

Arts Cheyenne

FY21 Strategic Planning

May, 2020

Overview

In spring 2020, the Arts Cheyenne Board of Directors met to talk through tactics and activities for FY21 in the time of COVID-19. The board decided to focus on a few key objectives, listed below, due to the inability to provide audience-based programming. The following illustrates several objectives and tactics for FY21.

Arts Cheyenne Budget

The FY21 budget for Arts Cheyenne will be very similar to previous budget years, with a few exceptions. Grant sources are anticipated to come in similar to years past. Unfortunately funds derived through programming sources will be decreased this year due to the inability to host events, and a request to the City for funds per the Public Art MOU will not be possible as well. The organization will continue its Public art work and will be prepared to make a request for FY22.

Thankfully, Arts Cheyenne does not have a strong dependency on any one piece of the funding circle, and we are able to continue advocacy and simple activities effectively for the FY. Further budget information can be found on a separate document.

Messaging

The organization has been pivoting itself to join the economic development table on behalf of the arts for the past three years, and this year will be even more important to generate conversation about the economic impact and life enrichment that the arts can provide locally.

What do we want to do?	What does this mean and how do it?
<input type="checkbox"/> Provide messaging support to all local arts organizations and their activities	Ensure that arts efforts are getting exposure and noticed by community stakeholders <ul style="list-style-type: none"><input type="checkbox"/> Routine (daily/weekly) arts minute<input type="checkbox"/> Utilize print and social media
<input type="checkbox"/> Highlight the arts as an economic contributor beyond simple enrichment	Showcase what the arts do for our community locally, putting dollars/data where the efforts are <ul style="list-style-type: none"><input type="checkbox"/> AC should lead this message/conversation on behalf of the County utilizing appropriate communications platforms
<input type="checkbox"/> Help support all arts org fundraising efforts	Use our voice to amplify what local organizations are working to accomplish and financial resources they need <ul style="list-style-type: none"><input type="checkbox"/> Utilize our social media and other channels
<input type="checkbox"/> Reinforce the idea that the arts, especially	While much is being offered for collective

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public arts, are a common good and a community expression.	<p>growth/support at this time, AC needs to position itself to remind the public what goes into each creation process</p> <ul style="list-style-type: none"> <input type="checkbox"/> Create specific messaging plan that keeps all artist types, their importance, and efforts in their work at the forefront
<input type="checkbox"/> Showcase how the arts impact local business vitality	<p>Showing what local artists and artwork can do as an ecosystem for other businesses</p> <ul style="list-style-type: none"> <input type="checkbox"/> Pull together localized data and evidence supporting this impact <input type="checkbox"/> Create a messaging approach to share this info strategically
<input type="checkbox"/> Leverage virtual platforms to engage audience more meaningfully	<p>Sharing the work of others, creating a conversation around local arts, and demonstrating the value of this ecosystem is part of our responsibility as arts advocates</p> <ul style="list-style-type: none"> <input type="checkbox"/> Generate strategic conversations <input type="checkbox"/> Utilize all applicable platforms

Art as Business

In addition to messaging the importance of the arts to economic and community development, promoting the local creative sector will be a direct focus for FY21.

What do we want to do?	What does this mean and how do it?
<input type="checkbox"/> Provide advice and support to local galleries/art retailers, creative entrepreneurs, etc.	<p>Assist in information collection and dissemination, especially during COVID.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Stay up to date on best practices and share those through our network
<input type="checkbox"/> Place cultural development strategies at the same table as economic development strategies	<p>In our efforts to legitimize the arts as economic development, it will be prudent to strengthen our relationships with those already involved in local community development conversations</p> <ul style="list-style-type: none"> <input type="checkbox"/> Meet with respective directors and board members <input type="checkbox"/> Keep relationships fresh and positive
<input type="checkbox"/> Connect Tourism with the Arts	<p>This FY more than any will be impacted by the lack of tourists traveling through Laramie County, and it's a good time to capitalize on the role art plays to this segment of the economy.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Meeting with local and state leaders <input type="checkbox"/> Creating solutions to keep our community engaged <input type="checkbox"/> Creating a positive environment for future tourists

Public Art Planning

The implementation of a distinct project may be more difficult this year, however, that will not halt planning, data, and activities surrounding education and support for local public art in Cheyenne.

What do we want to do?	What does this mean and how do it?
<input type="checkbox"/> Complete public art database	The database will become the county and community's primary repository for public art information <ul style="list-style-type: none"> <input type="checkbox"/> First phase of Public Art database to be completed by beginning of FY21 <input type="checkbox"/> Public Art website to be completed by 2nd quarter of FY21
<input type="checkbox"/> Promote existing public art with simple activities	These activities will continue to enhance public arts experiences and make it more accessible to a larger audience <ul style="list-style-type: none"> <input type="checkbox"/> Scavenger hunt <input type="checkbox"/> Coloring books <input type="checkbox"/> Music CD's <input type="checkbox"/> Virtual concerts
<input type="checkbox"/> Paint Slings Support	This will be one of the few cultural events able to take place in a safe environment this year. <ul style="list-style-type: none"> <input type="checkbox"/> Find ways to assist the mural artists and ?
<input type="checkbox"/> Research and data collection of impact of arts in the Cheyenne area	Having strategic data available to share with partners and stakeholders will continue to solidify the benefits and impact of public art on our community specifically.
<input type="checkbox"/> Complete Public Art Management Guidelines and Plan	This plan will provide guidance for the accessioning of new and the maintenance of existing public art. <ul style="list-style-type: none"> <input type="checkbox"/> Present draft Plan to City of Cheyenne for approval <input type="checkbox"/> Create Public Art Steering Committee

Organizational Support

Arts Cheyenne has a distinct ability to advocate for others in a targeted way, ensuring that arts organizations and the arts in general do not lose visibility in the community.

What do we want to do?	What does this mean and how do it?
<input type="checkbox"/> Provide advice and support to all other local arts nonprofits *Unable to provide financial support at this time	Similar to arts businesses, arts orgs are also struggling to contemplate and decide how to proceed <ul style="list-style-type: none"> <input type="checkbox"/> Understand individual situations <input type="checkbox"/> Assist as they explore virtual programming <input type="checkbox"/> Advise on business planning that contemplates changes to mission, new

	collaborations or mergers, or even hibernation
<input type="checkbox"/> Assist with understanding federal and local protocols for reopening	<p>This will be provided by multiple parties, but specific to arts will be helpful</p> <ul style="list-style-type: none"> <input type="checkbox"/> Understanding the perception of safety <input type="checkbox"/> Requirements for public gatherings and concert environments
<input type="checkbox"/> Create a depository for ideas and resources to keep individual audiences engaged	<p>Going back to messaging, acting as a host, resource, and voice for a broad arts audience will ensure communication and success for all.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Utilize effective platforms
<input type="checkbox"/> Assist in solicitation for donations for all arts orgs in the community	<p>While we do not possess the capability of providing funds for specific organizations, we can help them solicit to drive up fundraising numbers.</p>