



Strategic Plan 2021-2023

MISSION STATEMENT:

Vision Statement:

The Clinton County Arts Council (CCAC) is an energetic force in creating and growing arts throughout Clinton County. Therefore, our mission is:

Encouraging creativity by engaging the Clinton County Community in the visual, performing, and cultural arts.

STRATEGIES:

I. Outreach

The CCAC will conduct outreach programs that will optimize participation of all residents across Clinton County in the visual, cultural, and performing arts.

II. Umbrella Organization

The CCAC serves as an umbrella organization for its various branches, providing support, tax exempt status, and resources for each branch as it advances the mission of the overall organization.

III. Building a Strong Arts Community

Vibrant arts organizations make a vibrant community. The Clinton County Arts Council's success is when the arts, cultural, and heritage communities are financially healthy and responding to key community needs. As the advocate for greater investment and participation in the arts, the CCAC advances the arts as integral to the lives of all people.

IV. Financial Stability

As a 501c3 organization, it is essential that we maintain tax exempt status afforded by the IRS by filing appropriate forms each year. It is also essential that the CCAC assist the branches in maintaining financial stability.

V. Diverse and Balanced Portfolio

The CCAC will support a diverse and balanced portfolio of the arts, heritage, and cultural organizations.

Goals for each Strategy

I. Outreach

- a. The CCAC will support innovative program development and the incubation of creative ideas that advance the cultural community's development and participation efforts.
- b. The CCAC will align the arts with commonly held values and interests throughout the Clinton County communities while promoting health and wellness and lifelong learning.
- c. CCAC will extend programing opportunities to a variety of age groups.
- d. The CCAC will establish additional arts opportunities to the Senior population throughout the county, including senior living establishments.
- e. The CCAC will promote programs that will ensure greater visibility throughout the Clinton County community.
- f. The CCAC will identify and support arts opportunities in our outlying communities.
- g. The CCAC will continue to develop and grow arts activities throughout the year.
- h. The CCAC will develop contacts and develop programs with schools throughout the Clinton County area.

II. Umbrella Organization

- a. As an umbrella organization, the CCAC will encourage and support artists and arts as well as cultural and heritage organizations to become stronger and better able to fulfill their individual missions and artistic goals while connecting them to the larger mission of the CCAC.
- b. The CCAC will encourage artists across all branches of the CCAC to support each other.
- c. The CCAC will increase the number of volunteers available for all CCAC related activities.

III. Building a Strong Arts Community

- a. CCAC will provide membership registration at every sponsored event.
- b. The CCAC will network with other arts organizations to gain knowledge for greater success.
- c. The CCAC will encourage growth and development of artists through the development of programs that will give amateur artists opportunities to learn and grow.
- d. The CCAC will implement and sponsor arts activities within the schools in the Clinton County RESA and provide opportunities for student art to be exhibited/performed.

IV. Financial Stability

- a. The CCAC will establish an endowment fund to ensure a permanent source of funding.
- b. The CCAC will continuously pursue grant opportunities and document procedures and results of the support awarded from such efforts.
- c. The CCAC will identify and develop a core of annual fundraising events.
- d. The CCAC will identify and implement new fundraising opportunities.

V. Diverse and Balanced Portfolio

- a. The CCAC will promote and encourage collaborations and alliances for program and operational partnerships that enhance the success of individual arts organizations.