

VISION

The Raleigh Arts Commission serves as the leading force to champion the arts with Raleigh citizens and their representatives.

GOALS

As a result of the discussion at the Commission meeting conducted in August, 2011, it was confirmed that the Arts Commission would continue strategically providing: 1) arts leadership; 2) arts advocacy; and 3) arts-related programs and services through four established committees: Public Art, Public Relations, Grants, and Executive Committee. **The overarching theme of 2011- 2012 continues to be to follow “good to great” principles, modeling best practices in Arts Commission programs, meetings and other related operations and activities.**

Focus areas for each of the key goal areas:

Leadership

- **Fully develop and maximize the three primary relationships of the Arts Commission (City Council, Public Art & Design Board, and Parks & Recreation Department).**
- Raise the visibility of the arts in the community through cultivating a vision of core connectivity that brings together different facets of the community.
- Foster arts leaders, community education, and ongoing participation with new outreach programs.
- Develop leadership opportunities for both new and current members through increased engagement and information.

Advocacy

- **Advocate to ensure that funding for the Public Art Coordinator position is from the City’s direct budget.**
- Advocate for per capita for the arts funding increase.
- Develop an advocacy plan to secure adequate staffing to support Commission programs and services.
- Advocate for increased visibility on the web/mobile devices via innovative technology such as QR codes and specific applications.

Programs and Services

- **Implement the Grants Task Force/Grants Committee recommendations, approved by the Commission, for Raleigh Arts Grant programs including the new Innovation Grant.**
- Undergo a process of prioritizing existing and current programs to assess their importance to the Arts Commission mission and vision.
- Seek appropriate resources and staffing to sustain and support existing programs and services.
- Improve current methods of communication along with identifying new communication methods, including social media/web-based outreach.

COMMITTEE WORK PLAN

The Commission’s work plan goals are realized through initiatives that are assigned to the four committees below. Additionally, the Public Art & Design Board (PADB) (supported by the Raleigh Arts Commission office) has the responsibility to develop percent for art projects (see * below).

Public Art Committee

- **ART-ON-THE-MOVE**
Original designs by Raleigh artists on the sides of city buses in partnership with Capital Area Transit.
- **ART ON FAYETTEVILLE STREET**
Installation of public art projects in downtown Raleigh:
 - **Block2** - the latest venture by the Arts Commission to connect artists to community, Block2 features films projected on the window of Urban Design Center, created by local artists that relate to and expand upon the exhibition themes showcased at municipal Block Gallery.
 - **Art on City Plaza** - Temporary exhibition of 3 sculptures by regional artists on City Plaza pedestals for one year. The sculptures will unveil on September 18 as part of the SPARKcon Festival.

- **BLOCK GALLERY EXHIBITIONS**
Offer six annual art shows primarily featuring local artists, with interdisciplinary events planned for opening receptions.
- **MUNICIPAL ART COLLECTION**
Determine public site and install purchased sculpture, *Toy Defense*
Identify and purchase art for select municipal sites
Annual inventory of Collection and update records
Establish collections management plan for Collection
- **PUBLIC ART MATTERS COMMUNITY INITIATIVE**
 - Create educational/outreach opportunities to integrate art into the visual fabric of the city.

Public Relations Committee

- **ARTS COMMUNICATION**
Raise the profile of Raleigh Arts through continuing to build on the logo/brand. Utilize user-survey results to strengthen web, social media, database, and CORAC publications, improve communications and citizens' access to arts information.
- **ARTIST OF TOMORROW SCHOLARSHIP**
Continue annual scholarship program for high school seniors pursuing a career in the arts.
- **PUBLIC RELATIONS SUPPORT FOR ARTS COMMISSION ACTIVITIES**
Assist in publicizing Art-On-The-Move, Block Gallery exhibitions, Art on City Plaza, etc.
- **MEDAL OF ARTS CEREMONY**
Organize and host the 2012 Medal of Arts Ceremony.
- **PIEDMONT POET LAUREATE**
Continue development, in collaboration with Alamance County Arts Council, Durham Arts Council, Orange County Arts Commission, and United Arts Council, of this successful program supporting the literary arts in our area.

Grants Committee

- **GRANTS REVIEW PROCESS**
Second year of implementation of approved grant program recommendations based on 2009-2010 program review (accomplished with community and task force input, including review of state and national grants standards).
- **LAUNCH OF INNOVATION GRANT**
Announce new category and provide education and support to arts organizations to encourage 2012-2013 funding applications.
- **GRANT-WRITING PUBLIC WORKSHOP**
Workshop for potential grantees, including distribution of grant guidelines and application, grant updates, etc.
- **GRANT APPLICATION REVIEW**
Review of grants documents and procedures, followed by panel sessions with grantees, with allocation recommendations to Arts Commission (and then to City Council).

Executive Committee

- **ADVOCATE FOR ARTS FUNDING**
Develop a per capita for the arts campaign to raise per capita funding to \$5.00. Share results of national economic creative arts index study.
- **ADVOCATE FOR PUBLIC ART COORDINATOR**
Develop an advocacy plan to ensure that funding for the position comes from the City's direct budget.
- **INCREASE COMMUNICATION TO PUBLIC AND CITY OFFICIALS ABOUT ARTS COMMISSION EFFORTS**
Increase communication between City Council and the Commission, and invite community members to attend Commission meetings.
- **INCORPORATE FUTURE EXECUTIVE DIRECTOR RETREAT RECOMMENDATIONS**
Upon hire of new Executive Director conduct a retreat for advocacy and leadership plan recommendations and incorporate into Commission strategies for strengthening Raleigh Arts, including using Good to Great concepts to work towards Best Practices.

**Public Art & Design Board work plan will be presented separately to City Council.*

Approved by Raleigh Arts Commission