

DEPARTMENT NAME	Metro Arts Commission
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DEPARTMENT MISSION	The mission of the Metro Arts Commission is to provide arts resource, public art and arts leadership products to artists, arts organizations, and Davidson County residents and visitors so they can experience an enriched quality of life through the arts.
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ISSUE STATEMENTS

Issue Statement One

Nashville's growing arts industry and its perceived value are fragile and if not properly addressed, will result in:

- Decrease in arts activities and interactive environments
- Decrease in the number of artists and creative workforce
- Decreased exposure to Public Art
- Decrease in multigenerational arts education in and out of schools
- Decreased quality of life for citizens

Issue Statement Two

The Metro Arts Commission is behind in the national staffing trend that shows an average staff size of 10 for public art agencies that are similar in size and budget. For example, Seattle has a staff of 20 with 12 staff people for the public art program alone, Palm Beach County Cultural Council has 8 staff with no public art program and St. Louis staffs 14 and administers a smaller public art program. This trend, if not addressed, will result in:

- Decreased ability to provide informational resources to the public, i.e. calendar, directories, etc.
- Decrease in arts education in the schools
- Decrease in Metro Arts Commission's ability to respond to arts organizations' needs

STRATEGIC GOALS

Goal One

By the year 20XX, Nashville's growing arts industry will become stronger and its perceived value will increase as evidenced by:

- % increase in organizations receiving non-Metro grant funds to present art activities
- % increase in the number of visual artists represented in the Metro Arts Commission registry
- # of Public Art projects
- # of arts activities in neighborhoods

Goal Two

By 20XX, the arts organizations and community will have increased access to services and programs and evidenced by¹:

- % of staff participating in professional development activities in order to provide additional services
- # of new programs
- # of technical assistance workshops to respond to arts organizations' needs as reflected in the annual survey
- A directory that is produced annually
- A pilot project for arts integrated curriculum in Davidson County schools

¹ By 2007, a national economic impact study comparing Nashville to other peer cities will be published (study is the basis on which the goal target years and measures will be determined)

LINES OF BUSINESS

Line of Business One – Purpose Statement

The purpose of the Public Art and Artist Development line of business is to provide public art and educational products to residents, visitors and individual artists so they can interact with an enhanced civic environment and artists can improve their professional skills.

LOB One – Key Results

Percentage of projects that meet their progress target for the fiscal year

Line of Business Two – Purpose Statement

The purpose of the Arts Information Resources line of business is to provide art resources products to artists, arts organizations, art enthusiasts, visitors and the community at large so they can be aware of arts offerings and opportunities in the community.

LOB Two – Key Results

Percentage of customers reporting that they are better informed about local art offerings and opportunities because of artsnashville.org/

Line of Business Three – Purpose Statement

The purpose of the Grants and Organizational Development line of business is to provide grants and technical assistance products to non-profit arts organizations so they can build and expand their capacity to provide quality arts programming.

LOB Three – Key Results

Average percent change in non-profit organizations' operating budget

PROGRAM

**Line of Business
Purpose Statement**

The purpose of the Public Art and Artist Development line of business is to provide public art and educational products to residents, visitors and individual artists so they can interact with an enhanced civic environment and artists can improve their professional skills.

Program Name

Public Art and Artist Development

Program Purpose Statement

The purpose of the Public Art and Artist Development program is to provide public art and educational products to residents, visitors and individual artists so they can interact with an enhanced civic environment and artists can improve their professional skills.

**Family of Measures: Result
Measure(s)**

Percent of projects that meet their progress target for the fiscal year

**Family of Measures: Output
Measure(s)**

Number of Public Art contracts negotiated **(Key)**
Number of Public Art projects completed

If you have more than one output measure for this program, please list the one output measure that contains your key product for this program.

**Family of Measures: Demand
Measure(s)**

Number of Public Art contracts needed
Number of Public Art projects requested

Please list measures, if any, for this program that might be determined via a public survey.

Products

<p>Art exhibitions Artist fellowship reviews Artist on-line registry Artist slide sessions Public Art committee meeting notes Public Art contracts (key) Public Art installations Public Art selection panel recommendations Public Art semi-finalist site visits Public Art panelist orientations Public Art committee recommendations Public Art proposal presentations Public Art artist contracts Public Art maintenance plans Public Art lighting, landscaping and other site preps. Public Art budget and timeline Public Art unveiling announcements Public Art information sessions Public Art calls to artists documents Public Art forums Public Art technical approvals Public Art distribution of calls-electronically Technical assistance workshops for artists</p>

PROGRAM

**Line of Business
Purpose Statement**

The purpose of the Arts Information Resources line of business is to provide art resources products to artists, arts organizations, art enthusiasts, visitors and the community at large so they can be aware of arts offerings and opportunities in the community.

Program Name

Arts Information Resources

Program Purpose Statement

The purpose of the Arts Information Resources program is to provide art resources products to artists, arts organizations, art enthusiasts, visitors and the community at large so they can be aware of arts offerings and opportunities in the community.

**Family of Measures: Result
Measure(s)**

Percentage of customers reporting that they are better informed about local art offerings and opportunities because of artsnashville.org/ (**Key**)

Percentage increase in the visits to the Arts Calendar

**Family of Measures: Output
Measure(s)**

Number of on-line newsletters distributed

If you have more than one output measure for this program, please list the one output measure that contains your key product for this program.

**Family of Measures: Demand
Measure(s)**

Number of on-line newsletters requested

Please list measures, if any, for this program that might be determined via a public survey.

Products

American for the Arts consultations
Civic presentations
Commission meeting minutes
Council committee/caucus meetings
Council meetings
Directories

- Arts organizations
- Galleries
- Venues

Economic impact studies
Executive committee meeting agendas
Federal courthouse art panel consultations
Government and community relations committee meetings
Greenways consultations for Public Art
Individual council member discussions
Information responses
Nashville Civic Design Center consultations
On-line newsletters (key)
Op-eds
Press releases
Public Arts network consultations
US Urban Arts Federation consultations
Web-based cultural calendar

PROGRAM

Line of Business Purpose Statement

The purpose of the Grants and Organizational Development line of business is to provide grants and technical assistance products to non-profit arts organizations so they can build and expand their capacity to provide quality arts programming.

Program Name

Grants and Organizational Development

Program Purpose Statement

The purpose of the Grants and Organizational Development program is to provide grants and technical assistance products to non-profit arts organizations so they can build and expand their capacity to provide quality arts programming.

Family of Measures: Result Measure(s)

Average percent change in non-profit organizations' operating budget from non-Metro dollars (**Key**)

Percent change in audience for non-profit arts organizations

Percent change in complete and accurate information for grant applications

Percent change in grant applications received

Family of Measures: Output Measure(s)

Number of grants awarded(key)

Number of technical assistance workshops provided

If you have more than one output measure for this program, please list the one output measure that contains your key product for this program.

Family of Measures: Demand Measure(s)

Number of grant applications received

Number of technical assistance workshops requested

Please list measures, if any, for this program that might be determined via a public survey.

Products

Cultural executive meetings Cultural plans CVB Sell Nashville meetings Grants Technical assistance workshops for arts organizations
