

**Wyoming Cultural Trust Fund
Revised Strategic Plan
Approved November 13, 2019**

Vision Statement

Wyoming is a place where the cultural life and unique heritage of the state thrives, and is valued, enjoyed, and supported by all.

Mission Statement

The mission of the Wyoming Cultural Trust Fund board is to serve the citizens of Wyoming by supporting Wyoming's culture and heritage through grant funding of innovative projects for the enjoyment, appreciation, promotion, preservation, and protection of the state's arts, cultural and historic resources; and supporting and investing in Wyoming institutions that help further this mission.

(Charter, 2005)

Goal 1: Promote and enhance the cultural landscape of Wyoming.

Objective 1: Continue to promote the Cultural Trust.

Task 1: Board members regularly will meet or communicate via email with local leaders in their county or neighboring counties to build awareness of the Cultural Trust.

Task 2: Continue to follow communication plan guidelines to ensure ongoing brand management.

Objective 2: Educate and provide information on Wyoming's culture and the Cultural Trust.

Task 1: Meet and update our partners in Wyoming's cultural community.

Task 2: Invite the Governor and legislators to board meetings and site visits.

Task 3: Regularly develop a list of Cultural Trust Fund projects for the Governor and any other elected officials to visit.

Task 4: Identify legislative champions and potential champions prior to each legislative session, by November each year, and each board member to set up meetings with them to talk to them about the Cultural Trust and provide them informational materials personally.

Goal 2: Evaluate the Cultural Trust's role in diversifying Wyoming's economy.

Task 1: Meet and update partners of statewide initiatives on economic development and the expansion of the creative economy.

Task 2: Evaluate data collection of Cultural Trust Fund grant reporting to ensure appropriate data is being obtained to support economic diversity evaluation.

Goal 3: Increase the WCTF corpus to \$30,000,000 by 2030 and stabilize future interest earnings and grant awards.

Objective 1: Ask for at least one million dollars per year (\$2 million biennial request) from the Wyoming State Legislature.

Task 1: The board will work with the Director of State Parks and Cultural Resources and Deputy Director of Cultural Resources to develop and include corpus increase requests in biennial or supplemental budgets as appropriate.

Task 2: The board will confirm and support the budget process by the May meeting each year.

Task 3: The board will invite the Wyoming State Treasurer to a board meeting annually.

Objective 2: The board will continue solicitation of private and corporate donors.

Goal 4: Develop a strategy for ongoing WCTF Board development and cultivation of future board members.

Objective 1: Work with nominating boards early to cultivate and plan for upcoming appointments. Administrator will inquire with expiring members of their interest in re-appointment by March of the year prior to their term end-date.

Objective 2: Provide existing board members with appropriate tools for familiarization, training and development options within the WCTF board.

Task 1: Update handbook as needed, provide orientation for new board members, and share training opportunities as they arise.

Task 2: Provide tour/site visit options at each board meeting.

Goal 5: Develop and evaluate an over-arching philosophy on grant making, i.e. the types of projects and initiatives the WCTF should focus on and the ideal structure to ensure the greatest impact.

Objective 1: Develop an online granting process by 2021.

Task 1: Identify possible grant program providers. Obtain service parameters and bid documents.

Task 2: Develop business case for Enterprise Technology Services (ETS) review by April 2020.

Task 3: Develop budget request and work with the Director of State Parks and Cultural Resources and Deputy Director of Cultural Resources for inclusion in supplemental budget as appropriate by May 2020.

Task 4: Establish appropriate contract with approved provider by July 1, 2021.

Task 5: Establish training opportunities for grant applicants and Cultural Trust Fund board members, August 2021.

Objective 2: Evaluate the Cultural Trust Fund's granting strategy annually including, but not limited to: frequency of grant availability, grant award cap, feasibility and impact of grant cycles, anytime grants or emergency grants.

Task 1: Evaluate current earnings trends and future projects at every grant review meeting.