

Vision Statement:

“Allied Arts of Whatcom County is a nonprofit 501(c)3 corporation whose vision is to enliven and promote the artistic identity within our community and make our region an arts destination and creative, vibrant place to live.”

Mission Statement:

Allied Arts of Whatcom County is dedicated to the arts in our region by empowering local artists through organized festivals and events, enriching our local school children through educational outreach programs, and working as a liaison to art enthusiasts of all ages, within our uniquely creative community.

2014 Short term priorities include:

- 1 Continue to focus on the **promotion** of the arts through **tourism**
 - A. I-5 Corridor Rack Card promotion of 3 festivals and Arts and Cult. Map by April, 2014 (Graphics by Nancy Chambers)
- 2 Continuing the “**Art Means Business**” campaign to promote the **economic and cultural significance** of the arts in our community:
 - A. Creative Vitality Index Pilot Project due May15, 2014 (WWU interns and committee)
 - B. Pending Grant Approval - Our Town Asset Mapping Project (Sprit Works Group, Interns and Consultant Doug Banner) Sept 1, 2013-Sept 1, 2014.
- 3 Continue forming and growing a strong dedicated **Board of Directors**
 - A. Review By Laws (January 2014 Board)
 - B. Elections for Executive Committee -January 2014 (Board)
 - C. Expand board to at least 7 members by Oct 2014 (Board)
4. Organizations Structure
 - A. Re-examine Membership structure and benefits, April 15, 2014? (John, Alicia and Staff)
 - B. Re-examine Event Jury Fees, April 15, 2014? (John, Alicia and Staff)

Long Term Plan:

Key Elements -

- **Organizational Infrastructure**
- **Artist, Art Organizations, & Art Enthusiasts Opportunities**
- **Youth Exposure to Arts Education**
- **Arts in the Community**

I. **Organizational Infrastructure**: to strengthen the financial plan, membership and volunteer recruitment in order to create a stable and sustainable organization.

1. Financial Plan

- A. Further develop and implement

- B. Training for board and staff
- 2. **Marketing**
 - A. Strengthen plan
- 3. **Committees**
 - A. Further develop structure/volunteers
- 4. **Board Development**
 - A. Application/Interview Process
 - B. Fill Board
- 5. **Membership**
 - A. Increase
 - B. Benefits/Events for Members
- 6. **Volunteer Opportunities**
 - A. Rewarding Educational Possibilities
 - B. Community Service Options
 - C. Variety through levels of school system

II. **Artists, Art Organizations, and Arts Enthusiasts Opportunities:** to provide opportunities to arts related businesses within our community in order to keep active locally.

- 1. Retail Exhibiting Opportunities
 - A. **Creative Spaces: Temporary Storefront Exhibitions**
 - a. Obtain financial support
 - B. **Wild About Whatcom** (Traveling Non-profit and Business Exhibit Services)
 - a. Stabilize program and obtain installer (contract?)
 - C. **Holiday Festival of the Arts**
 - a. Continue quality and profit of very successful event
 - b. Revise staffing
 - D. **Summer Festival**
 - a. Continue to build financial support and participation of artists and patrons
 - E. **RARE: Recycled Arts Resource Expo**
 - a. Secure marketing and admin funding
 - b. Increase participation of artists and patrons
 - F. **Allied Arts Gallery Exhibits**
 - a. Increase sales of artwork
- 2. Community Support and Fundraising
 - A. **Art Supply Thrift Store**
 - a. Increase donations and sales
 - B. **Door Art Throwdown**
 - a. Increase profit
 - C. **Umbrella Projects**
 - a. Continue to support small organizations and individuals in their projects when administratively and financially feasible.

III. **Youth Exposure to Arts Education:** to provide arts related curriculum to the Whatcom County school systems, supporting youth through creativity and stimulation.

1. **Allied Arts Education Project;** High-quality, standards-based art in Whatcom County.

- A. **In School Sessions:** theatre, dance and visual art classes, residencies and schoolwide programs
 - a. Continue to strive to become financially self supporting through charging for administration and other fundraising efforts
- B. **Annual Children’s Art Walk**
 - a. Continue to strive to become financially self supporting through charging for administration and other fundraising efforts
- C. **Arts Impact** -teacher training
 - a. To sustain the program at a small level in the school district in order to secure funding to instigate full program again in the future
- D. **After School Opportunities**
 - a. Provide services where administratively and financially sustainable
- E. **Early Childhood Development** program
 - a. Research the need and possibilities
 - b. Provide services where administratively and financially sustainable
- F. **Arts Education Outreach events**
 - a. Provide outreach services where administratively and financially sustainable
- G. **Arts Educator Opportunities**
 - a. Provide professional development from an educational or an economical standpoint.

IV. **Arts in the Community:** to provide outreach and collaboration with the local community.

- 1. **Creative Collaborations:** Working with our artistic community to establish knowledge of the possible ways to get involved.
 - A. Implement the **Cultural Council**
 - a. Promote arts advocacy, collaboration and networking opportunities
 - b. Coordinate February “Arts Day” advocacy in Olympia for our region
 - c. Assist with the revision of the **Community Cultural Plan**
 - B. Advocating for **Bellingham Arts Business Accelerator** to promote arts related collaboration, education and networking opportunities.
- 2. **Cultural Tourism:** Raise awareness of the arts in our area working with the marketing and tourism community.
 - A. Joint marketing of arts and cultural programs, services, organizations, businesses and events

- B. **Whatcom County Arts and Culture Guide.**
- C. **Art Talk: KMRE Radio Show - POD Cast**
- 3. **Impact of the Arts:** Document and promote the arts through research and promotion.
 - A. Implement an area-wide “**Art Means Business**” campaign
 - B. Present the **Economic Prosperity Study** throughout the region
 - C. **Creative Vitality Index Pilot Project**
- 4. **Arts as Social Change**
 - A. Encourage projects in which the arts help to develop the community.