



Trinity County Arts Council 2019 – 2022 Strategic Plan

**Prepared by
Trinity County Arts Council Board of Directors**

**In Partnership with
Ms. Lani Lott
President, L.L. Consulting**

**Prepared on
April 5, 2019**

Trinity County Arts Council Strategic Plan 2019-2022



Our History. The Trinity County Arts Council (TCAC) was formed in 1995 under the auspices of the Trinity County government. In 2003, when the County determined that it could no longer finance the Arts Council, a group of determined artists reorganized, moved our office to the Main Street Gallery and incorporated as a 501 (c)(3) in July of 2009. In 2011, as part of our effort to establish the purpose and identity of the Arts Council, we moved our office, eventually partnering with the Trinity County Library which provides a fantastic opportunity to showcase our comprehensive ARTS Calendar. The Council is governed by a dedicated Board of Directors that represents a mix of businesses, educators, marketing expertise, and accounting. The day to day operations of the organization is managed by a full time Executive Director and we engage numerous volunteers throughout the year to assist with our programs.

Our Mission. The Trinity County Arts Council is a non-profit corporation with the mission to advance Trinity County through the arts and creativity. We accomplish our mission by encouraging widespread public participation in the arts; helping build arts organizations throughout the County; promoting arts education; assisting the professional development of artists; promoting awareness of the value of the arts and directly supporting arts programs for children and our communities.

Our Vision. Brand Trinity County as an Art and Cultural Destination to support tourism. Trinity County is supportive of the art community and produces thriving artists who successfully achieve their aspirations. People of all ages throughout Trinity County embrace the arts and recognize the enrichment it provides in all of their lives. Our organization is a vital, strong organization that has sustainable resources to support ALL arts in Trinity County.

Our Strategic Plan. In January of 2019, the Arts Council Board felt it was time to revisit the organization's strategic plan and update the goals, objectives and priorities. The Board enlisted the services of Ms. Lani Lott, President of L.L. Consulting to assist with process. On March 1, the Board met with Ms. Lott to discuss the vision for the Arts Council and conduct a SWOB (strengths, weaknesses, opportunities and barriers). A second meeting among just the Board was held several weeks later to continue the conversation regarding the Council's priorities. On April 2, Ms. Lott returned to Trinity County and conducted a two-hour planning session to finalize the goals, objectives and priorities for the upcoming three years and prepare the following 2019-2022 Strategic Plan document. *(The notes from both March meetings are located in the Appendix for reference.)*

Our 2019 – 2022 Goals

- **Brand Trinity County as an Arts and Cultural Destination to Support Tourism**
- **Expand Relevancy for the Arts to Build Community**
- **Maintain a Strong and Vital Organization to Promote ALL Arts in Trinity County**
- **Grow and Diversify Resources for Long-Term Sustainability**



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PROGRAM –Goals, Three-Year Objectives and 2019/2020 Priorities

GOAL: Brand Trinity County as an Arts and Cultural Destination

Three Year Objectives (2019-2022)	2019/2020 Priorities	Expected Outcomes
<ul style="list-style-type: none"> • Build collaborative relationships with the T.O.T. recipients and County Board of Supervisors. • Support Trinity County calendared art events utilizing social media. • Expand our key events that have reach beyond Trinity County: <ul style="list-style-type: none"> ○ <i>March Metal Madness</i> ○ <i>Frontier Days</i> ○ <i>Art in the Alps: Ceramic and Glass</i> ○ <i>Artists in Action</i> ○ <i>Festival of Light</i> • Partner with other organizations to co-produce and/or promote events. 	<ul style="list-style-type: none"> ○ Revive the partnership team to establish the Weaverville Arts and Cultural District and develop a plan accordingly. ○ Publicize ARTS events on relevant websites, through print, True North public relation system, VisitTrinity.com Calendar, E-blasts and Facebook. ○ Create and widely distribute quarterly arts calendar (kiosk, Visitor Center, businesses, resorts, hotels, chambers, etc). ○ Continue to coordinate art in Trinity County Visitor Center for monthly Art Cruise. ○ Launch True North Media Alliance. ○ Assist with promoting the Weaverville Chamber's "Sunday Drive" promotion ○ Develop itineraries to support TCAC produced events and provide information to VisitTrinityCounty.com, Trinity County Visitor Center, and tour operations in the North State. ○ Promote the Farmer's Market in weekly e-blast. ○ Explore the interest in offering Art workshops to the resorts. 	<ul style="list-style-type: none"> ✓ <i>Increase in County T.O.T with dedicated funds to TCAC.</i> ✓ <i>Generate revenue for businesses.</i> ✓ <i>Generate revenue for artists who participate in events.</i> ✓ <i>Enhanced partnerships and communication with art related organizations and galleries.</i> ✓ <i>Increase tourism to T.C.</i>

GOAL: Expand Relevancy for the Arts to Build Community

Three Year Objectives (2019-2022)	2019/2020 Priorities	Expected Outcomes
<ul style="list-style-type: none"> • Support and expand art in education programs. <ul style="list-style-type: none"> ○ Poetry Outloud ○ Festival of Light Scholarship ○ TTCP-High School Partnership • Continue to identify opportunities for artists to connect with buyers and generate revenue. • Promote art educational workshops, classes and opportunities. • Strengthen existing partnerships and cultivate new relationships. • Implement an "Art in Public Places" strategy to help unify Trinity County. 	<ul style="list-style-type: none"> ○ Reach out to the high school teachers and their students to encourage them to participate in Trinity County festivals. ○ Outreach to students re: Art & Music Scholarships. ○ Launch the artists' registry on the TACA website. ○ Act as the umbrella organization for four (4) salons per year. ○ Quarterly: send an email blast to artists listing upcoming exhibit and vendor opportunities, RFP's, commercial call for art, grants, etc. ○ Outreach to Artists: Hayfork, Southern Trinity, Lewiston. ○ Foster a partnership with Nor-Rel Muk Wintu Tribe. ○ Hold an annual meeting with galleries to collaborate on promoting art. ○ Promote/host workshops targeted for artists (i.e. marketing art; legal aspects of art) ○ Create a survey to determine what type of online marketing methods are working as well as other types of best business practices needed. ○ Support at least one public art installation (Metal, Mural). 	<ul style="list-style-type: none"> ✓ <i>Increased participation in our community art programs.</i> ✓ <i>Provide income opportunities for County artists.</i> ✓ <i>Keeping art in Trinity County schools relevant.</i> ✓ <i>Stronger and expanded partnerships.</i> ✓ <i>More awareness of the value of art as an economic indicator and quality of life factor.</i> ✓ <i>Increased participation in arts events.</i> ✓ <i>Public Art installation.</i>



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ORGANIZATIONAL –Goals, Three-Year Objectives and 2019/2020 Priorities

GOAL: Maintain a Strong and Vital Organization to Promote ALL Arts in Trinity County

<p>Three Year Objectives (2019-2022)</p> <ul style="list-style-type: none"> Trinity County Arts Council is available 24/7. Maintain an engaged and diverse Board of Directors representing each region in Trinity County (Weaverville; Down River; Trinity Center; Lewiston; Hayfork). Full time Executive Director AND ½ time Assistant. Succession Plan for the Executive Director position. Establish TCAC website as the beacon for art opportunities in Trinity County. Build a strong volunteer base to assist with the implementation of our projects/programs. Strengthen our image in the community to raise awareness of who we are & what we do. Continue to explore ways to engage and tap into the younger generation (volunteers, artists, leadership, etc.) 	<p>2019/2020 Priorities</p> <ul style="list-style-type: none"> Recruit an individual for the Board from each region in the County. Hold quarterly TCAC Board of Directors' meeting around the region. Successfully hire a part-time person who has the skill set to complement/be groomed for the Executive Director position. Identify a backup bookkeeper. Revamp the website. Once a month column in the Journal. Form Library Committee to keep library lobby current with Art Council information. Visibility: Set-up TCAC information table at key events. Solicit volunteers via website, social media, email blast, membership letter, new flyer to hand out to businesses, etc. Encourage each Board member to recruit five new volunteers. Incorporate a formal recognition at the annual Luncheon as well as more PR around our volunteers. Contact each partner of the True North Arts of find out their commitment and interest then hold a meeting (CAC-SN) grant. Keep Trinity County Board of Supervisors appraised our plans and activities. Foster a stronger relationship with Trinity River, Rotary, Lions, Board of Realtors. 	<p>Expected Outcomes</p> <ul style="list-style-type: none"> ✓ <i>Expanded Board</i> ✓ <i>Expanded Staff</i> ✓ <i>Stronger partnerships with business community</i> ✓ <i>Increase in volunteers.</i> ✓ <i>Indelible relationship with the California Arts Council and collaborative relationship with Shasta, Butte, Tehama, Siskiyou, and Humboldt Counties' Arts Councils.</i> ✓ <i>Higher level of professionalism throughout the organization.</i>
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GOAL: Grow and Diversify Resources for Long-Term Sustainability

<p>Three Year Objectives (2019-2022)</p> <ul style="list-style-type: none"> Expand membership and financial support. Corporate and Service Club Donor Program. Continue to submit proposals for existing and new grant opportunities. Grow revenue (unrestricted) through consistent and successful fundraising. 	<p>2019/2020 Priorities</p> <ul style="list-style-type: none"> Implement 2019/2020 Membership Drive. Complete partnership section on website. Apply to California Arts Council SLP Grant. Continue to research and successfully submit grants. Develop an income plan for support for our events. Continue to support and expand our annual fundraisers. Sell TCAC T-shirts utilizing our Facebook page; social media, at events, etc. Target outreach to businesses – for financial support and volunteers. (Develop a flyer to put in Weaverville Chamber packets, have Board members meet and greet, etc.) Incorporate a "Call for Action" when we make presentations to service clubs. 	<p>Expected Outcomes</p> <ul style="list-style-type: none"> ✓ <i>Increased private sector</i> ✓ <i>Increased revenue (restricted) through grant awards</i> ✓ <i>Increased revenue (unrestricted) through fundraising.</i>
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