, etc., market the arts to defined audiences
3. Produce innovative marketing programs, including publishing (guides/magazine), multi-media and website
4. Collaborate and partner with local media including The Catalyst/SPG and develop ongoing relationship resulting in better arts/SPAA coverage
5. Work to leverage SPAA affiliations at The Factory St. Pete

Goal III  Expand and strengthen strategic advocacy efforts

Strategies
1. Continue to broaden and strengthen state/city/county/CVB relationships, and when appropriate, support or oppose specific initiatives/issues
2. Continue to disseminate information that demonstrates the economic and social impact of arts and culture and promote better understanding of the broader contribution of the arts to our community
3. Engage the local business community and other relevant constituencies in supporting arts and culture and SPAA
4. Engage the Board to support SPAA leadership in advocacy efforts

**Goal IV  Ensure operational stability and growth of the organization**

**Strategies**
1. Maintain and expand city and county contracts
2. Develop a more robust membership program
3. Continue to build a strong and inclusive board with pro-active committees
4. Build staff and expand office space with expanded activities/responsibilities;
5. Engage leadership succession planning
6. Develop plan to attain long term, stable funding and implement as feasible

**Strategic Plan Timeline**

10.27.15  Strategic Plan Adopted  
12.8.15  Revised with Tactics  
6.14.16  Executive Director Review/updates  
8.30.16  Board review  
11.10.16  Strategies Committee update  
2.12.17  Annual Review/Update with Tactics and Actions  
7.24.17  Executive Director Mid-Year Review (Paul & Joseph)  
8.29.17  Board Mid-Year Review  
3.19.18  Annual 3-year rolling review  
4.2.18  Ad hoc Performing Arts Blueprint Committee Review  
4.4.18  Board Review & Approval  
1.27.19  Executive Director Review/updates  
3.14.19  Initial Review – Paul and John  
1.10.29  Executive Director Review/plan updates  
2.12.20  Board Review Planned  
11.5.20  Executive and Governance Committee Review  
12.9.20  Board Review for 2021