



LowellArts Strategic Plan 2018-2022 (updated May 2021)

Mission: LowellArts connects artists and audiences through the visual and performing arts

Objective #1 : responsibility of programming committee and staff

Support **visual artists** (professional and emerging) as they submit, exhibit and sell their art

Strategy: Provide opportunities and increase exposure for **PROFESSIONAL ARTISTS** who would like to exhibit artwork in juried or curated shows

- Continue to inspire artists to submit works by offering a variety of creatively-themed gallery shows and competitions
- Increase online exposure/awareness through social media platforms (see Objective #8)
 - Develop an artists' platform to increase their on-line presence

Done	On-Going	To Do
	X	
	X	
	X	

Strategy: Identify the needs of **EMERGING ARTISTS**

- Survey artists to find out about their educational/class interests (mentorship; how to enter a show, etc.)
 - Analyze survey results and then investigate opportunities that align with findings

Done	On-Going	To Do
		X
		X

Objective #2: responsibility of programming committee and staff

Support **musicians** (professional, emerging and local) as they perform and sell their music

Strategy: Provide opportunities and increase exposure for **PROFESSIONAL MUSICIANS**

- Invite musicians to play at our performance venues— Lowell Showboat Sizzlin’ Summer Concerts, Gallery Concerts at LowellArts, Fallasburg Arts Festival, CD release concerts
- Provide an opportunity for musicians to sell their CDs at LowellArts
- Increase online exposure/awareness of all events through social media platforms (see Objective #8)
- Research bringing in nationally-recognized musicians—explore possible REGIONAL partnerships
- Additional non-Thursday concerts at the Showboat (maybe ticketed for national acts)

Done	On-Going	To Do
	X	
2021		
	X	
	X	
		X

Strategy: Provide opportunities and increase exposure for **EMERGING AND LOCAL MUSICIANS**

- Offer places for musicians to perform at LA Gallery
- Provide an opportunity for musicians to sell their CDs at LowellArts

Done	On-Going	To Do
2019		
2021		

- Add additional summer concerts at the showboat stage for LOCAL musicians, not on Thursdays
 - Pass-the-Hat for donations to pay these artists
- Offer summer LowellArts gallery concerts that feature EMERGING musicians
 - Utilize RyneShyne Club and WRWW Radio at Lowell High School to identify musicians to perform
 - Encourage multiple acts to perform at each show to bring in a variety of audience members
- Invite musicians to play during the Holiday Artists Market in the front gallery area - Increase # artists
- Offer a song-writer workshop weekend (annual since 2018)

	X	
		X
2019		
	X	
2018		
2018		
	X	

Objective #3 : responsibility of programming committee and staff

Support theater artists

Strategy: Provide performance opportunities for local, regional and emerging theater actors, directors, stage managers, producers, set designers, costume designers, and lighting and sound engineers

- Offer acting and directing workshops for teens and adults
- Solicit new directors
- Intentionally cast new actors when possible
- Reach out and collaborate with the Lowell Middle and High School drama departments to audition for LowellArts plays
- Perform “sneak peeks” of upcoming theater productions at the Fallasburg Arts Festival, concerts and chamber events
- Reach out to other community theaters for partnerships
- Debrief after each production for continual growth/evolution
- Establish clearly defined roles and job descriptions for each theater position

	Done	On-Going	To Do
		X	
			X
		X	
		X	
			X
2020		X	
		X	

Strategy: Explore different types of plays and genres

- Seek out popular/unknown/challenging plays
- Create appeal for a variety of different age groups

	Done	On-Going	To Do
		X	
		X	

Objective #4 : responsibility of programming committee and staff

Support creative writers and film artists

Strategy: Provide a space for groups of writers to meet, collaborate and perform

- Consider adding a LowellArts program committee for spoken-word performances (poetry slams, storytelling events, etc.)

	Done	On-Going	To Do
			X

Strategy: Show films by emerging film artists in the gallery

- Consider adding a program committee for film

Done	On-Going	To Do
		X

Objective #5 : responsibility of Board of Directors

Ensure the organization’s **sustainability / stability / growth**

Strategy: Maintain a system of rules, practices and processes (organizational governance)

- Create Board of Directors’ job descriptions and training opportunities
- Define staffing/contract labor/volunteer needs
 - Budget for personnel needs with increase in programs and events
 - Develop volunteer training standards
 - Establish a way to better track volunteer hours
- Review and Update (the Board of Directors and supporting committees) this strategic plan - annually

Done	On-Going	To Do
	X	
	X	
2018		
		X
		X
	X	

Strategy: Review and evolve membership drive needs

- Develop an easier way to remind members when their membership is expired
- Plan strategies to bring back “drop out” members
- Create a process for converting Moving to Main capital campaign donors to LowellArts members
- Evaluate whether all arts committee members should be LowellArts members

Done	On-Going	To Do
2019		
	X	
2018		
		X

Strategy: Engage fund development committee

- Create year-end annual campaign for a second gift from LowellArts members
- Develop Planned Giving / Legacy Giving program
- Grow the existing Endowment Fund
- Designate that all memorial gifts go to the Endowment Fund

Done	On-Going	To Do
2019		
2021		
	X	
2020		

Strategy: Improve Board of Directors fundraising engagement

- Evaluate how to express appreciation for, and recognize, people who make LowellArts possible
- Utilize personal networks
- “Talk up” LowellArts when meeting people; introduce friends to LowellArts
- Help plan and attend annual fundraising events

Done	On-Going	To Do
	X	
	X	
	X	
	X	

Strategy: Grow the Building Fund for upcoming building repairs and upgrades

- A percentage of all programming budgets and facility rental goes to the building fund

Done	On-Going	To Do
		X

Strategy: Increase business sponsorships for programs and events

- Evaluate what the businesses “receive” for their sponsorship

Done	On-Going	To Do
2019	X	

Strategy: Establish facility rental rules/needs

- Create rental agreement
- Include a security/risk management plan
- Utilize volunteers for hosting/supervising at rental events
- Set up liquor policy for rental events

Done	On-Going	To Do
2019		
2019	X	
2019		
2019		

Objective #6 : responsibility of marketing committee

Connect with the **Lowell business community**

Strategy: Improve community relations and increase financial support from businesses

- Develop an annual sponsorship program for local businesses/corporations
 - Demonstrate the value that LowellArts brings to the community
 - Create bi-yearly or quarterly LA calendar with schedule of events (on website - easy access)
 - Have an open house at LowellArts (after business hours) for businesses to hear about sponsorship opportunities
- Create a corporate membership program and showcase on website
 - Provide cost/benefit analysis (What additional benefits can businesses receive?)
 - Recognize businesses in our communications
 - Create specific marketing materials for targeted business groups
 - Offer supporting businesses use of LowellArts for a private party
 - Highlight business employee participation in the arts community
 - Offer free tickets to employees for local events
- Network with members of the Chamber of Commerce downtown merchants group
 - Expand partnerships with these merchants for more downtown merchant events
 - Offer artist demonstrations and sales opportunities during these events
- Connect with local economic leaders

Done	On-Going	To Do
2019		
	X	
		X
2019		
		X
	X	
2019		
2019		
		X
		X
2018		
	X	

- Explain economic impact that LowellArts has on the community
- Explain the value of the arts for community residents
- Demonstrate how the arts help to retain talent in our community

	X	
	X	
	X	

Objective #7 : responsibility of all arts programming committees and staff

Increase engagement with LowellArts programming and classes

Strategy: Explore new art engagement programming

- Create artist mentorship program for special needs youth and seniors
 - Partner with Gilda’s Club and Lowell Senior Neighbors
 - Invite senior living residents to come in for tours
 - Work with Lowell area schools to identify youth with special needs
 - Learn how to identify, evaluate and screen mentorship instructors
- Partner with Flat River Outreach Ministries’ summer “lunch buddies” program to bring art program to youth during these non-school months
- Identify classes offered by skilled art instructors
 - Partner with Lowell Area Schools, provide extension opportunities after school and the summer at LowellArts
- Offer studio open houses for teen youth
- Offer preschool art program

Done	On-Going	To Do
		X
		X
		X
		X
		X
		X
	X	
		X
		X
		X

Strategy: Provide interpretive materials for gallery exhibitions

- Train staff and volunteers to engage visitors at these exhibitions with these materials

Done	On-Going	To Do
	X	

Strategy: Offer classes that are related to the current art exhibition

- Utilize exhibiting artists who are instructors to teach these classes

Done	On-Going	To Do
	X	

Strategy: Explore Public Art Projects

- Research what other communities have done

Done	On-Going	To Do
	X	

Strategy: Expand theater classes for youth and adults

- Survey youth and adults on what classes they are interested in
- Identify qualified instructors

Done	On-Going	To Do
		X
	X	

Objective #8 : responsibility of marketing committee and Board of Directors

Increase the awareness and visibility of LowellArts in Lowell and surrounding areas to reach a broader audience

Strategy: Expand our use of social media

- Engage with these platforms: Facebook, Instagram, Twitter (expand to more platforms as the world changes and our capabilities improve)
- Develop a consistent brand voice for social media
- Develop a process/schedule/rules for getting messaging out on all platforms
- Create promotional YouTube videos
- Take more event photos

Done	On-Going	To Do
2018		
2019		
2018		
	X	
	X	

Strategy: More clearly define our target cities/communities for all programs and events

- Identify those surrounding cities that have “arts gaps”
- Keep track of LowellArts patrons/visitors and where they live - what brought them to LowellArts

Done	On-Going	To Do
		X
	X	

Strategy: Apply more creative elements to our building so that from the street people are drawn in

- Provide Interior window displays for events/shows
- Provide Exterior window graphics for events/shows
- Event signage
- Consider signage or mural on the west side of the brick building
- Utilize upstairs windows
- Install outside lights to turn on when LowellArts has events
- Keep messaging welcoming, inviting... for everyone

Done	On-Going	To Do
2018		
2018		
	X	
		X
		X
	X	

Strategy: Make sure volunteers are equipped with basic information about LowellArts when interacting with the public

- Design business-sized cards to keep with them to hand out (Board members, other volunteers)
- Update trifold brochures as needed

Done	On-Going	To Do
2018		
	X	

Strategy: Cultivate and keep the interest of exhibiting and theater artists

- Define specific ways of engaging this audience
- Request that exhibiting and theater artists become members, promote LowellArts events, and become more involved with our active group of volunteers

Done	On-Going	To Do
	X	
	X	

Strategy: Increase awareness of our “fun” factor

- Ask volunteers and Board of Directors to meet-and-greet visitors and guests at events
- Create “welcome-to-LowellArts” speaking/interacting guidelines for volunteers
- Gather testimonials
- Encourage more social media engagement and sharing of our events and programs

Done	On-Going	To Do
	X	
	X	
	X	
	X	

Strategy: Keep all communications updated regularly

- Prioritize and organize scheduling and content of all communications:

Internet: Website, Email, Social Media

Press releases / Advertising, program and Event Posters

Newsletter, Media calendar listings

- Develop processes/timelines/rules/guidelines for writing consistent content for each program area
- Create Community Google Calendar for ease of updating content for all users

Done	On-Going	To Do
	X	
	X	
	X	
	X	
	X	
		X

Strategy: Increase our exposure at the Fallasburg Arts Festival

- Create awareness of our social media presence at Fallasburg Arts Festival so that our audience can share and post event happenings
- Research the possibility of producing a giveaway item (tote bags, pins, etc.)
- Advertise the Fallasburg Arts Festival at the Lowell Showboat Sizzlin’ Summer Concerts

Done	On-Going	To Do
2020	X	
2018		
2018		

Strategy: Expand donor recognition

- List all Moving to Main campaign donors together on one large, new sign
- List donors on website

Done	On-Going	To Do
2018		
		X

Strategy: Brainstorm more ways to get our name out there

- Investigate if we could put our brochures or a handout in any of the West Michigan businesses
- Consider hiring a service to distribute brochures
- Investigate how realtors distribute welcome packet information
- Do a yearly mailing to all Lowell residents through Lowell Light and Power monthly bills (free)

Done	On-Going	To Do
		X
		X
		X
2018		

Strategy: Gather visual assets at every opportunity

- Investigate the need for new media equipment
- Develop photo/video library system for easy accessibility

Done	On-Going	To Do
2020		
		X