

Union County Cultural pARTnership Strategic Plan 2008-2013

Mission

The mission of the Union County Cultural pARTnership is to promote memorable arts within the county that enhance the quality of life through education, preservation and awareness.

Vision

Where the arts connect

GOALS and STRATEGIES

I. **Goal:** Increase the awareness of art and cultural opportunities in Union County

Strategies:

1. Form a Council
2. Form and Develop Board
3. Develop Logo and Tagline to represent council to be utilized by the council and all arts organizations
4. Develop comprehensive website to represent the arts
 - a. Calendar
 - b. List individual arts organizations and contact information
 - c. Arts by medium
 - d. Auditions
 - e. Classes
 - f. Exhibition Spaces
 - g. Resources: Costumes and Prop Listing
5. Host Open House for Business Leaders at Houston House with all arts organizations setting up displays
6. Create a Marketing Brochure representing all arts organizations
7. Press Releases to Media
8. Partner with Economic Development Partnership for Union County
9. Develop Brown Bag Lunch Series

Time Frame: 2008

II. **Goal:** Invest in Ohio's Rich Cultural Resources so county arts organizations will have greater financial flexibility to be creative.

Strategies:

1. Research and apply for grants to benefit all arts organizations in Union County.
2. Develop relationship with Ohio Arts Council and utilize their resources

Time Frame: 2008

III. **Goal:** Develop and Implement Mural Program

Strategies:

1. Develop action plan for murals in Marysville and Plain City
2. Research and apply for grants to secure funds needed for projects
3. Develop community support
4. Secure artist(s)
5. Paint Mural
6. Dedicate Mural
7. Set up maintenance fund

Time Frame: 2008

Goal: Encourage and facilitate widespread participation in the arts

Strategies:

1. Communicate the importance of arts and culture to create an environment conducive to participation.
2. Develop a centralized ticket box office for visibility and ease of purchasing tickets for various performances presented by arts organizations in Union County.

Time Frame: 2009

IV. **Goal:** Expand Houston House into a Cultural Arts Center to help citizens of all ages learn and thrive through the arts

Strategies:

1. Develop and offer classes of all art mediums for all age groups
2. Host arts meetings at Houston House
3. Develop centralized ticket box office
4. Develop on-going local, regional, state and national exhibit year plan

Time Frame: 2009

V. **Goal:** Serve as Host Community for Ohio Chautauqua

Strategies:

1. Apply to serve as Host Community for Ohio Chautauqua
2. Develop Volunteer Committee
3. Develop Programs
4. Secure Sponsorships

Time Frame: 2010

VI. **Goal:** Develop relationship with schools and support their art programs

Strategy:

1. Meet with schools
2. Develop Plan

Time Frame: 2011

VII. **Goal:** Serve as Host Community for Smithsonian Traveling Art Exhibition

Strategies:

1. Decide on which Smithsonian Traveling Art Exhibit to host
2. Apply to serve as Host Community for Smithsonian Traveling Art Exhibit
3. Secure Space to host exhibit
4. Develop Volunteer Committee
5. Develop Programs
6. Secure Sponsorships

Time Frame: 2012

VIII. **Goal:** Develop Public Art Program

Strategies:

1. Research various public art programs in other communities
2. Develop action plan
3. Secure funding
4. Secure sculptor
5. Develop community support
6. Implement action plan

Time Frame: 2013

IX. **Goal:** New Performing Arts Space

Strategies:

1. Build community support
2. Research potential location
3. Develop and implement fundraising campaign
4. Build
5. Market

Time Frame: 2013 and beyond