



BEAVERTON ARTS COMMISSION



Strategic Plan 2017

BEAVERTON ARTS COMMISSION – STRATEGIC PLAN 2017

BAC BACKGROUND:

The Beaverton Arts Commission (BAC) was founded in 1983 as a grassroots effort by residents who envisioned the arts presented, promoted, and nurtured in Beaverton. The BAC serves the area by presenting visual and performing arts; nurturing artists' professional development; managing the City's public art program; advocating for arts in education; and, providing arts information and referral services.

WHO WE ARE:

We are passionate, involved, arts-enthusiasts who want to help grow arts & culture offerings in Beaverton.

OUR MISSION:

The Beaverton Arts Commission's mission is to enhance, unite, and celebrate our diverse community through art.

OUR VISION:

Vision for the Community: Art is an integral part of our vibrant, diverse, and united community.

VISION FOR OUR ORGANIZATION:

The Beaverton Arts Commission is a driving force for making art an integral part of our community and accessible to all.

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OUR GOALS:

How we accomplish our mission...

1. **Bring people together** by providing opportunities for all people to **experience** and **explore art**
2. Create ways for people to **celebrate cultural diversity** through art
3. **Help local artists** to have a voice and to thrive artistically
4. **Spur** resource and partnership **development** and **stewardship**
5. **Educate** the **community** on the intrinsic and **economic value** of art

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Goal 1: Bring people together by providing opportunities for all people to **experience** and **explore art**.

- **Support the City’s signature arts & culture events as ambassadors and information providers**
 - Beaverton Third Thursday concert series
 - Beaverton Arts Mix! (BAM!)
 - Ten Tiny Dances
 - Beaverton Civic Theatre
 - Beaverton Library
 - International Festival
 - Beaverton Night Market
 - And other, as opportunities arise
- **Expand and grow the City’s public art programs with diverse artists participating**
 - 1% for Art
 - Mural Program
 - Workshops
 - Temporary Sculpture Program
 - Revolving Art Display Program
 - And other, as opportunities arise
- **Support partner art organizations and local artists through social media**
 - Facebook, Twitter, Instagram, and other relevant platforms
 - Present art events and opportunities outside of summer event season

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- **Bring art into the neighborhoods and parks**
 - Increase civic pride and neighborhood identity through art
 - Add cohesion to Beaverton's identity as a whole for being a city that values the arts
- **Explore the addition of innovative programming to arts program calendar**
 - Poetry & writing centered events
 - Fringe events

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Goal 2: Create ways for people to **celebrate cultural diversity** through art.

- **Collaborate more closely with diverse stakeholder groups**
 - Diversity Advisory Board
 - Mayor's Youth Advisory Board
 - Others
- **Promote and attend Beaverton's many ethnic and cultural organizations' activities**
 - Social media
 - Attend events and meetings as BAC ambassadors
 - Build deeper partnerships
 - More presence at culturally diverse events like the Beaverton Night Market
- **Include cultural diversity in all aspects of the BAC's work**
 - Increase outreach to ethnic artists
 - Distribute arts opportunities through partner networks
 - Public art and event participants should be representative of Beaverton's population demographics

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Goal 3: Help local artists to have a voice and to thrive artistically.

- **Support City's community arts grant program**
 - Advocate for annual funding allocation for this program
 - Share grant opportunities with local artists and eligible arts organizations
 - Serve on grant funding selection panel
- **Highlight scholarship opportunities for arts students**
 - Promote Arts Foundation's annual scholarship program
 - Work with school district to highlight other arts scholarships available to Beaverton art students
- **Support annual artist workshop series and arts summit**
 - Assist staff in facilitating workshop series aimed at individual artists
 - Collaborate with the library on workshops to increase marketing
 - Host an annual arts summit and networking event
- **Use social media and web to highlight individual artists and arts organizations**
 - City-wide community arts calendar
 - Arts map
 - Special social media segments highlighting individual artists and student artists

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Goal 4: Spur resource and partnership development and stewardship

- **Grow the BAC and Art Program's public presence and recognition as a community arts resource**
 - Assist staff in developing Arts Program printed collateral
 - Assist staff in maintaining online catalog of resources on Arts webpage
 - Assist staff in carrying out city's Marketing Plan with emphasis on arts & culture to highlight Beaverton's vibrant arts scene
 - Act as advisors on outreach strategies
- **Build internal board member capacity and expertise**
 - Act as champions for our mission
 - Attend and share training opportunities with BAC board members
 - Cohesion with board and BAC staff liaison
- **Build meaningful relationships with partner organizations to grow BAC's reach and foster collaborative projects**
 - THPRD
 - Seniors
 - High school art programs

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Goal 5: Educate the **community** on the **intrinsic and economic value** of art.

- **Support Center for the Arts project**

- Attend relevant council meetings and discussions
- Speak to stakeholder groups about the importance and need for this project in Beaverton

- **Actively participate in helping the Arts Program fulfill the Community Visioning Action Items**

- **Expand neighborhood and district branding** - Create neighborhood and district branding and add signage and public art to help promote unique places.
- **Use art, murals and landscaping to beautify Beaverton** - Beautify empty lots, facades and transportation routes with art, murals and landscaping.
- **Develop a Center for the Arts.** Develop a destination Center for the Arts through a private-public partnership.
- **Create spaces for local music and artistic performances.** Create space for small-scale music and art performances (band shell, amphitheater, plazas).
- **Expand public art and promote murals and sidewalk art.** Adopt a strategy for expanding and promoting public art, including murals and unique street and sidewalk art.
- **Develop an arts, events, branding and marketing strategy.** Develop a comprehensive downtown arts, events, branding and marketing strategy

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with input from the Beaverton Downtown Association, Beaverton Arts Commission, and Washington County Visitors Association.

- **Solicit high-profile opportunities to promote the value of the arts**
 - Promote Arts to the City at-large (Council meetings, State of the City Address, City boards & commission meetings, Mayor's Ball, Your City Newsletter and more)
 - Represent BAC at community and arts events
 - Explore potential of having BAC man community booth at Farmers Market