

# Tacoma Arts Commission

March 21, 2009

# Vision, Mission and Values

- **Vision:** a vital and prosperous Tacoma infused with and renowned for the arts.
- **Mission:** Through the arts, we help the community flourish and enhance quality of life throughout the City of Tacoma.
- **Values:** Prosperity, Diversity, Identity (place-making and relevant), Impact (promote, outreach, accessible, variety, challenging, provocative, visibility, education), Excellence (quality, beauty, aesthetics), Integrity (transparency), Stewardship (cost-effective, self-funding, sustainability), Future (vision, strategic).

# Values

- Prosperity,
- Diversity,
- Identity (place-making and relevant),
- Impact (promote, outreach, accessible, variety, challenging, provocative, visibility, education),
- Excellence (quality, beauty, aesthetics),
- Integrity (transparency)
- Stewardship (cost-effective, self-funding, sustainability),
- Future (vision, strategic).

# Strategic Goal: Funding

- Seek more money.
  - Schedule our involvement in the supplemental and the biennial budgeting process (9-10 months in advance).
- Seek new sources of dedicated funding.
- Allocate the money wisely.

# People

- Increase awareness of the opportunities created by the work of the Commission (call to artists and the new branding tool kit, Facebook page).
- Assess the needs, interests and expectations of our stakeholders.
  - Develop demand to draw people from out of town and serve currently unengaged Tacoma citizens.
- Strengthen our relationships with our stakeholders.
  - Anchor funds recipients, council members, tool kit.

# Strategic Goal: The Arts

- Clarify eligibility and evaluation criteria for all funding.
- Re-imagine Art-At-Work Month to be or include Tacoma's signature art event.
- Increase attendance and participation at Arts Commission produced events by 10%.
- Create a tool kit for branding the work of the Arts Commission that serves the identity of arts in Tacoma.
- Implement special programs to enable local artists to become more competitive in a broader market. What works? Surveying? Expert advice?
- Take a leadership role in fostering the development of innovative programming.
  - improves visibility, dynamism, our reputation and increases the number of working artists and patrons to Tacoma.

# Strategies

- h-A catalyst and partner for Tacoma as an arts place/environment/community.
- h-To leverage and influence more resources
- H-We are conveners, we bring the arts community together.
- H-We are stewards of and foster the development of public arts.
- H-we help people fund arts in the community.
- H-We promote arts education, professional development for artists, and training through organizations that do art in the community.
- H-We provide information about and advocate for the arts.