



Greater Greenwood Arts Council

The Greater Greenwood Arts Council exists to advance and promote the visual, performing and literary arts in Greater Greenwood Community.



Strategic Plan 2013-2015

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Our Vision

We see a community where the arts act as a catalyst and community connector capable of improving our quality of life and cultural environment.

HISTORY

The Greater Greenwood Arts Council (GGAC) was formed in May 2009 as a result of the shared vision of the Mayor of Greenwood and other individuals interested in the arts. The Indiana Arts Commission had noted in a 2009 study that the arts generate nearly a half a billion dollars of economic activity annually to the Greater Indianapolis area. Thus the GGAC was established to promote and guide arts activities in the Greater Greenwood area.

Incorporated in March 2010, the GGAC is a 501c3 organization with a Board of Directors operating under formalized by-laws. The Board meetings are held on the first Monday of each month at 11:30 AM at the Greenwood Public Library. Board members are elected for a 3 year term with the terms expiring on a staggered basis. The Board selects a president, vice-president, treasurer, and secretary.

The GGAC has effectively collaborated with other agencies and has undertaken a number successful of projects in our short history. We encouraged local talent with a grant workshop for local artists and two high school student art showcases. We have been present at numerous community events such as the Greenwood Freedom Festival, WAMMFest, and Rotary Rocks! We have also created a website and launched our social media presence on Facebook.

Our largest initiatives connected our community to the arts by hosting two *Time for Three* performances, inaugurating Art on the Trailways, and producing the Arts Alive!, a day of exposure to the arts in the heart of Greenwood.

None of these projects could have occurred without the support of local businesses and organizations. All of our sponsors to date have been impressed with the events we have produced and they all plan to support future initiatives. Our most recent event has created a strong partnership with Mallow Run Winery. They created an *Impressions* wine label that will annually feature a local artist's work as well as raise funds for the Greater Greenwood Arts Council. This wine label was "uncorked" at a soiree featuring local music and an auction for the original work of art.

INTRODUCTION

During the fall of 2012, the GGAC began work on a new three year strategic plan. The first fruits of this work were our vision and mission statements which will guide our efforts. The Strategic Plan was adopted in April 2013 and will incorporate continued fundraising and marketing plans to grow the GGAC and further our mission and vision.

Strategic Goals and Objectives

1. Improve Community Connections

1. Improve communication
2. Establish and improve our identity as an arts community

Our goal is to connect people to each other and to their community through the common language of art, and to help weave art more tightly into Greenwood's cultural fabric. GGAC should be in close communication with other arts and civic organizations to achieve this goal.

2. Expand the greater Greenwood area's awareness of the arts

1. Evolve the GGAC brand
2. Be the community information source on local arts events
3. Maintain a high community interest level and awareness of GGAC
4. Facilitate/implement GGAC events & programs

The GGAC will act as a catalyst for the arts, both by providing a clearinghouse for local events and by creating and producing additional events to enrich the local arts environment. As we work to assume this role, we need to be a known, visible, and accessible resource.

3. Grow a vital and sustainable arts council that improves our quality of life

1. Evaluate community needs regarding the GGAC's mission
2. Execute three year funding plan
3. Consider supportive staffing and consulting services as needed
4. Examine foundational documents and policies

As the GGAC grows and develops, attention must be given to creating an organization that is sustainable for the future, operates with excellence, and is foundationally equipped for innovation and growth.