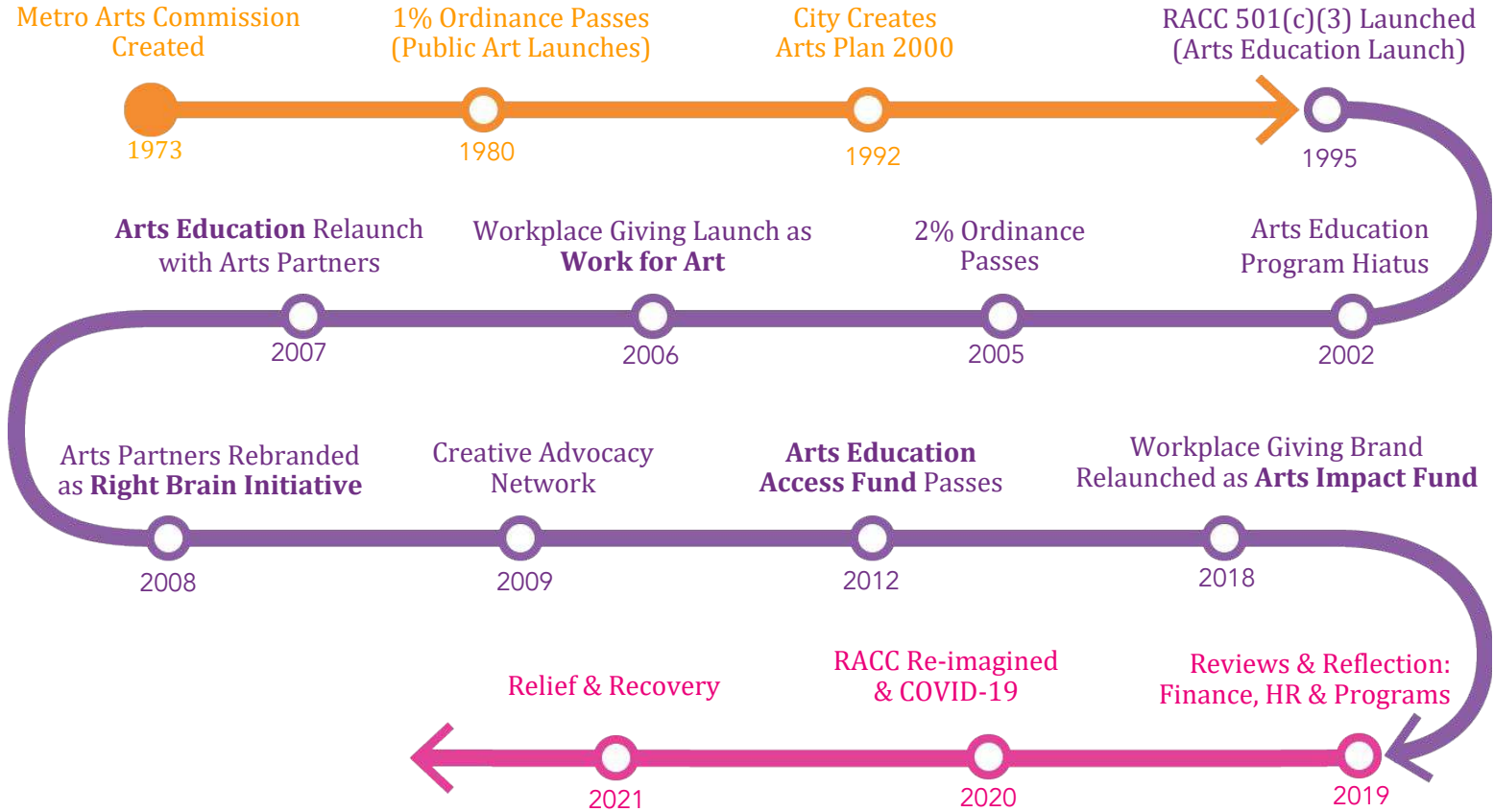


Regional Arts & Culture Council
Strategic Framework
2020-2022

RACC Timeline

Metro Arts Council (MAC) RACC 1st 24 years RACC Re-imagined



Mission

To enrich our communities through arts and culture.

Vision

A thriving region, powered by creativity, with arts and culture in every neighborhood.



Core Values

- **Accessibility** - Inclusion, simplicity, and ease
- **Advocacy** - Visibility, resources, and impact
- **Equity** - Racial justice and representation in services and investments
- **Diversity** - Of art forms and artistic traditions
- **Community** - For belonging, support, and connection
- **Innovation** - Testing & adapting; finding new ways to deliver value.



Goals

1. Build RACC as an equitable, innovative, and sustainable organization
2. Increase Access
3. Advocate for Arts and Culture
4. Diversify & Increase Resources
5. Drive Innovation & Partnership



Goal 1: Build RACC as an equitable, innovative, and sustainable organization

Objectives

- CREATE - Create and support a positive organizational culture centered on equity
- BUILD - Invest in infrastructure to better support people, program delivery, and reporting
- GROW - Provide opportunities for staff, volunteers, and board members to learn, grow, and lead.



Goal 2: Increase Access

Objectives

- INCREASE - Increase access to resources and investments in artists, students, businesses, communities and individuals marginalized by conventional support systems
- REACH - Increase community access to arts, culture, and creative programming
- ENGAGE - Engage with underrepresented* communities, continue to identify and reduce barriers to resources and services.

* Black, Indigenous, people of color, low-income, LGBTQ+, and individuals with disabilities



Goal 3: Advocate for Arts and Culture

Objectives

- DEVELOP - Dedicate staff and resources to frame issues, and develop champions for the creative, design, and arts communities
- ADVOCATE - Identify key policy topics, such as equitable access, affordability, and arts education, to positively impact our communities
- UPLIFT - Raise awareness and visibility for all creatives with an intentional focus on underrepresented arts, culture and creative communities.



Goal 4: Diversify and Increase Resources

Objectives

- IDENTIFY - Identify and secure new, sustainable, sources of funding
- INVEST - Increase overall annual investment in the region's arts, culture, and creative sector
- PARTNER - Build innovative partnerships with individuals, businesses, foundations, and others to generate new revenue and non-monetary resources.



Goal 5: Drive Innovation and Partnership

Objectives

- SUPPORT - Support underrepresented arts organizations in the way they believe will be most impactful for them
- EQUITY - Make intentional investments, over time, in people and projects that have been marginalized by institutional racism and/or conventional support systems
- CREATE - Create and provide resources, training, and tools that enable creatives to make a living wage and grow wealth from their art, creative, or cultural practice

