

Platte County Arts Council 2006 Strategic Plan

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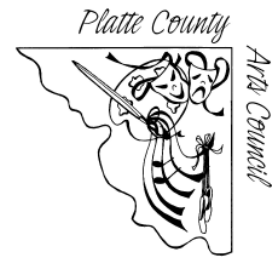


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1. MISSION STATEMENT

purpose from bylaws:

"The Platte County Arts Council, Inc. is organized exclusively for charitable, scientific and educational purposes, more specifically to strengthen and enrich the community through the arts by developing visibility, participation, support, information, education and partnerships, including the sponsoring, organizing and encouraging of community arts activities in the Platte County area."

Motto: Platte County Arts Council: *The Arts Happen Here!*

2. OUTLINE OF GOALS / OBJECTIVES

2.1 organizational development

- ❖ schools
- ❖ Chambers of Commerce
 - Weston (O'Malley's, Irish Festival, etc.)
 - Riverside (Riverside River Fest)
 - Parkville (Parkville River Jam)
- ❖ Mid-Continent Library branches in Platte County
- ❖ Clay County / Northland - possible future goal

2.2 networking

- ❖ Annual Meeting
- ❖ monthly meeting presentations
- ❖ website portal / link swap
- ❖ advertising campaign
- ❖ partner with other arts councils in Kansas City metro area

2.3 education

- ❖ monthly meeting presentations
- ❖ scholarships
- ❖ workshops - future goal

2.4 identify needs & find someone to fulfill it

- ❖ public / business art program - future goal
- ❖ children's theatre workshop / camp
- ❖ high school theatre festival

2.5 be a warehouse of information/better communication

- ❖ website
- ❖ publicity/advertising campaign
- ❖ e-newsletter

3. OUTLINE OF ACTIVITIES / EVENTS

3.1 Platte County Arts at Zona Rosa arts festival

held every September, this arts festival is a partnership with Zona Rosa, offering both visual and performance-based arts throughout the weekend. While the first two years were promoting the arts of people who live (or show/perform) in Platte County, the third year will be opened up to anyone in the Kansas City metropolitan area (with preference going to Platte County artists).

3.2 Community Appreciation Event

On December 17, 2005, the Council hosted a 'Community Appreciation Event' at the Zona Rosa food court. During that time, a performance artist/group performed while a visual artist (Denise Lorbecki) showed off her photography artwork and answering questions about it. Should it be considered a success, we will look into doing similar events in 2006.

3.3 discount tickets program

As a way to help promote the performance-based arts to people who may not go very often, the Council paid for \$5 of the first 50 tickets sold on one night's performance of a production both by Park University Theatre and by Fair Based Productions. In 2006, we will expand this program.

- ❖ \$5 off first 50 tickets sold to one performance of one production for Park University Theatre, Fair Based Productions, and Bell Road Barn Players
- ❖ since Weston Community Theatre and the Northland Symphony Orchestra offer free performances, the Council will help pay royalties of one performance instead.
- ❖ A committee will be formed to determine which performance for each organization (and whether we have missed anyone) and investigate the expansion of this program.

3.4 Annual Meeting in January

To increase attendance, as well as to reward members and to offer a networking opportunity, the Annual Meeting is planned to be more of an event and less of a meeting. The current plan includes hosting the meeting at the Majestic Theatres at Zona Rosa, as well as having door prizes.

3.5 monthly meeting presentations

Each meeting (outside of January) will have a short presentation at the end by an artist or a representative from an arts organization. The goal of these presentations is part networking and part education.

- ❖ these may eventually be combined with more extensive workshops or master classes in the arts

3.6 scholarships

2006 will make the first year the Platte County Arts Council will offer scholarships to the five high schools in Platte County.

- ❖ future goals include possibly offering up a scholarship to current arts students at Park University as well as a 'community scholarship' offered to local community members towards artistic goals (i.e., membership in Northland Community Choir, art supplies for artist, workshop fees, fees for dance classes, etc.)

3.7 children's theatre workshop / camp & high school theatre festival

In January 2006, the Council plans on hosting a meeting with parties interested in eventually having a children's theatre workshop / camp. The goal of this meeting is to set up a program that utilizes all the community theatres in the Platte County area, so no one organization is burdened with this project.

- ❖ During the meeting, the idea of having an annual high school theatre festival for the five high schools in Platte County (hosted at Park University) will be investigated.

4.0 FUTURE / LONG-TERM GOALS/EVENTS

4.1 public / business art program

The Council would like to eventually have a program in place to help pay for visual arts in public areas and / or businesses in the Platte County area, using Platte County artists. During 2006, the Council hopes to start working on the program guidelines and goals.

4.2 arts museum / facility

Outside of the Campanella Gallery at Park University, and a 'silk art' museum in Weston, there is no art museum in the Platte County area. Also, as the various member organizations usually have to find places to perform, the need to have one place that each organization can utilize is also a long-term goal.

5. BUDGET

In October of 2005, the Council received full non-profit status. As a result, the 2006 Strategic Plan can include a fundraising plan.

5.1 Income

- ❖ Membership Fees
 - Individuals: 40 (\$400)
 - Organizations: 9 (\$225)
 - Families: new entry, we'll see how it goes
- ❖ Sponsorships
 - a letter will be sent out to possible sponsors (either in January or June)
- ❖ Grants
 - Missouri Arts Council
- ❖ In Kind Donations - giveaways, etc.
- ❖ Arts Festival specific

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- application fees & tent rentals (2005: \$3,000 + a \$1,500 donation by Argosy for specific use towards art festival)

5.2 Expenses

- ❖ PO Box: \$72
- ❖ Web site: \$150
- ❖ letterhead / envelopes: apx \$250
- ❖ mailing costs: apx \$100
- ❖ ticket deals: \$1,150
 - 3 theatres, \$250: \$750
 - Weston Community Theatre royalties: \$200
 - Northland Symphony Orchestra royalties: \$200
- ❖ Arts Festival specific (2005 costs: \$4,250)

6. STRATEGIC ANALYSIS

The main goals of the Platte County Arts Council are to promote what arts are already here, and to help current organizations fulfill perceived arts needs.

6.1 Strengths

- ❖ partnerships with Zona Rosa, Platte County Visitors Bureau, and the founding members of the Council
- ❖ willingness and eagerness in seeing Council grow by current arts organizations in Platte County

6.2 Weaknesses

- ❖ still somewhat new organization
- ❖ getting the word out about Platte County is difficult at best
- ❖ after initial high attendance levels, attendance has dropped off this past year

6.3 Opportunities

- ❖ connections with Arts Council of Greater Kansas City offers up ideas and partnership opportunities
- ❖ Platte County Visitors Bureau Tourism Advisory Board

6.4 Threats

- ❖ lack of attendance at meetings - attention is waning
- ❖ lack of participation by members