

## ACTION PLANNING 2016-2017

### Current strategic plan ends 2016-2017

- Convene a Strategic Plan Task Force

#### Programs

- APP Projects (Tony, Christie, Mason, Ashley):
  - Water Street (41.h)
  - Courthouse
  - Cuba Hunter Park
  - Winton Drive
  - DIA Urban Arts Program (41.b)
  - Lift Ev'ry Voice & Sing Park
  - Photography Collection
  - *Were these projects successfully selected and implements?*
- Other ...
  - Public programs with visiting APP artists
  - Interns
  - Nominations
  - Maintenance
    - APP & Non-APP
  - Non-APP Appraisals
  - Reports
    - APP Conservation
    - Non-APP conservation
    - Archival photography/videography
  - Haskell Sculpture Initiative
  - Other private projects
    - Seaside Sculpture Park
    - Inman Beach
    - Ft. Caroline Middle
    - Art Republic Inaugural Festival
  - *Where these projects successfully initiated and maintained?*
- CSGP (hold steady on process ...) (Amy)
  - Focus on diversity and inclusion. (NEA, Americans for the Arts, Human Rights Commission) (Tony)
  - Eligibility using D & I continuum (Tony)
  - Cultural Equity Statement (Tony, staff)
  - *Did we implement this lens and follow the plan?*
- Vystar International Artist Lecture Series (#3) (41.d)
  - Holman, Mark Amerika – Oct. 7, 1 TBD (2016)
  - 3 TBD (2017)

## ACTION PLANNING 2016-2017

- *Were these events held and were they well attended? Did the sponsor note their satisfaction?*
- Prof Dev Workshop Series (conference style) – Community First Credit Union, new Sponsor (41.f)
  - Financial Literacy
  - Artist Rights – could be two parts (Kate Rowe)
  - Part two social media
  - Creative Capital Blended Learning (Oct. 22, TEDx Jax)
    - *Did we conduct the professional Development and was it highly regarded by the artists and the expert presenters?*
- Every Single Artist
  - Registry (764 – as of June 2016)
  - Lounge
  - Potential partnership with St. Johns County Cultural Council
    - We have the people, they have the technology
  - *Is our artist registry growing and is it useful?*
- Arts Awards (May) (Ryan, Development Committee) (41.a)
- *Did we hit our numbers in terms of revenue, expenses, participants, donors, and sponsors? Was a good time had by all? Was the event safe, accessible and inclusive?*
- PNC State of the Arts (Oct) (41.e)
- *Where these grants distributed? Were the recipients and PNC satisfied with the results?*
- SPARK
  - 2017 SPARKS Fly- CULTURAL EXPORT (staff) (41.h) (41.h)
    - In Duval County
    - Across the planet
  - 3-yr eval (dig deep - grant funding needed)
    - *Were we able to conduct another Cultural Export Program? Did the artists gain from the experience?*

### Programs - New

- Public Art Apprenticeship Program (Christie, Mason, Ashley)
  - with Courthouse and Water St. – might hire local talent and so happen naturally
  - model – Broward County Allied Artist Program
    - *Did we implement a program? Was it satisfactory for the agency and the apprentice(s)?*
- Cultural Service Internship/Residency
  - Model at CC – summer 2016

## **ACTION PLANNING 2016-2017**

- Full program – begins 2017 (5-year initiative) (Tony, staff, YMLA) (Budget lines 10, 38)
  - *Were we able to fund the full program? Did the orgs find value? Were the students and their families satisfied with the program? Was it clear that we moved the needle when it comes to access and awareness of arts and culture as a career?*
- Cultural Equity Statement (staff, board, sector)
- *Did we adopt a statement?*
- Other Professional Development and grant-making program(s)
  - Community First Professional Development Conference & Grants to artists (Budget Lines 15f, 41f)
    - *Was this conference held and was it a success?*

### **Programs - Dropping**

- Culture Jam
- The Square

### **Development**

- Paid admissions/charge, etc., for everything as way to raise revenues through programs (even if a sponsored event); also include 10 percent minimum admin on grants; scholarships available via form for workshops (attendee must make an investment of funds or time) (Ryan)
- Maximize funding relationships (i.e. Wells-Fargo example - request funding for program/project that is a good fit vs. for arts awards)
- Arts Awards/events (Ryan) (Budget Revenue lines 15a, 41a)
- Annual Campaign ... tie passport as benefit of being a supporter/way to bring in supporters at lower level than arts awards; general support for CC/arts and culture (Development Committee, Ryan, Staff)
- State of the Arts (Ryan, Development Committee, staff) (Budget lines 15e, 41e)
- Culture Pass (Tony) (Exploration)
  - State Funding
  - Visit Jax support
- Post board governance work
  - Development next best practice for board to focus on (i.e. Loring)
  - Cultural Endowment?
- *Did we innovate with regards to development? Did we implement best practices learned from Chuck Loring regarding development via a task force? Did we increase giving to the CCGJ?*

## **ACTION PLANNING 2016-2017**

### **Advocacy**

- ROI - Advocacy (COJ)
- State
  - Audrey Gibson support
  - Two trips (early session plus tourism)
  - Arts and Culture Day? CC lead group from Duval County (bus and lunch – pay to go)
  - Florida Cultural Alliance
- COJ (meeting with CM Crescimbeni 10/26)
- Increase percentage for art
  - Fund APP grant for our 2.5 FTE instead of the current .8 FTE funding
  - Stage one – increase maintenance percentage from 5 to 10 percent
  - Recommend/optional private sector dedicate 1 percent for art, too
  - Percent for parks - become eligible projects
- CC BOD
  - CSG housekeeping
  - Number of CSG Comm from BOD
- Arts in Transit (JRTC)
  - Transit center RFP winner has an amphitheater in it (could be art eligible?)
  
- *Were we successful in advocacy at the state level? Were we successful in advocacy at the city level (i.e. increased or level funding)? Did we continue our unblemished record in city council votes (we've never had a nay vote for any legislation or appointee)? Were we able to create new business with APP or any other city or governmental funding?*

### **Communications**

- Human resources (Patrick, media specialist)
- Social Media
  - Echo effect – CSG retweet (way to automate)
  - Promote CSG events, etc.
  - Better communication to board regarding events internal and external
- New website
  - Sponsor
- APP logo
  - Interim logo for decal at each site
  - Permanent option may be in place
- Bristol cross-tourism marketing plan
  - Convening of Jax-Bristol leadership in Bristol – Sept. 29 (arts and culture focus); commitment of Jax people to go and for Bristol to host (completed)
  - Sponsored by Jaguars, Gunster
  
- Future Potential Cultural Export – New Orleans- Exploring sponsors (Tony, staff)
- E-newsletter (Patrick)

## **ACTION PLANNING 2016-2017**

- Hot ticket (Tony)
- Potential for consulting with media help – strategic need?
  
- *Did we implement and successfully roll out the above ideas? Were they deemed a success by the community? Did our traffic increase to our vehicles? Did our open rate increase in our newsletter? Did our engagement on social media increase?*

### **Staff Needs**

- Staff Retreat
  - Potential – Atlantic Center for the Arts, SCAD (Budget Expense Line 32)
- Convening Culture: 2017 moved to Gainesville, February 2017 (staff) (Budget Expense Line 32)
- Professional Development – Potential Conferences- Grantmakers, Americans for the Arts, FAPAP (Budget Expense Line 32)
  
- *Did we participate in these professional development initiatives? Was there a measure of success at each via new program or other ideas that were implemented? Is staff morale high? Did we do anything for staff that shows our appreciation as an org?*

### **Other**

- BOD ...
  - Governance Taskforce Implementation (staff)
  - Development Committee Convenes with Best Practices from Loring (Dev Committee)
  - Orientation and manual underway (Patrick, Cedric)
  - Recruitment to serve on CSG and APP
  
- Community Involvement/Partnerships
  - LaVilla placemaking
    - Kresge still talking with DVI; didn't make finals for Art Place
    - Draper studio (activate Richmond Hotel)
  - Cultural Fusion Underwriting (34)
  
- *Did we implement our changes to governance? Have we created a repository or binder of board materials? Did we improve our communication to the board and did we foster engagement with the board? Did we pursue any new initiatives in Lavilla or in Art and Culture Deserts? Did we partner and fund Cultural Fusion?*

## **BIG PICTURE IDEAS**

- Hosting Convening Culture Conference (2018)
- Tony convening with DCA and LAAs of Florida

## **ACTION PLANNING 2016-2017**

- o JAX as target would attract younger demographic (DCA's opinion)
- Facility that would do more than house offices (performance/exhibition space, retail, etc.)
  - o RFPs currently on street
    - Snyder Memorial
    - Brewster Hospital
  - o Other
    - Fire Station No. 5 (Riverside Ave.)
- *Did we go after any of these big ideas? If so what was the result?*