



BE A PART OF IT
JOIN NOW!

ARTS ALLY
Membership Levels

ARTS Buff \$1-49

- The Arts Council Update newsletter
- Member discounts on all Arts Council workshops, programs and services
- Weekly arts events listings by email

ARTS Goer \$50-249

All of the benefits above, plus:

- Weekly emails about ticket and admission discounts!

ARTS Champion \$250-499

All of the benefits above, plus:

- 2 tickets to the Arts Council's Annual Meeting or Work of Art Awards event

ARTS Ambassador \$500+

All of the benefits above, plus:

- A guided public art walking tour by the Office of Public Art

Empowering the people who give us art.

Strategic Plan 2008-2011



Mission

To make the arts central to the lives of individuals by expanding the reach, influence and effectiveness of the region's diverse cultural community.

We will accomplish our mission by offering programs and services, advocating for the arts, facilitating connections and promoting self-sufficiency and artistic endeavors.

Vision

By fulfilling its mission, the Arts Council will achieve its vision of:

- Driving the region's vitality through arts and culture
- Serving as the leading voice of the arts in the region
- Offering high quality services to arts and culture organizations and artists

Guiding Principle

Define and serve the common good with appropriate action.

Values

The Arts Council is committed to:

- Valuing culture, both the arts and artists
- Being proactive
- Maintaining a culture of creativity, innovation and entrepreneurship
- Functioning with clarity of purpose, courage and fairness
- Promoting diversity and collaboration

Aspirations

The Arts Council intends to:

- Identify and serve the common good
- Elevate the visibility of the arts
- Improve the livelihood of individual artists
- Serve as a "connector" – a valued broker and facilitator
- Be the voice and ambassador of the arts
- Impact the growth of the city and region

Competencies

The Arts Council will sustain or increase its expertise in the areas of:

- Capacity building – technical assistance, professional development, grantmaking and pro-bono legal management consulting
- Marketing – ticketing, promotion, public relations, image building and branding
- Advocacy – cultural policy, research

The Arts Council's Mission, Vision, Values, Aspirations, and Competencies were approved by the organization's Board of Directors on January 22, 2008.

Yes! I want to support the work of the Greater Pittsburgh Arts Council as an ARTS ALLY with a gift in the amount of: _____

- ARTS Ambassador \$500+ ARTS Champion \$250+ ARTS Goer \$50+ ARTS Buff \$1+

Name(s) _____ (as you wish to be recognized) Anonymous

Company/Organization _____

Address _____ City _____ State _____ Zip _____

Telephone _____ Email _____

I / We prefer to receive the Arts Council's Update newsletter by mail email

I / We are also interested in emails about Arts Events (Weekly) Artist Opportunities

Arts Council Events Public Art in Pittsburgh

Check Enclosed (payable to Greater Pittsburgh Arts Council) Please invoice me

Please charge my: Visa MasterCard American Express Discover

Account Number _____ Exp. Date _____

Name (as it appears on card) _____

Signature _____

*For Visa, MC and Dis : the 3-digit number in the Signature box on the rear; for AMEX: the 4-digit number above account number on the front

Contributions to the Greater Pittsburgh Arts Council are tax-deductible to the fullest extent of the law. A copy of the official registration and financial information for the Greater Pittsburgh Arts Council may be obtained from the PA Department of State by calling toll-free within Pennsylvania 1.800.732.0999. Registration does not imply endorsement.

Goal 1. Increase visibility and support of the arts.
Goal 2. Enhance the capacity, efficiency and effectiveness of the arts and culture community
Goal 3. Create an environment and opportunities that are supportive of individual artists.

Goal 4. Serve as a model organization that strives to incorporate best practices, increase internal efficiency, and ensure organizational sustainability.

Advocacy, Cultural Policy, and Research

CONTINUING ACTIVITIES

- Monitor local, state and national policies, issues and legislation with the potential to impact the arts and culture sector
- Strengthen our advocacy network and utilize to support local, statewide, and national efforts to increase arts, culture and humanities support
- Provide representation and build relationships within local, state and national governments and other groups identified as strategic partners

NEW STRATEGIES / EXPANSION OF SERVICES

- Develop an Advocacy Action Squad and provide advocacy training to strengthen the local advocacy network
- Research the state of individual giving to the arts in the Pittsburgh region and investigate existing initiatives in other regions designed to address this challenge

OBJECTIVES FOR 2009-10

- Develop a list of facts and figures related to the impact of the creative sector at the state, local and national levels.
- Increase the number of organizations and individuals participating in local, state and national advocacy efforts
- Disseminate research and proposed strategies regarding individual giving to the arts in the Pittsburgh region

Marketing, Ticketing, and Audience Development

CONTINUING ACTIVITIES

- ProArtsTickets service
- Collaborative Strategies/STAR Database
- Organization-wide re-branding process
- Public relations for the Greater Pittsburgh Arts Council

NEW STRATEGIES / EXPANSION OF SERVICES

- Develop new business development plan for ProArtsTickets that addresses new marketplace realities
- Develop proactive, cross-organization promotional strategies to promote Collaborative Strategies partners and ticket sales through ProArtsTickets
- Roll out new organizational brand
- Develop coordinated communications strategy
- Investigate the potential of creating a walk-up arts information station

OBJECTIVES FOR 2009-10

- Create and implement one collaborative marketing campaign
- Launch re-designed primary website
- Implement newly-branded, coordinated communications strategy

Office of Public Art

CONTINUING ACTIVITIES

- Public art lectures, workshops, panels and opportunities for networking
- Pittsburgh Artist Registry www.pittsburghartistregistry.org
- Artist Opportunity Listserv
- Technical assistance for organizations, businesses, developers, government agencies and individuals (services such as assisting with artist selection, contracts, design development, project management and conservation)

OBJECTIVES FOR 2009-10

- Provide at least five public art programs or tours
- Increase the number of artists in the Pittsburgh Artist Registry to 800
- Engage in at least two major technical assistance projects
- Secure new funding to replace reduced program support

Professional Development, Grants, and Consulting

CONTINUING ACTIVITIES

- Provide pro bono consulting through Volunteer Lawyers for the Arts and Business Volunteers for the Art
- Distribute grants through all existing programs, pending continued funding:
 - PA Partners in the Arts Grants
 - Artist Opportunity Grants
 - Alcoa Grants for Arts Managers
 - BNY Mellon Audience Development Grants
- Reduce the number of professional development workshops, retaining those that address needs unique to the arts.

NEW STRATEGIES / EXPANSION OF SERVICES

- Grow strategic partnerships w/ existing professional development workshop providers who extend our capacity to meet the needs of the arts community.

OBJECTIVES FOR 2009-10

- Design method to better assess incoming BVA clients and evaluate the impact of completed projects.
- Provide one BVA volunteer training.
- Build a more diverse pool of grant applicants and grant reviewers from throughout Allegheny county, who have diverse ethnic backgrounds and who work in various artistic genres.
- Increase staff efficiency in grantmaking by reducing Alcoa & AOG deadlines from four to two, per program.
- Increase the average number of participants per program

Membership

CONTINUING ACTIVITIES

- Connect existing and prospective members to Arts Council programs and services that fit their needs
- Enhance resources and benefits for members
- Coordinate a limited benefits medical plan for the arts community
- Distribute a weekly email to members (including all staff) offering half-price discounts on tickets or admissions
- Distribute the weekly Arts Pittsburgh Events e-blast in conjunction with a new online events calendar.
- Recruit and engage "Arts Ally" members

NEW STRATEGIES / EXPANSION OF SERVICES

- Conduct an annual survey of the arts and culture community to gauge changing needs
- Launch a comprehensive online arts calendar for the Pittsburgh region.

OBJECTIVES FOR 2009-10

- Sustain a membership of 225 artists and organizations
- Sustain an organization membership renewal rate of at least 85%

Governance, Management and Development

CONTINUING ACTIVITIES

- Gauge progress of the strategic plan and adapt to changing needs and conditions
- Recruit new board members
- Seek funding that provides for sustained or expanded Arts Council programs and services as prioritized in the strategic plan
- Develop engagement strategies for individual donors
- Continue and expand a commitment to diversity

NEW STRATEGY / EXPANSION OF SERVICES

- Upgrade and integrate technology systems in order to increase efficiency and effectiveness
- Relocate administrative offices
- Expand and deepen connections to professionals in the business community

OBJECTIVES FOR 2009-10

- Increase participation and effectiveness of board committees
- Meet budgeted fundraising goals
- Implement new constituent relationship management software
- Recruit at least 4 to 6 new board members

IMPACT: increased public involvement in and support of arts and culture → sustainable organizations and artists that produce high-quality, diverse arts → economic development and high quality of life for all in the Pittsburgh region