

## **COPPER COUNTRY COMMUNITY ARTS COUNCIL STRATEGIC PLAN 2020-2022**

### **CCCAC CORE VALUES**

- We promote local art and artists
- We are open to the entire community
- We maintain high standards of artistic quality and acumen
- We actively participate in the local economy
- We encourage ownership and patronage of the arts
- We demonstrate the importance of the arts in the fabric of life
- We seek to broaden our engagement with LGBTQ, POC, Veterans, Disabled, and other underserved people

### **CCCAC VISION STATEMENT**

A financially self-sustaining arts organization that is highly visible, highly regarded, and ever-evolving

### **CCCAC MISSION STATEMENT**

Fostering an Environment Where the Arts and People Grow Together

The CCCAC has six lines of business. Our intent is to think strategically about each of these areas so that we continue to strengthen and grow. They are:

#### **ART SALES ARTISTS MARKET SALES GALLERY and KERREDGE GALLERY**

Purpose: To encourage and support professional as well as new and developing artists with venues to showcase, market and sell their work. Goals: To increase sales and visibility using social media platforms, an advertising campaign, special promotions, and website links with artists. Action: maintain high quality inventory, seek out new artists, create fresh displays, and monthly artist features. Increase annual sales by 10% Timeline: ongoing with seasonal targets  
Gallery improvements: new display case, install wood window display ledges, decals for windows

#### **EDUCATION & OUTREACH**

Purpose: To offer foundational classes at the beginning and intermediate level for people of all ages and provide free opportunities to explore and learn about the arts through gallery talks, demonstrations, and slide presentations. Goals: To expand our number of students/visitors/members and to seek out opportunities to collaborate with other organizations Timeline: classes planned for Spring, Summer, and Fall seasons with catalogs/brochures going out in February, May, and August  
Pandemic Goal: stay connected with our constituents via online programming, social media. Develop series of posts: Featured Artists, Studio Tours, What Inspires. Develop and distribute Free Art2Go kits for kids. Instagram event: ART IS... scavenger hunt (fall 20) Explore a number of classes that can be held out of doors or with a smaller numbers of participants. Timeline: ongoing

Letterpress Studio Goal 1: Host artist-in-residence program Action: contact possible letterpress artists, determine scope of residency and length and secure lodging Timeline: summer 2021, 2022 Goal 2: Develop interpretive materials and training program for informative tours of the studio. Action: received Michigan Humanities Council grant to develop said materials Timeline: June 2020-21

Clay Studio Goal: to provide an adequate and safe working space for clay co-op members and clay students Action: Co-op members do annual studio clean up, order tools and supplies as needed, ongoing pottery fundraiser in sales gallery to support

## MEMBERSHIP

Goal: form a Membership Committee, identify a chairperson, explore new ways to grow the number of members. Current Activities: Annual membership campaign starts October 1 with newsletter mailing including article, form and envelope, Board Sponsored Event - Party with the Arts (Nov), Membership table at Poor Artists Sale (Dec), Spring Sweep with a special LP printed card (Apr). Goal: \$16,000.

Member incentives: discount on class fees, Member Days percent off in gallery

## FUNDRAISING

Goal: continue to raise the bar on the quality and creativity of the events, increase attendance while keeping costs low to raise money to meet the needs of the organization.

Events include: Parade of Confections (Feb) Cost: facility rent, printing, advertising, musician, refreshments, tons of staff time; FiberRama (Feb/Mar) Cost: some staff and volunteers; Best Hat Ever Boat Cruise (Oct) Cost: board members volunteer, volunteer bakers; Poor Artists Sale (Dec) Cost: facility rent, printing, advertising, tons of staff time; 6X6 (Dec) Cost: canvases, printing, advertising, refreshments, musician, staff time. 2020 Pandemic Goal: form a Fundraising Committee (May 20) to explore new activities and events that make possible health and safety measures and still engage supporters, rethink events and how they are delivered. Events: Online Ask Letter (June 20), Online Goods & Services & Art auction (May 21)

## GRANTS

Goal: apply for MCACA grants on an annual basis, seek out and apply for other grant opportunities MCACA Operational Support, Professional Development. Other: Keweenaw Community Foundation Pandemic grants: MEDC ReStart, MCACA Emergency Relief, SBA Payroll Protection Program

MCACA REGRANTING – Regional Services Agency administration of mini-grant program serving the six counties in the Western UP. Grant Programs include: Arts Projects, Professional and Organizational Development, School Grants: Trek and Arts Equipment & Supplies. Goal: to coordinate, promote and manage the mini grant program and provide technical assistance.

Timeline: annual, set by MCACA

## FACILITY

Goal: new signage for the building, 2 front windows replaced, replace back doors

Other building maintenance and improvements are planned as needed and when funding allows.

Leased Space: keep contracts and agreements up to date Timeline: current contract to be revisited November 1, 2021. Who: Board Treasurer with Board approval