



## Love The Arts? Love Arts North Carolina.

Individuals, organizations, and businesses play the starring role in turning aspirations into realities. When you support Arts North Carolina, you ensure a voice for all the arts at the political arena where public support is never a certain thing. Arts North Carolina does not receive any state funding, but does rely on your support. You can:

### Buy a License Plate

[www.thecreativestate.org](http://www.thecreativestate.org)

Show your colors as an avid arts supporter with a NC license plate devoted to the arts.

### Give

[www.artsnc.org/support/](http://www.artsnc.org/support/)

Sustainers, Contributors, and Leadership Circle donations and Organization Memberships fuel Arts North Carolina's ambitious strategic plan.

### Sponsor and Attend Arts Day 2016

[www.artsnc.org/arts-day-2016/](http://www.artsnc.org/arts-day-2016/)

You won't want to miss North Carolina's compelling legislative event that includes a day of information, networking, and inspiration and a day spent speaking for the arts at the NC General Assembly.

For details on these opportunities and more,  
Visit [www.artsnc.org](http://www.artsnc.org)  
Pick up the phone **919-834-1411**  
Email [Christine@artsnc.org](mailto:Christine@artsnc.org)

**ARTS**  
North Carolina

**Uniting people and communities  
to strengthen and celebrate a  
creative North Carolina.**

strategic plan

# Arts North Carolina Vision Statement—A vibrant North Carolina in which the arts are embraced by all as indispensable.

## Goals and Strategies

### **CATEGORY: Leadership**

**GOAL:** Arts NC establishes a collaborative, inclusive annual process for identifying and championing the most critical advocacy issues for the North Carolina arts community

### **CATEGORY: Advocacy—Legislative**

**GOAL:** Arts NC develops strong and influential relationships with legislators who learn, understand and value the contribution of the arts to a vibrant North Carolina.

### **CATEGORY: Advocacy—Making the Case for the Sector**

**GOAL:** Arts NC dramatically expands North Carolinians' understanding of the value of the creative sector and arts education and encourages their personal participation in the arts.

### **CATEGORY: Training and Networking**

**GOAL:** Arts NC expands its programs to provide a statewide training and networking system, with new local and regional opportunities for education and connectivity.

### **CATEGORY: Organizational Strength**

**GOAL:** Arts NC focuses on its long-term sustainability by investing in both its organizational capacity and its organizational visibility.

## Aspirations

In 2014 Arts North Carolina engaged in an 18 month Strategic Planning process that gave us a new mission and vision statement, inspiring goals, and a host of aspirations for where Arts NC wants to be in three years. It became clear as the plan developed that the field has visionary and ambitious hopes for Arts North Carolina, ones that lift the organization into a new realm of effectiveness. While the following list is by no means an exhaustive inventory of planning issues, it does represent a consensus of where Arts North Carolina is headed.

- Build Regional Networks within the state through training opportunities and issue-based summits
- Convene dialogues on sustainable funding
- Design and implement Statewide Awareness Campaign
- Continue to leverage full-time, two-year contract lobbyists
- Form and sustain strategic alliances with professional arts educator associations, historic preservation, film industry, NC Center for Non Profits
- Advocate for Joint Legislative Arts Caucus
- Research and publish web based legislative profiles on vote records, issues, personal interests
- Increase legislative champions and help form and deepen constituent relationships
- Facilitate statewide "Month of the Arts"
- Develop State Board of Education Advocacy Plan
- Recruit arts-supporting candidates for NCGA office
- Create and fund a PAC

### **Internally, we are working to:**

- Identify and secure professional assistance to create a statewide marketing plan for license plate sales
- Broaden the Board composition to include business and civic leadership
- Explore the creation of an Advisory Board to include recognized business and political leaders
- Ensure an orderly and progressive succession plan
- Assess and schedule technology upgrades
- Revise and improve logo, design style, and website
- Function effectively as a statewide Board