

MOORESVILLE ARTS STRATEGIC PLAN

2022-2023

PURPOSE

To provide insights to internal and external stakeholders about Mooresville Arts' focus and priorities and to provide future board guidance and a basis for maintaining a consistent long-term effort to progress the organization contingent on prevailing conditions and priorities.

PROCESS

The Plan has drawn on the views of board members, volunteers and stakeholders who have helped in sharpening the focus currently most valued about Mooresville Arts and how they would like the organization to move into the future by way of continued emphasis on relevant and progressive change.

STRATEGIC DIRECTION

The Strategic Plan is conversant of the fact that Mooresville Arts, in operation since 1955, as the leading visual arts center in the Lake Norman region, continues to serve the greater Mooresville community in arts leadership, education and exhibitions. Key achievements, celebrations, challenges, and lessons learned from the past have been used to determine the strategic direction for the period 2022-2023.

On July 1, 2021 MA hired an executive director who helped establish the strategic priorities and goals of this plan. The executive director is responsible for the oversight of this plan in addition to providing direction of key goals, operations and Board development.

Based on the foregoing, the following is the agreed upon vision, mission, strategic priorities, and goals of Mooresville Arts:

MISSION

To be an advocate for the artist and to be an artistic and cultural resource for the Mooresville and Lake Norman community.

VISION

To educate the public in the appreciation of all art forms, to display exceptional exhibits for everyone to view, to offer individuals the opportunities to learn and be creative, and, to be an ever-present hub for artists, of all ages, from beginners to experts.

STRATEGIC PRIORITIES

1. **Support and Strengthen Mooresville Arts as the Premier Art Center in LKN**
 - a. Develop new leadership through committees
 - b. Increase financial support systems
 - c. Improve membership retention and recruitment
 - d. Expand art education in an beyond the LKN community
 - e. Promote diversity and inclusion
2. **Increase Artist Participation**
 - a. Determine effective educational opportunities for all levels of artistic expression
 - b. Increase gallery show entries
 - c. Increase sales and quality of MA Gift Shop
 - d. Increase volunteer involvement – create new opportunities
3. **Enhance Public Image and Awareness**
 - a. Tell the Mooresville Arts “Story”
 - b. Publicize signature activities
 - c. Promote Mooresville Arts “core values”
4. **Develop and Implement a Comprehensive Marketing Plan.**
 - a. Develop and implement a comprehensive marketing plan that encompasses all parts of MA.
 - b. Identify and track the success of marketing efforts balancing the cost and successful results
 - c. Take advantage of social media as a marketing tool

GOALS

1. MANAGEMENT: Provide upgraded nonprofit operations and maintain a fiscally sound and efficiently run organization to advance our mission and vision.

Management Objectives

- Develop and achieve annual goals reflecting strategic priorities.
- Work with the Communications Committee to create a communications plan resulting in increased levels of awareness and understanding among the membership of prevailing decisions made by the Board of Directors.
- Develop job descriptions for all officers, board and chair positions with professional qualifications appropriate for each position.
- Provide for continuity in leadership and ensure development of future leaders
 - Ensure year-to-year continuity of (1) Board and Committee leadership (2) strategic and operational planning, (3) the development and implementation of projects.
- Maintain an effective and efficient committee structure with clear responsibilities, purposes and goals for Chairs and committee members.
- Provide quarterly, formal financial reports providing information on status and activities to the Board of Directors.
- Plan for additional staff members as responsibilities increase.
- Assemble, maintain an easily accessible compilation of policies and procedures to guide Mooresville Arts leadership and staff.

2. DEVELOPMENT: Strategically identify and cultivate community members who may be interested in attending programs/events; increase private donation opportunities.

Objectives

- Sustain a strong, active, and motivated membership; Increase and build a more diverse membership from 175 to 300 annual members by December 31, 2024.
- Research and identify grant opportunities; apply for appropriate funding to increase financial diversity for Mooresville Arts.
- Create recognition materials; implement stewardship events.
- Tell the story of The Depot and Mooresville Arts.

3. GALLERY PROGRAMS: Continue to produce a balanced schedule of exhibitions; increase (25%) financial sponsorships.

Objectives

- Provide clear goals and objectives for the Gallery Committee to focus on increased participation and sponsorships.
- Work directly with the Communications Chair to publicize special events and exhibition openings.
- Increase gift shop and satellite gallery participation, awareness and profits.
- Create a “listserv” specifically identifying constituents who are potential art collectors and/or artists in the greater LKN area.

4. COMMUNICATIONS and MARKETING: Increase the visibility of Mooresville Arts and maintain a consistently high level of awareness among members, volunteers, and stakeholders.

Objectives

- Maintain website and create new promotional materials.
- Continue to leverage the power of social media.
- Install new signage (front entrance and exhibition banners).
- Ensure issuance of press releases/media advisories when appropriate.
- Continue to leverage community calendar listings with local media outlets.
- Work with committee chairs to create awareness of additional activities.

5. EDUCATION PROGRAMS: Continue to offer a diverse selection of classes and workshops; increase enrollment (25%) in adult classes.

Objectives

- Review current class and workshop opportunities; suggest changes for more effective use of classroom space.
- Research new ideas to offer the community; identify additional instructors.
- Work with PR Chair to promote classes and workshops.
- Research and implement satellite classrooms.

ANNUAL REVIEW AND APPROVAL

Each year and consistent with the goals and objectives identified in this Plan, the incoming President will identify any areas needing fine-tuning or updating.

The Mooresville Arts Board of Directors annually reviews the Strategic Plan, along with the budget to determine the organizations priorities for the up-coming year.

Periodic updates may occur throughout the operating year.

Outcomes, from the Plan's goals and objectives, will be reported by the Executive Director and twice per year.