

Strategic Plan 2022-2027



Vision

Culturally rich and historically neglected communities are elevated, celebrated, and have a position of power in the arts ecosystem that reflects their cultural assets.

Art and artists drive the County's cultural and economic success and well being.

Santa Cruz County **residents of all backgrounds are engaged in** a continuum of meaningful and relevant **arts** engagement **activities that provoke a greater sense of belonging.**

BIPOC artists and arts organizations are well-resourced and well-positioned for their work.



Strategic Priorities

Promote an inclusive vision of the Santa Cruz County arts ecosystem

Increase investment in BIPOC communities & organizations

Develop the County's cultural economy

Elevate arts learning with capacity and programming support

Strengthen organizational culture and operations

Promote an inclusive vision of arts in the County and the importance of vibrant and thriving arts ecosystems



- Develop and execute a plan for external community engagement.
- Lead narrative change efforts in support of intended impact and build broad community buy-in for the Council's equity narrative.

Increase investment in BIPOC communities and organizations in Watsonville and throughout the County



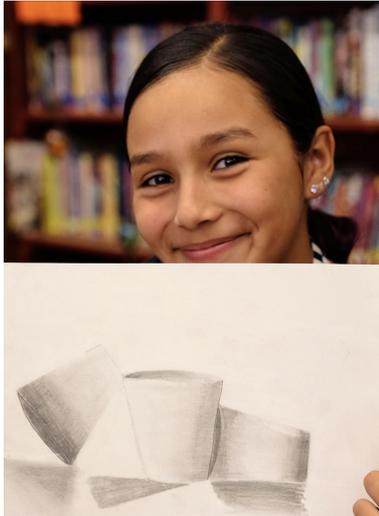
- Attract additional philanthropic funding for the Council to redistribute and direct philanthropic attention to local BIPOC organizations to increase direct funding.
- Distribute funding to artists and organizations countywide in an equitable way and provide culturally relevant capacity building opportunities for BIPOC organizations.
- Advocate for public systems to allocate resources to the arts and arts education.

Partner with a diverse set of actors to develop the County's cultural economy, e.g., activities, venues, patrons, spaces.



- Develop and strengthen partnerships that broaden the Council's reach and narrative impact.
- Cultivate and broker the necessary space artists and organizations need.
- Prioritize innovative programming that advances equity goals through content, inclusive access, and engagement of diverse stakeholders.

Elevate the importance of high-quality arts education and programming to foster the future generation of artists



- Increase collaboration between high-quality arts, education, and community youth development opportunities county-wide.
- Develop a capacity to uplift innovative and young artists.

Strengthen organizational culture and operations to enable impact in the community



- Build and develop staff and organizational capacity for sustaining community centered impact.
- Invest in marketing and communications capabilities, especially to reach diverse audiences.
- Support staff and board to continue the Council's equity journey by completing the equity plan (2022) and adapting and extending it through 2026.
- Serve as a model intermediary and equitable Arts Council.



ARTS
COUNCIL
SANTA
CRUZ
COUNTY