**Cultural Council of Greater Jacksonville**

**Strategic Plan 2017-2022**

**MISSION**

(Core purpose of our organization—why it exists)

**“To Enrich Life in Northeast Florida by Investing in Arts and Culture”**

**VISION**

(Future we seek to create)

**“Arts and Culture Are Recognized by All as Essential for Our Quality of Life”**

**VALUES**

(Behaviors that help us drive our vision)

* **Imaginative** *See things as they could be*.
* **Collaborative** *Better together.*
* **Inclusive** *Art is for everyone.*
* **Engaging** *Committed to the arts and each other.*

**KEY STRATEGIES**

(Strategic direction of activities)

**Expand Financial Support**

Strategic Goals (Broad expected outcome we hope to achieve – 3-year projection)

* Achieve diversified, adequate and sustainable funding.
* Implement an effective development strategy that inspires more investment in the arts.

**Broaden Access to the Arts**

Strategic Goals

* Expand arts education with a focus on underserved and diverse populations.
* Advance policies and practices of cultural equity that empower a just, inclusive and equitable city.
* Serve as a major information resource and promoter of arts and arts related happenings.

**Engage the Community**

Strategic Goals

* Expand and strengthen our relationships and partnerships throughout the community.
* Understand and respond to the needs of artists, art professionals and arts educators.
* Position Cultural Service Grant funded organizations and other arts organizations for growth and sustainable community impact.