

Gaylord Area Council for the Arts



2019 - 2021 Strategic Plan

Goal 1: Strengthen Organization

Objective / Accountability	Measurement	Target	Action / Completion Date
<p>Increase GACA's Annual Income</p> <p>GACA Staff and Board</p>	<p>Compare actual income and expenditures on an annual basis</p>	<p>Increase income by 5% annually.</p>	<ul style="list-style-type: none"> • Continue increasing the number of sources and amounts of grant and other funding. • Continue increasing the number of GACA members. • Increase the number of larger donations and donations from businesses. • Continue to seek sponsors for various GACA programs/events. <p>Ongoing</p>
<p>Continue to increase participation in GACA activities and programs.</p> <p>GACA Staff, Board & committee members and volunteers</p>	<p>Compare participation on an annual basis.</p>	<p>Increase participation by 5% annually.</p>	<ul style="list-style-type: none"> • Continue to offer a wide variety of arts programs and activities for participants of all ages, interests and abilities. • Continue to recruit qualified and enthusiastic board members, committee members and volunteers. <p>Ongoing</p>
<p>Continue outreach efforts into the community and other community organizations</p> <p>GACA Staff and Board</p>	<ul style="list-style-type: none"> • Compare community networking on an annual basis. • Compare participation on an annual basis. 	<ul style="list-style-type: none"> • Maintain and increase the number of partnerships with other organizations. • Increase participation in GACA programs/activities by 5% annually. 	<ul style="list-style-type: none"> • Continue participating and networking with other organizations, such as the DMA, Community Foundation, schools, Rotary, etc. • Continue marketing GACA events/programs in all media, especially free or low cost alternatives. <p>Ongoing</p>

Objective / Accountability	Measurement	Target	Action / Completion Date
<p>Continue improving office efficiency, capacity, management and building facilities.</p> <p>GACA Staff & Board</p>	<ul style="list-style-type: none"> Compare office efficiency and building improvements on an annual basis. 	<ul style="list-style-type: none"> Continue to improve office efficiency and management. Bolster GACA's staff capacity, as funding permits. 	<ul style="list-style-type: none"> Explore purchasing "Point of Sale" software. Raise funds in order to bolster staffing capacity Hire additional staff and contract for bookkeeping services, as funding allows. Continue to maintain and improve Art Center's building and facilities <p>Procure increased funding for added staff capacity by 2019.</p> <p>Building maintenance is ongoing.</p>

Goal 2: Increase Community's Access to Arts & Culture

Objective / Accountability	Measurement	Target	Action / Completion Date
<p>Expand the community's access to the arts and other cultural activities/facilities.</p> <p>GACA Board partnering with other organizations.</p>	<ul style="list-style-type: none"> Documentation of purpose, benefits and functions of a cultural center Decision made about whether to pursue creation of a cultural center or another alternative. 	<p>Develop a community cultural center or another alternative.</p>	<ul style="list-style-type: none"> Explore other cultural centers, their development and impact on their communities Explore partnerships with historical society, library and other organizations and/or private businesses. Explore possible GACA "annex" to provide for expanded space for visual and performing artists. <p>Feasibility process completed by 2022.</p>