Gaylord Area Council for the Arts

2019 - 2021 Strategic Plan
# Goal 1: Strengthen Organization

<table>
<thead>
<tr>
<th>Objective / Accountability</th>
<th>Measurement</th>
<th>Target</th>
<th>Action / Completion Date</th>
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<tbody>
<tr>
<td>Increase GACA’s Annual Income</td>
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GACA Staff and Board | Compare actual income and expenditures on an annual basis | Increase income by 5% annually. | • 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.  
Ongoing |
| Continue to increase participation in GACA activities and programs. | 
GACA Staff, Board & committee members and volunteers | Compare participation on an annual basis. | Increase participation by 5% annually. | • 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.  
Ongoing |
| Continue outreach efforts into the community and other community organizations | 
GACA Staff and Board | • Compare community networking on an annual basis.  
• Compare participation on an annual basis. | • Maintain and increase the number of partnerships with other organizations.  
• Increase participation in GACA programs/activities by 5% annually.  
• 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.  
Ongoing |
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| Continue improving office efficiency, capacity, management and building facilities. | • Compare office efficiency and building improvements on an annual basis. | • Continue to improve office efficiency and management.  
• Bolster GACA’s staff capacity, as funding permits. | • 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  
Procure increased funding for added staff capacity by 2019.  
Building maintenance is ongoing. |

**Goal 2: Increase Community’s Access to Arts & Culture**

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| Expand the community’s access to the arts and other cultural activities/facilities. | • Documentation of purpose, benefits and functions of a cultural center  
• Decision made about whether to pursue creation of a cultural center or another alternative. | Develop a community cultural center or another alternative. | • 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.  
Feasibility process completed by 2022. |