



Embracing Arlington Arts Strategic Plan (2021-2023)

Vision and Mission

Our Vision

Arts and culture are celebrated and supported as a critical and necessary component of a livable and inclusive Arlington community.

Our Mission

Our mission is to advance the vibrancy and health of the arts and culture in Arlington through advocacy and awareness programs, outreach initiatives and projects that enhance equitable access to the arts and cultural environment.

Core Values

Value of the arts and culture. Arts and culture are essential and integral to the health and well-being of our community and therefore should be included in community planning, land use decision-making and determinations of government support.

Passion. Initiatives or projects (including a new performing arts venue) that improve the arts and cultural environment and allows more opportunities for individual artists and arts and cultural organizations to improve the quality and availability of their work and productions are essential. Arlington County must also significantly support Arlington arts and cultural groups with fiscal resources and other services, and must not take other actions that would be detrimental to or adversely impact the County's arts and cultural organizations.

Spreading the word. The value of the arts and culture in the everyday lives of Arlington's residents must be more effectively communicated, including through better outreach to County leaders, decisionmakers, stakeholders and opinion leaders.

Goals and Strategies

Goal #1: Build the case for proving that the arts are central and beneficial in three sectors (seniors, disabled and students) of our community by developing and publicizing a database of studies, anecdotes, and data.

- Collect stories and data
- Tell the stories
- Adopt and cultivate champions

Goal #2: Embracing Arlington Arts is an effective arts advocate with more resources and with a recognized broad base of grassroots support.

- Increase operating budget
- Incorporate arts and culture in County discussions about livability and development
- Strengthen grassroots participation

Goal #3: Embracing Arlington Arts' proposed recommendations are adopted by County decisionmakers.

- Tell the stories
- Incorporate arts and culture in County discussions about livability and development
- Strengthen grassroots participation
- Develop Embracing Arlington Arts recommendations on various projects and proposals where County action/approval is involved

Goal #4: Public-private partnership is obtained in support of a new performing arts/black box venue.

- Increase community support for the new performing arts/black box venue
- Identify site for venue
- Raise funds for venue

Strategic Questions – Embracing Arlington Arts

- 1. How do we expand our visibility and presence?**
 - a. More people knowing and supporting our initiatives which brings more visibility to the arts and culture
 - b. Creating our brand (i.e., no other entity is doing what we are doing for the arts)
 - c. Determine which partnerships are most beneficial to our mission and community/ grassroots advocacy (i.e., Americans for the Arts, National Association of State and Local Arts, etc.)

- 2. How to create sustainable funding for EAA?**
 - a. Public-private partnerships
 - b. Corporate matching campaigns
 - c. Grants
 - d. Individual giving

- 3. How do we measure success?**
 - a. Through metrics of podcast, website, social media, etc.
 - b. Establish mechanisms to measure grassroots participation

- 4. What does advocacy actually mean?**
 - a. Determine best ways to effectively assist arts and cultural communities in advocating for arts and culture
 - b. Advocacy efforts broken down by group (i.e., County Board, residents, arts organizations)

- 5. How do we determine and then describe the value of arts and culture to our Community?**
 - a. Develop framework to describe and scope the “value” of arts and culture
 - b. Document that “value”
 - c. Message the “value” elements we identified