

Tempe Municipal Arts Commission

Strategic Plan

2003-2008

Mission:

A great city is defined by its arts. The mission of the Tempe Municipal Arts Commission is to create an atmosphere in which the arts can flourish and to inspire Tempe citizens to recognize the arts as essential to the whole life of our community.

Belief Statement:

In order to achieve the goals and strategies set forth in the Arts Commission's Strategic Plan, we believe:

- artistic expression should be protected and promoted by the Commission
- in a city that values and supports the arts and arts organizations for their ability to inspire, challenge and add dimension to the lives of Tempe residents
- in partnerships with other governments, business, and citizens to preserve develop and maintain community cultural facilities to provide gathering places for cultural exploration, expression and inspiration.
- In a city that respects and appreciates its history, recognizes the unique ability of the arts to promote cross-cultural awareness, and affirms its commitment to exploring the evolution of our society through art.
- In a mixture of arts opportunities that provide access to all citizens regardless of economic level, bring people together in common purpose, celebrate diverse traditions, promote cultural awareness, inspire and enliven the lives of the residents of Tempe.
- In an education system in which the arts are integral to basic K-12 education and a community where education experiences in the arts are plentiful for those of all ages.
- Tempe should assist neighborhoods in enlivening public spaces and engendering a sense of pride and ownership in their communities through the arts.
- Tempe should maintain its strong commitment to the arts, recognizing the arts as fundamental to the quality of life in Tempe.
- Tempe derives significant economic benefit from a strong and vital arts community. In cities where the arts programs are strong and diverse, so too is tourism, employment, new businesses and trade.

Objective 1: Advance Tempe as a vibrant community for cultural and artistic activity.

- Preserve and promote Tempe's leadership role as a national model among City governments supporting the arts.
- Support Tempe based arts organizations and artists.
- Participate in the state and national arts arena on behalf of Tempe.
- Facilitate opportunities for international artistic exchange through the Tempe Sister Cities Program.
- Advance planning and programming opportunities for the planned Tempe Center for the Arts.

Objective 2: Promote citywide policies that affirm the arts as integral to Tempe's quality of life and economic vitality.

- Promote efforts to make Tempe vibrant, responsive and progressive to the arts.
- Advocate for consistent policy advantageous to the arts.
- Advise the Mayor and Council on all arts issues.
- Advance the cultural elements for the City's General Plan 2020.

Objective 3: Partner with Tempe schools to create an on-going arts curriculum program.

- Encourage the inclusion of the arts as a requirement in elementary, middle and high school.
- Work with organizations to leverage additional resources for arts education.
- Explore collaborative program opportunities for arts activities in alternative learning environments.
- Promote after school arts programs.

Objective 4: Increase and broaden City funding for the arts.

- Partner with City agencies and outside entities to explore and develop new funding options for arts activities, which emphasize community priorities.
- Promote and encourage fundraising efforts by Tempe arts organizations.
- Partner with the Rio Salado Foundation to maximize fundraising and funding for the arts in Rio Salado.

EXECUTIVE COMMITTEE:

Goal: Oversee the mission, goals, and long-range plans for the Tempe Municipal Arts Commission.

Objective 1: Review and formalize the Commission's Strategic Plan annually.

- Review committee progress of objectives during regular monthly meetings.
- Hold annual strategic planning retreat to update and revise plan.
- Publish reviewed copies of strategic plan annually.

Objective 2: Promote the mission and goals of the Commission to policy makers, the arts community and the public.

- Promote regular opportunities for dialog between the Commission, the Mayor and City Council on arts issues.
- Participate in local and national arts events and conferences.
- Continue to develop PR and informational materials such as *Tempe Art Talk*, brochures, postcards, and media.
- Explore opportunities to partner with other city, state, and non-profit organizations.

Objective 3: Review and make recommendations on the Annual Arts Plan and Percent for Art Budget.

- Examine opportunities for additional revenue sources.
- Review existing programs annually for expansion or sunseting and for development of new programs

GRANTS COMMITTEE

Goal: Support programs which provide the highest quality cultural opportunities in various venues and sites throughout the city. Advise the Arts Commission on all policy and actions necessary for implementation of the grants and partnership programs.

Objective 1: Maintain an effective grants program.

- Review all grant proposals and make funding recommendations.
- Chair annual project grants panel and recommend funding levels within city budget constraints.
- Members attend and observe grant funded programs.

Objective 2: Continue to develop collaborative arts programs

- Continue to explore expanding effective arts programming through partnership opportunities with schools and arts organizations.
- Encourage inclusion of the arts in the City's events and programs.

PUBLIC ART COMMITTEE

Goal: Advise Arts Commission on all policy and action necessary for the Public Art Program as well as any acquisitions and loans of art made to the City.

Objective 1: Develop a three-year public art project plan.

- Work with other City departments to develop and incorporate public art projects into the Capital Improvements Projects Plan.
- Meet annually to evaluate progress and to update this plan.

Objective 2: Collaborate with other City departments, educational institutions, other organizations and citizens to develop public art in our community.

- Continue working to implement the Public Art Master Plan for the Rio Salado Overlay District.
- Implement the Art in Transportation portion of the City's Comprehensive Transportation Plan.
- Work with the City's Neighborhood Services office through outreach to develop, fund and implement public art projects.
- Work with the City's Volunteer office to facilitate community projects to care for and maintain the sites for public artworks.
- Participate in regional public art projects and programs with neighboring cities, Arizona State University, area schools and other educational institutions and arts organizations.

Objective 3: Develop and maintain the City's Municipal Art Collection with the highest professional standards.

- Continue to refine the systematic approach to selection of artists, artworks and approval and management of projects.
- Make recommendations regarding artist selection, siting and conservation.
- Provide ongoing maintenance, conservation and registration for the collection consistent with current national standards for public art programs.
- Work with Visual Arts Coordinator to develop policies for management of the portable works collection.
- Continue to seek portable works and commission artworks when the budget allows.

Objective 4: Promote the Public Art Program.

- Continue to incorporate the City's Municipal Art Collection into the City's web site.
- Create and update brochures about the Public Art Program when funds are available.
- Work with the Tempe Convention and Visitors Bureau, Downtown Tempe Community, Mill Avenue Merchants Association and other state and regional organizations to promote the Public Art Program.
- Increase the visibility of the public art program through outreach, education and collaborations.
- Work to place appropriate signage on completed public art projects.
- Upon completion of public art projects, send promotional materials to appropriate regional and national publications.

ADVOCACY AND COMMUNICATIONS COMMITTEE

Goal: Coordinate and execute the Commission's plan for public relations, public information, and education about the arts.

Objective 1: Increase community awareness of the arts.

- Serve as informational resource for the community on arts activities by disseminating information to the public through telecommunications and the Internet.
- Promote Tempe arts through the Chamber of Commerce and the Tempe Convention and Visitor Center.
- Continue to improve the Cultural Services web site.

Objective 2: Communicate the Commission's achievements and newsworthy events regularly through local publications.

- Match appropriate Commission projects to local and national publications.
- Identify information for inclusion in Tempe Today newsletter.
- Identify alternative methods of distributing public information on the arts.

Objective 3: Collaborate as an arts advocate with other local arts groups, the public, and educational and political institutions.

- Continue to seek ways to increase awareness of arts events.
- Maintain contact with other arts entities for joint advocacy and promotional activities.