

ARTSFUND STRATEGIC PLAN 2013-2015

EXECUTIVE SUMMARY



ARTSFUND

Approved by Board of Trustees 1/24/13

The arts are essential to our quality of life in the Puget Sound region and beyond. The arts create jobs, attract the best and brightest to the region, increase scholastic achievement and life skills, and bring us together to celebrate our collective humanity. The arts strengthen our community and engage us in living.

Founded in 1969, ArtsFund has given more than \$65 million in grants to King and Pierce County arts groups for general operating support—typically the most difficult funding for groups to find, and arguably the most critical. As the central voice for the arts in the region, ArtsFund also provides capacity-building programs, conducts important research and advocates on behalf of the sector.

The community landscape has undergone and continues to undergo significant changes, from ever-changing demographics, technology advances and economic challenges to a shift in the ways people create and consume art. ArtsFund embarked on a strategic planning process to ensure that our organization continues to evolve, so that we effectively address and adapt to these changes and, in turn, have the greatest impact on behalf of the region's arts sector as we move into the next generation.

The strategic planning task force surveyed 60 arts organizations, interviewed corporate and individual donors, community partners, public funders and leading united arts funds around the country to assess the landscape and ArtsFund's strengths, weaknesses, threats and opportunities. Over five meetings, the task force guided the creation of this plan. We thank them, as well as The Boeing Company and JPMorgan Chase for their support of the strategic planning process and look forward to continuing to serve the spectacular arts community that makes our region a wonderful place to live and visit. Celebrate the arts today!

Ray Heacox, Chair
Strategic Planning Task Force
Chair, ArtsFund Board of Trustees
President & General Manager, KING Broadcasting

Mari Horta
President & CEO
ArtsFund

MISSION

ArtsFund strengthens the community by supporting the arts through leadership, advocacy and grant making.

VISION

A community with a dynamic and world-class arts and cultural sector where the arts are accessible to all and valued as a central and critical component to a healthy society.

STRATEGIC PRIORITY 1: LEADERSHIP AND ADVOCACY

Lead regional efforts to increase the community's connection to the arts and raise awareness of the value of the arts, as well as ArtsFund's critical role in supporting this sector.

- A) Convene gatherings and expand ArtsFund's presence to educate and enlighten the community and enhance support for the arts.
- B) Ensure that the arts sector reflects and represents the broader and evolving community by engaging culturally diverse communities and individuals, younger generations and underserved populations in the arts.
- C) Expand ArtsFund's grant making to better reflect our strategic priorities.

STRATEGIC PRIORITY 2: FUNDRAISING

Leverage increased visibility and leadership, diversify funding, invest in ourselves and shift our priorities to accurately reflect fundraising trends in order to significantly increase funds raised over the next three years.