

# METRO ARTS COMMISSION

## Mission Statement

The Arts Commission stimulates and advances the arts to enrich the human experience for the community.

# METRO ARTS COMMISSION

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## Strategic Goals

By 2012 Nashville will have a measurable increase in arts and culture participation through the following strategic goals:

### **Goal: Expand & Diversify the Public Art Program**

#### **Success Measures:**

- Number of projects initiated
- Number of projects completed
- Number of citizens involved in the public art process
- Number of neighborhoods impacted
- Number of artists engaged

### **Goal: Expand Opportunities for Community Art Participation**

#### **Success Measures:**

- Number of citizens involved in arts programs and events
- New arts activities/events initiated
- Neighborhood plans created or amended with arts focus
- Number of arts policies/program practices defined
- Number of low income adults & children engaged in art activities
- Number of senior citizens engaged in art activities
- Number of people with disabilities engaged in arts activities

### **Goal: Broaden the Arts & Culture Brand of Nashville**

#### **Success Measures:**

- Media hits/stories on arts brand
- Outside (non Nashville) inquiries about arts, cultural tourism
- Cultural Vitality Index Rating

### **Goal: Increase Organizational Excellence in the Arts & Culture Sector**

#### **Success Measures:**

- Number of organizations participating in professional development
- Number of organizations with strategic and succession plans
- Number of organizations with budget growth/subscriber growth
- Number of organizations moving categories within operational funding

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## Public Art and Public Artist Development Line of Business

The purpose of the Public Art and Artist Development Line of Business is to increase new public art installations, develop the skills and quality of local public artists and produce companion educational materials about the role of public art in city design and development for citizens and visitors.

### Public Art Projects and Artist Development Program

The purpose of the Public Art Projects and Artist Development program is to develop community partnerships, programs and educational materials that support new public art installations and develop education opportunities, lectures and externships designed to help more local artists transition from studio to public art.

#### Result Measure

- Percent of projects initiated and completed on target (KEY)
- Number of citizens engaged in public art education activities
- Number of “new” local public artists

#### Output Measure

- Number of neighborhood residents who indicated that public art improves perception of neighborhood livability and cultural vitality
- Number of local artists who bid on public art projects

#### Demand Measure

- Number of citizens involved in public art planning and design
- Number of inquiries/interest in new public art projects or private sector public art development
- Number of artists trained and engaged in public art activities
- Number of national, international artists who enter public art project bids

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## Community Engagement & Grants Coordination Line of Business

The purpose of the Community Engagement & Grants Coordination Line of Business is to provide direct programs, educational products and events that increase citizen and visitor access to quality art, artists and art organizations throughout the community. Particular emphasis is placed on engaging economically at risk youth and adults, senior citizens and those with disabilities.

### **Basic Grants Program**

The purpose of the Basic Grants program is to provide direct programs, educational products and events that increase citizen and visitor access to quality art, artists and art organizations throughout the community. Particular emphasis is placed on engaging economically at risk youth and adults, senior citizens and those with disabilities.

#### Result Measure

- Number of citizens involved in arts programming & planning
- Number of target group members (low income, senior, people with disabilities) involved in arts projects
- New arts projects/events initiated
- Number of arts publications, educational materials distributed or accessed
- Number of unique visitors to ArtsNashville.org and Metro Gallery exhibits

#### Output Measures

- Number of Grants focused on special populations
- Total projects focused at target at risk populations
- Total grant dollars focused at target at risk populations
- Amount of grant dollars focused on geographic neighborhoods
- Amount of projects dollars focused on geographic neighborhoods
- Increase of artists or art organizations represented on the MNAC Artist Registry and other publications

#### Demand Measure

- Number of Neighborhood plans created or amended with arts focus
- Number of arts policies/program practices adopted
- Percentage change of unique visitors to ArtsNashville.org
- Percentage change in requests for public speaking or presentations
- Number of new art collaborations or program partnerships focused on at risk target populations

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## Cultural Brand and Policy Line of Business

The purpose of the Cultural Brand and Policy Line of Business is to conduct research, manage partnerships and lead special activities that demonstrably reinforce the cultural economy of Nashville.

### Cultural Vitality Index Program

The purpose of the Cultural Vitality Index program is to conduct research, manage partnerships and lead special activities that demonstrably reinforce the cultural economy of Nashville.

#### Results Measures

- Media hits/stories on arts brand
- Cultural Vitality Index Rating

#### Outcome Measures

- Outside (non Nashville) inquiries about arts, cultural tourism
- Cultural tourism taxes or policies adopted

#### Demand Measure

- Number of tourist visits to art/culture organizations
- Number of cultural/artistic festivals and events

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## Organizational Development Line of Business

The purpose of the Organizational Development Line of Business is to provide training and technical assistance to non-profit arts organizations so they can build and expand their capacity to provide quality arts programming.

### Organizational Development Program

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

#### Result Measure

- Number of organizations with strategic and succession plans (KEY)
- Number of organizations with budget growth/subscriber growth

#### Output Measure

- % of organizations moving categories within grants funding
- Number of organizations with increased revenue diversity
- Number of organizations with paid executive and/or artistic staff

#### Demand Measure

- Number of art organizations who access training/technical assistance