

STRATEGIC PLAN 2022-27

Advancing the performing arts in the Richmond Region through programs and resources that **SUPPORT** the artists of today, **NURTURE** the artists of tomorrow, and provide spaces for the arts to **THRIVE**.

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STRATEGIC GOALS

GOAL ONE: Core Support Organization

Expand the infrastructure, programs, and outreach necessary for RPAA to become the core support organization for the local performing arts community.

- 1 Support local performing artists through opportunities that provide exposure and career growth
- 2 Support local performing arts organizations through funding and services that alleviate burdens and provide equity within the sector
- 3 Facilitate connection and communication among performing artists and organizations

GOAL TWO: Arts Education Programs

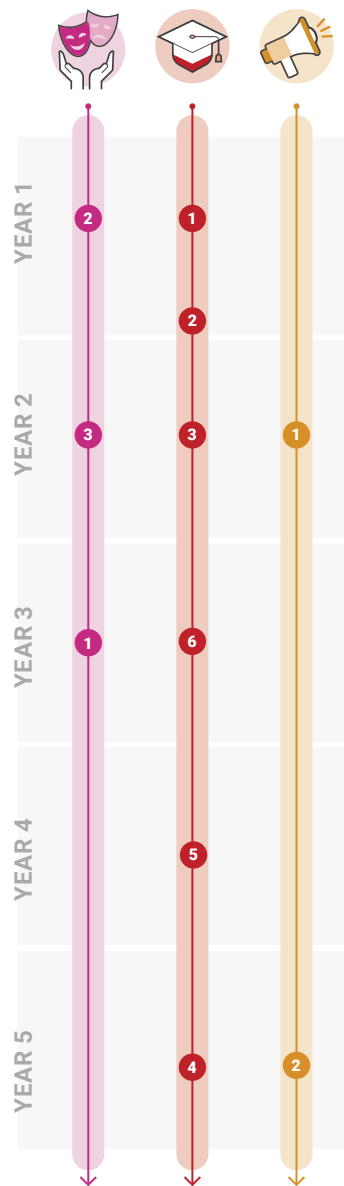
Grow RPAA's footprint of inclusive and accessible arts education programs, engaging a diverse community of educators, students, and families.

- 1 Offer increased professional learning opportunities for performing arts educators
- 2 Focus on community-based programming and building partnerships with local organizations and city/county leadership
- 3 Continue school partnerships by collaborating on student learning opportunities that align with venue programs
- 4 Update BrightLights Education Center spaces to be welcoming and inclusive for people of all abilities and backgrounds and extend accessibility plan to performance spaces in venues
- 5 Increase involvement with regional and national networks of performing arts venues, organizations, and educators
- 6 Continue to establish brand and reputation of the Digital Arts Lab as a professional media resource for the community

GOAL THREE: Brand Awareness

Strengthen RPAA's brand and community presence to build the capacity of the organization to carry out its mission and sustain its programs.

- 1 Establish a clear message about who RPAA is and what impact it has on the community
- 2 Through increased branding and outreach efforts, expand fundraising capacity



STRATEGIC VISION

- To create a vibrant community where the performing arts flourish and strengthen Richmond's cultural, social, and economic vitality
- Students, educators, and community members have equitable access to high-quality arts education and learning opportunities
 - Artists and arts organizations have affordable and professional performance spaces and the capacity and resources to grow their programs and reach new audiences
 - Patrons see themselves reflected in the programs presented and enjoy diverse arts experiences in welcoming spaces

COMMITMENT TO DEI PRINCIPLES

All work will be guided by RPAA's commitment to Diversity, Equity, and Inclusion (DEI). RPAA will be a leader in strengthening the diverse cultural vitality of our community, developing equity within the sector, and creating a more inclusive performing arts environment.



SUPPORT. NURTURE. THRIVE.