



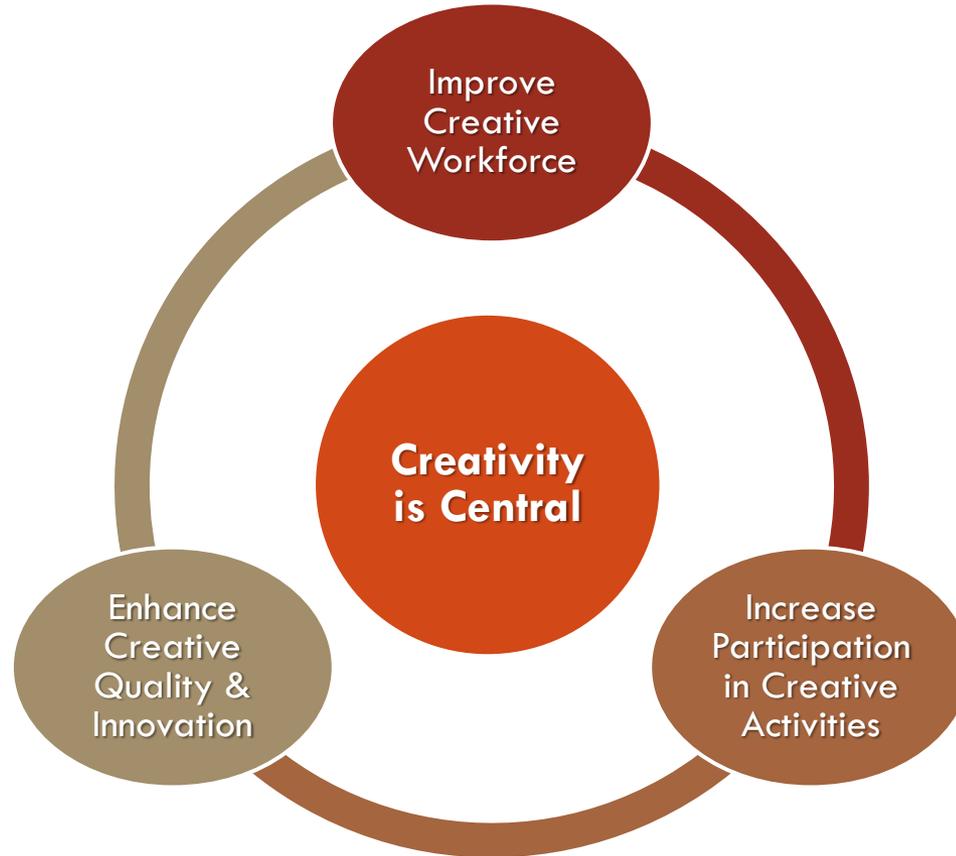
***Mission: stimulate and advance the arts in Nashville.***

***Vision: Creativity is central to the lives of all Nashvillians.***

**Guiding Principals**

- Artists are central
- Investment is targeted
- Impact is measurable
- Collaborations are integral

# Theory of Change Model

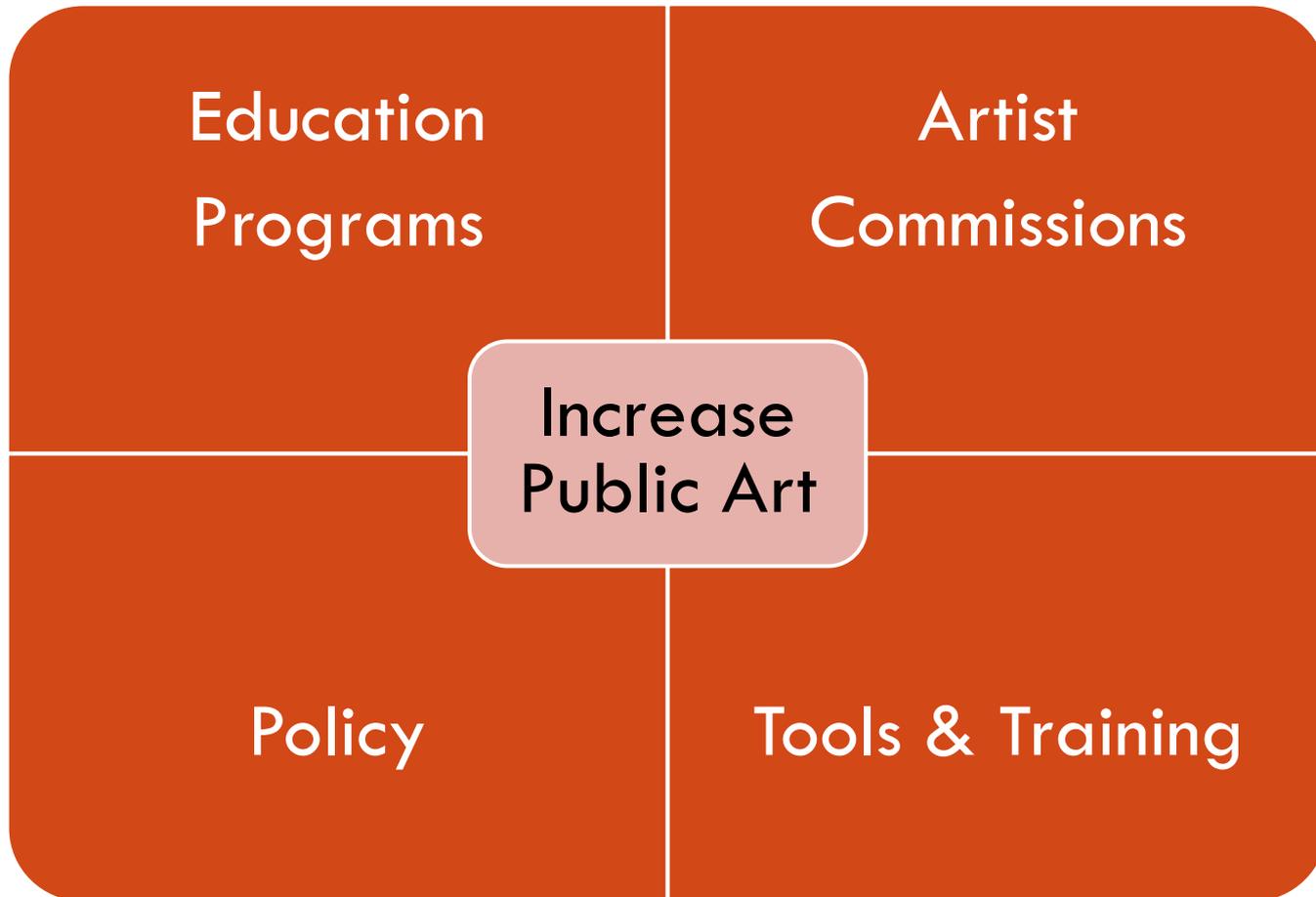


# Key Organizational Strategies

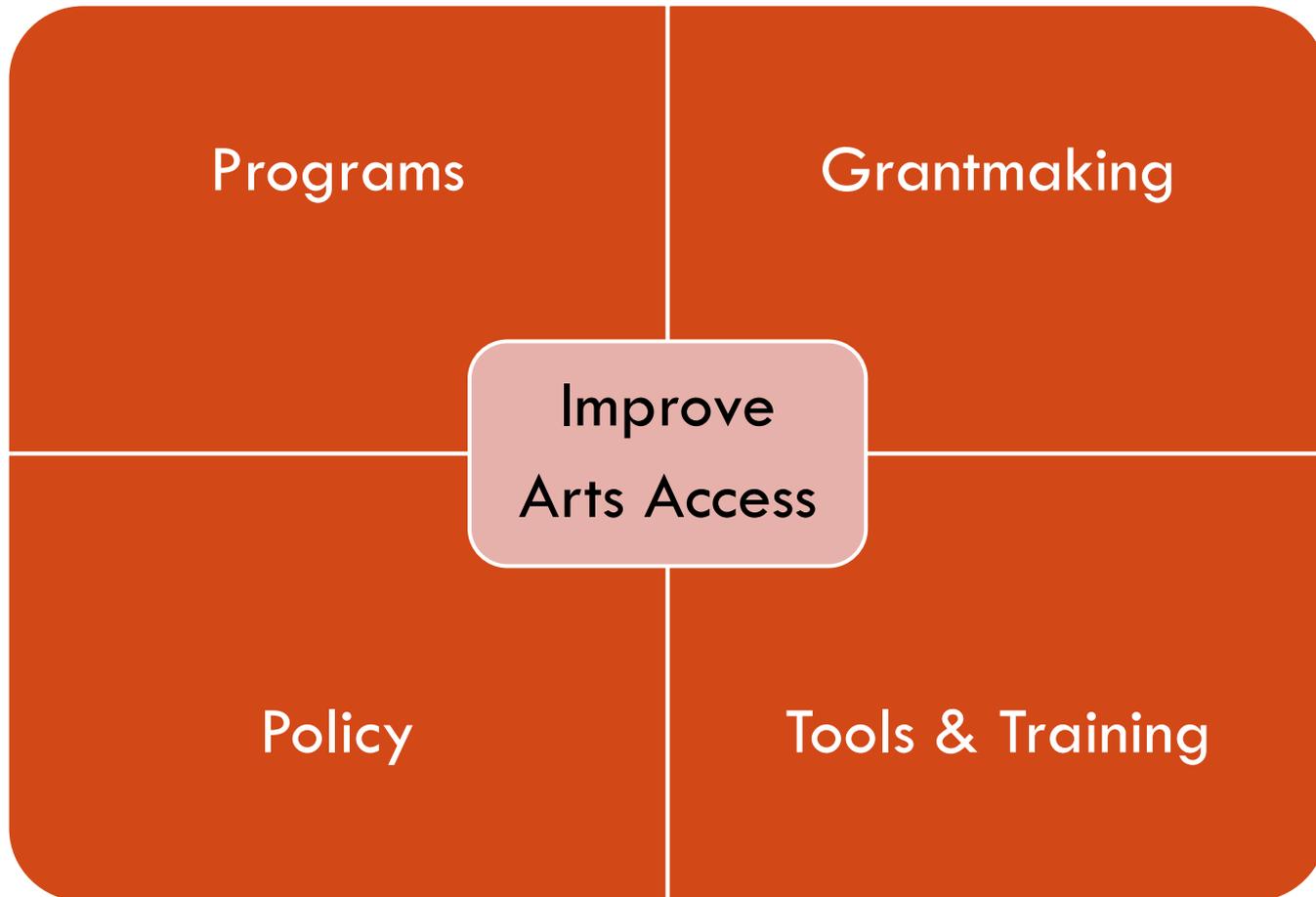
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- Expand Public Art Collection
- Improve Community Arts Access
- Expand City Creative Brand
- Enhance Creative & Cultural Infrastructure

# How We Work



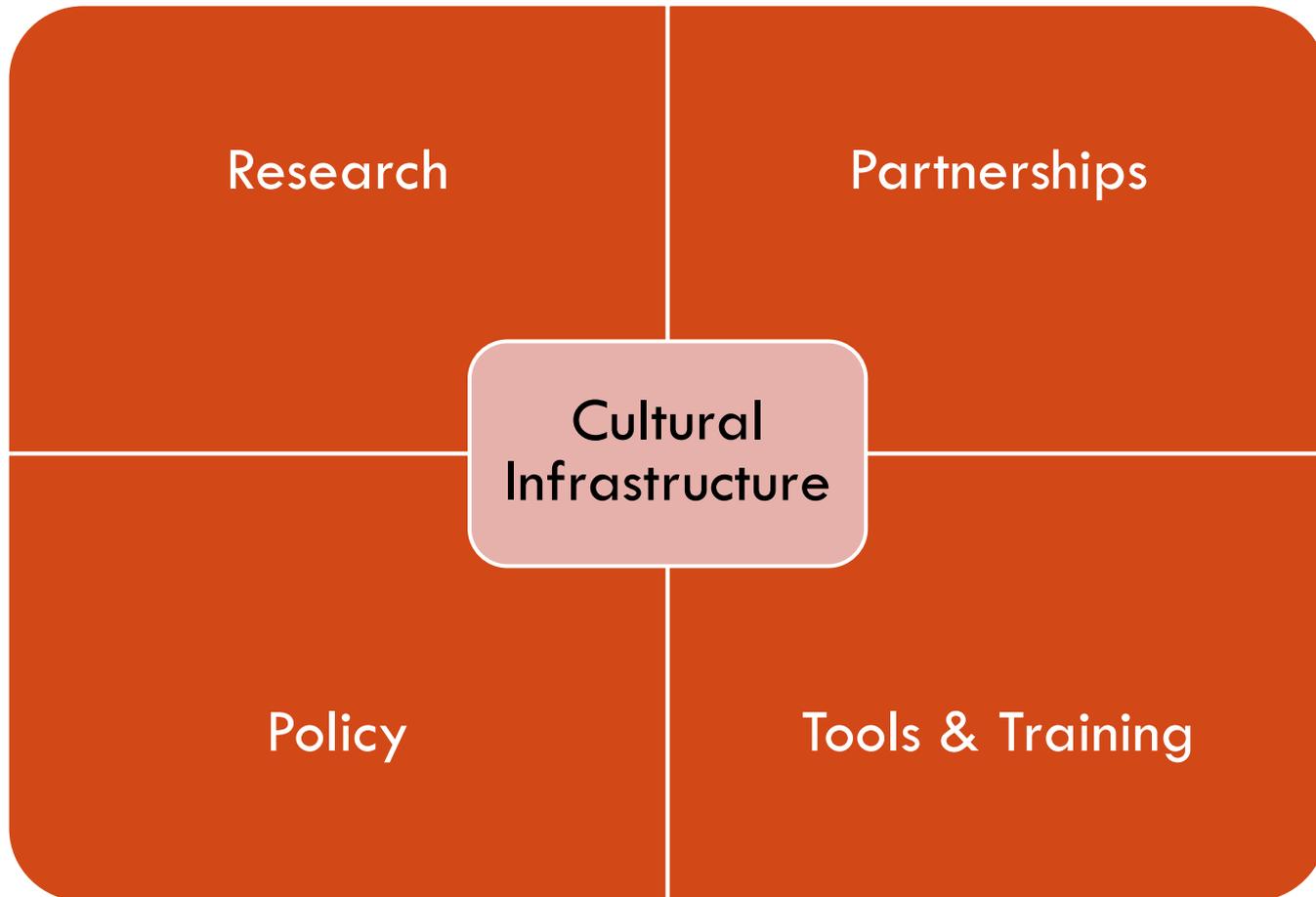
# How We Work



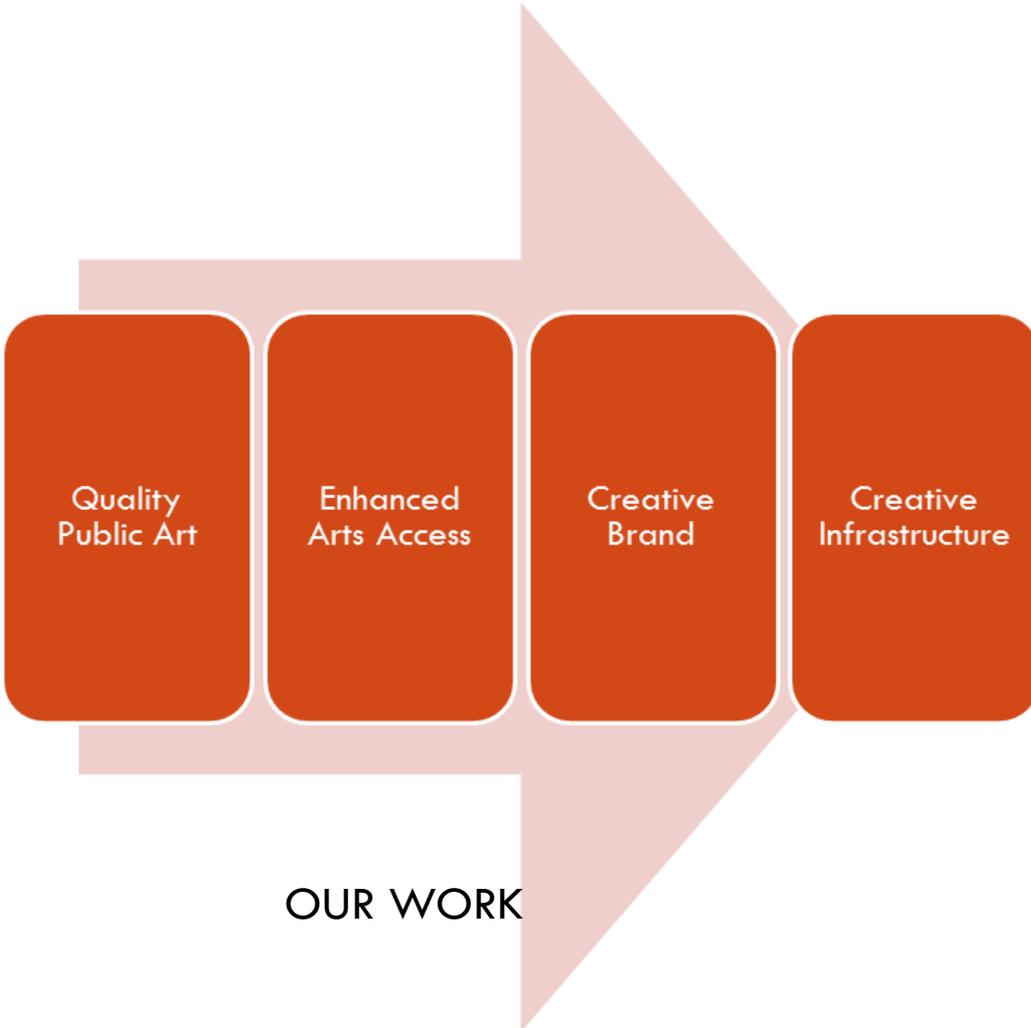
# How We Work



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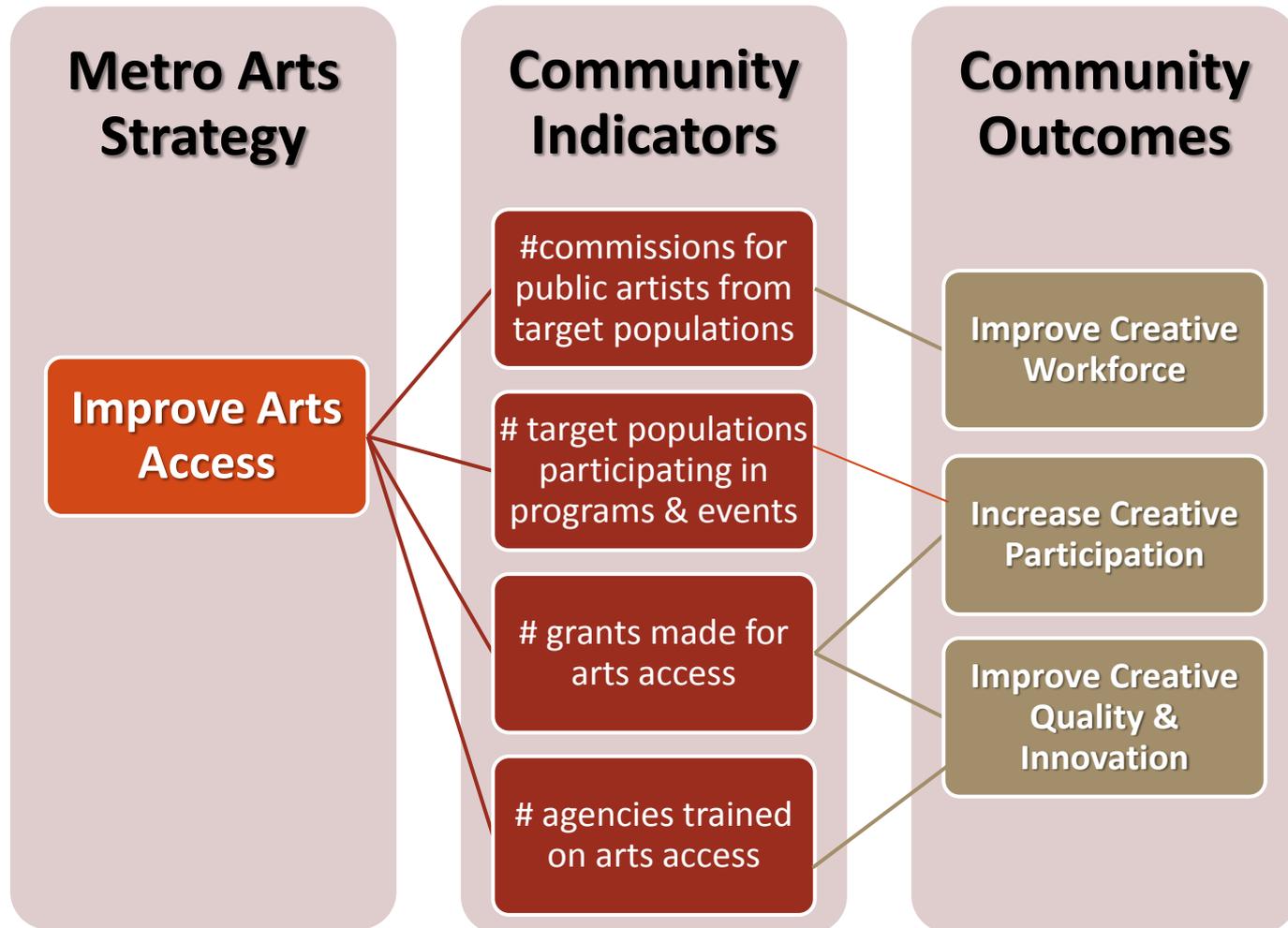
# Action Drives Impact



- Creative Workforce
- Creative Participation
- Creative Innovation

COMMUNITY CONDITION  
CHANGE OVER TIME

# How We Measure Change



# Metro Arts Strategic Workplan

FY 2012-FY 2014

## Expand Public Art Collection

<b>Tactics</b>	<b>Project/Initiative</b>	<b>Lead</b>	<b>Start Date</b>	<b>End Date</b>
Partnerships & Policies	Update PA Guidelines	Caroline		12/01/13
Partnerships & Policies	ULI Partnership	Carrie	ONGOING	
Partnerships & Policies	Restructure NCDC Relationship	Carrie	7/1/2011	12/1/2012
Partnerships & Policies	IT Creswell Teacher Training & Externships	Jen	11/1/2012	12/30/2014
Tools & Products	Aileron Curriculum	Jen	12/1/2011	6/30/2012
Tools & Products	Watermarks Curriculum	Carrie	6/1/2012	5/30/2013
Tools & Products	AiPP Web Tool	Carrie		06/01/13
Tools & Products	PA Web Content	Ian	ONGOING	
Programs	28th Ave Connector	Carrie		01/01/13
Programs	Bellevue Library	Caroline	03/01/12	07/30/13
Programs	Bike Racks 2	Caroline	12/01/11	06/01/13
Programs	Civil Rights	Carrie	12/01/11	12/30/2014
Programs	KVB	Caroline	07/01/12`	TBD
Programs	Lentz Public Health Center	Carrie	TBD	
Programs	Rolling Mill Hill	Caroline	ON HOLD	
Programs	Shelby Park	Carrie	12/01/11	03/15/13
Programs	Southeast Area Library & Community Center	Carrie	05/01/12	09/30/13
Programs	Watermarks	Carrie	10/01/11	05/01/13

## Expand City Creative Brand

<b>Tactics</b>	<b>Project/Initiative</b>	<b>Lead</b>	<b>Start Date</b>	<b>End Date</b>
Partnerships & Policies	CVB Relationship	Rebecca	7/1/2011	ONGOING
Partnerships & Policies	Nashville Arts Magazine Partnership	Jen	12/30/2011	ONGOING
Partnerships & Policies	Native Magazine Partnership	Jen	1/1/2013	ONGOING
Partnerships & Policies	University Partnerships (Belmont, NOSSI)	Jen	7/1/2011	ONGOING
Tools & Products	CVI Report	Jen	7/1/2011	1/30/2013
Tools & Products	www.artsnashville.org Management plan	Ian	ONGOING	ONGOING
Tools & Products	Metro Arts Strategic Communications Plan	Jen	06/29/12	
Tools & Products	Metro Arts Social Media Plan	Ian	ONGOING	
Programs	Artober	Rebecca	ONGOING	
Programs	Shop SmART Nashville	Rebecca	ONGOING	
Programs	AFTA 2014 Conference Planning	Jen	06/30/12	8/30/2014
Programs	SouthArts 2013 Performing Arts Exchange Planning	Leigh	6/30/2012	10/30/2013

## Improve Community Arts Access

<b>Tactics</b>	<b>Project/Initiative</b>	<b>Lead</b>	<b>Start Date</b>	<b>End Date</b>
Partnerships & Policies	Library System Initiative	Leigh	ONGOING	
Partnerships & Policies	Curb Center Creative Campus	Jen	ONGOING	
Partnerships & Policies	Hispanic Community Initiative	Rebecca	ONGOING	
Partnerships & Policies	Mayor's AfterZone Alliance Initiative	Leigh	ONGOING	
Tools & Products	Artist Registry	Rebecca	ONGOING	
Programs	Grants	Leigh	ONGOING	
Programs	Artober	Rebecca	ONGOING	
Programs	Metro Arts Gallery Programs	Rebecca	ONGOING	
Programs	Poetry In Motion	Rebecca	1/1/2012	ONGOING
Programs	NCAA Final 4 Arts Program	Jen	6/1/2012	5/30/2014
Programs	Revenue Model for Services	Rebecca	ONGOING	

## Improve Creative & Cultural Infrastructure

<b>Tactics</b>	<b>Project/Initiative</b>	<b>Lead</b>	<b>Start Date</b>	<b>End Date</b>
Tools & Products	City Creative Incentives	Jen	10/15/2012	7/30/2013
Partnerships & Policies	Music Makes Us Audit	Jen	TBD	
Partnerships & Policies	Artist Housing Pilot	Jen	7/15/2012	12/30/2014
Partnerships & Policies	Creative District Pilot	Jen	2/1/2013	12/30/2014
Partnerships & Policies	Cultural Facilities Inventory	Jen	2/1/2013	12/30/2014
Partnerships & Policies	SOBRO MasterPLan	Jen	5/30/2012	2/1/2013
Tools & Products	Grantee Training Program	Leigh	1/1/2013	ONGOING
Programs	Grants Program	Leigh	ONGOING	
Programs	Arts Citizen Leadership Academy	Jen	3/1/2013	