

Jasper Community Arts Commission – Strategic Plan F/Y 2019-2023

Jasper Community Arts Commission **Strategic Plan 2019-2023**

Vision: (The world as we define it, arranged as we would like to see it. Broad view.)

The arts are for everyone. Promotion of the arts provides an economic and cultural boost to Jasper and the surrounding area. We want the long and deeply rooted arts tradition in Jasper to continue and grow.

Mission: (The role of the JCAC in achieving the vision.)

Our mission is to stimulate and encourage an appreciation of and participation in the arts. We will be a catalyst for cultural and economic development in Jasper and Dubois County through promotion of, participation in, and enjoyment of the arts.

Strategy: (What specific strategies or steps must the JCAC take in order to enact its mission within the greater community vision?)

We are an organization guided by quality. Our patrons are the center of the work that we do. We believe the arts are for all. We will continue to offer a series of performing, educational, and visual arts experiences for both novices and the more seasoned arts patrons. We seek to constantly improve and expand our offerings.

As the arts leader in the area, we will act as a catalyst for encouraging the growth of the arts by forming or building partnerships with other organizations in the region

We will continue to work towards fully utilizing the Cultural Center and continue to pursue facility expansion/renovation at the Jasper Arts Center, to meet the needs of our customers.

We will work to maintain positive relationships with our city, our county, our business community, and our patrons while focusing on bringing the arts to life for all.

Conditions and Caveats: Even the best of plans must make allowances for changing conditions and unforeseen circumstances. The following areas have been identified as having the greatest possibility of negatively affecting the timely implementation of this Strategic Plan.

- Economics – local, state, national
- Political climate
- Demographic changes / human resources
- Competition with other venues or entertainment sources

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- Changing technology

Unforeseen circumstances in these areas may require course corrections or adjustments in Strategic Planning steps.

Facilities

Updates are necessary for viability of the Jasper Arts Center. Several key personnel issues need to be addressed in this planning period with expansion at the Cultural Center and Astra.

	Who	Deadline
<ul style="list-style-type: none"> • Renovate and update Jasper Arts Center to meet performance and ADA requirements. Including but not limited to, stage level dressing rooms, additional patron restrooms, and ADA compliment stage access. 	<i>Director Facility Manager</i>	Fall 2023
<ul style="list-style-type: none"> • Additional hours for Custodian(s), Technical Assistant, Gallery Attendant, and full-time Events Coordinator and/or Maintenance, to accommodate additional facilities. 	<i>Director</i>	Winter 2020

Age Demographics / Audience / Technology

Work towards establishing a younger audience and seek input from the community.

	Who	Deadline
<ul style="list-style-type: none"> • Establish Donor Benefits 	<i>Director</i>	Spring 2020
<ul style="list-style-type: none"> • Include input from younger demographic on committees 	<i>Director</i>	Summer 2019
<ul style="list-style-type: none"> • Expand volunteer base with attention to: diversity, age ranges, and partnerships with businesses and organizations. 	<i>Admin. Assistant</i>	Fall 2019
<ul style="list-style-type: none"> • Seek Community Feedback for types of programs and performance desired. 	<i>Director</i>	Summer 2019
<ul style="list-style-type: none"> • Promote student rush program 	<i>Director Admin. Assistant</i>	Fall 2018
<ul style="list-style-type: none"> • Promote corporate ticket block / sponsorships 	<i>Director</i>	Summer 2019

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Programming / Optimizing Cultural Center

Continue with quality programming, reaching out to all audiences. Expand types of programs offered and utilize Cultural Center.

	Who	Deadline
• Develop Special Needs Workshops	<i>Program Coord.</i>	Fall 2019
• Offer arts opportunities to a more diverse audience	<i>Director</i>	Fall 2020
• Continue Senior outreach programming – Canvas, performance outreach, etc.	<i>Visual Arts Coord. Director</i>	Winter 2023
• Increase / Diversify number and types of workshops offered	<i>Visual Arts Coord.</i>	Summer 2022
• Establish multi-day workshops w/ regional artists	<i>Visual Arts Coord. Director</i>	Fall 2022
• Host TEDx event	<i>Program Coord. Director</i>	Fall 2020
• Provide unique gallery experiences: gallery yoga, pop-up exhibits, etc.	<i>Visual Arts Coord. Director</i>	Summer 2021
• Host film festival – Heartland Film Festival Satellite	<i>Director</i>	Summer 2022
• Collaborate with “Old Jasper Days” on art history of Jasper	<i>Director Visual Arts Coord.</i>	Spring 2021
• Increase revenue in all areas	<i>Director</i>	Winter 2022
• Develop programming in conjunction with the Library	<i>Director</i>	Spring 2020
• Revamp Birthday Parties / Brochures	<i>Director Program Coord.</i>	Spring 2019
• Add classic film series at the Astra	<i>Director</i>	Fall 2019

Identity – Branding / Marketing / Communication

Establish and streamline identity and branding for Jasper Community Arts. Increase awareness and targeted marketing for JCA programming.

	Who	Deadline
• Increase social media presence and audience engagement	<i>Director Program Coord. Visual Arts Coord.</i>	Spring 2020
• Refresh logo / tag line to coincide with Cultural Center opening	<i>Director</i>	Winter 2020
• Establish email based marketing, decrease dependence on traditional mailing	<i>Director</i>	Winter 2019
• Community Calendar app – expansion of “What in the Arts”	<i>Director</i>	Winter 2023
• Increase participation / attendance for major events	<i>Director</i>	Spring 2019