

Florida Keys Council of the Arts
Strategic Plan
Board Approved January 28, 2010
(revised May 2014/April 2017/August 2022)

Executive Summary

The Florida Keys Council of the Arts (also known as KeysArts) is the Local Arts Agency for Key West and the Florida Keys, designated by the Monroe County Board of County Commissioners as provided by Florida Statute 286.011. Local Arts Agencies are charged with supporting, promoting and developing the cultural resources of a community for overall community benefit. The Florida Keys Council of the Arts operates in a public/private partnership with Monroe County and is chartered with the State of Florida as a nonprofit organization with IRS 501(c)(3) status.

KeyArts makes grants, supports Art in Public Places, and promotes the destination for its rich and diverse history in art and culture. The Arts Council provides services to both visual and performing artists, arts organizations, students and the public, striving to instill a passion for and participation in the arts.

Vision

The vision of Florida Keys Council of the Arts is to enrich the arts and enhance the cultural heritage of the Florida Keys.

Mission Statement

The mission of the Florida Keys Council of the Arts is to advance the creative development and promotion of the arts in our cultural community by providing excellence in leadership, advocacy, education and financial support for artists, cultural organizations, and citizens of Monroe County.

Cultural Equity Statement

The Florida Keys Council of the Arts is committed to ensuring that everyone in our community has equal access to the arts, and the fundamental right to express their culture through the arts. We believe the arts have the power to change hearts and minds, and inspire social change.

Goals:

Support, Connect, Promote and Give is descriptive language used along with our logo to brand the services we provide to further the mission of KeysArts.

Art Builds Community:

❖ **ABC GOAL:** Engage board and advisors in community outreach to build a stronger more diverse network of arts allies, potential new members and future Council Board members and advisors for organizational sustainability.

❖ **ABC GOAL:** Increase membership through events and activities to build awareness of *and* support Arts Council grants: ABC: \$5,000, \$7,500 and \$10,000 awards, Artist in Schools: up to \$2,000 awards, Special Project: up to \$2,000 awards

❖ **ABC GOAL:** Develop and implement plan to renew present and past major donors, and engage new major donors as grant sponsors, some as named sponsors of programs.

Strategies:

A. Financial

1. To develop sufficient on-going revenue sources to meet KeysArts goals to provide funding for current grant funding and for new grant programs that create opportunities for the expansion of the arts in all Keys' regions.
2. To develop sources of earned income and further develop multiple revenue streams.
3. To increase financial growth annually in each income category: Membership, Grants, Contributions, and Endowments.
4. To maintain and grow our cultural tourism partnership with the Tourist Development Council for economic development throughout Monroe County.

B. Art Services:

1. Provide advocacy, programming and technical expertise to individuals and organizations.
2. Promote awareness of KeysArts and our services.
3. Increase and promote access to cultural activities with support in the lower, middle and upper Keys.
4. Connect and collaborate with other Monroe County organizations to expand awareness of our cultural resources.

Committees:

A. Membership Committee:

1. The Membership Committee will advocate the benefits of the cultural arts in our community to increase membership, and to serve our artists and arts organizations working and living throughout Monroe County.
2. The Nominating sub-committee will strive to maintain a full and diverse Board of Directors and Advisory Board who represent a cross section of the community and share equally the responsibilities and duties of leadership, advocacy, good governance and fiscal responsibility.
3. Committee members will maintain a vibrant organization by promoting awareness of the Arts through programming that encourages education and appreciation of the creative process.

B. Development & Fundraising Committee:

1. The Members will identify dedicated revenue sources, and advocate for increased funding of state, county and visitor tax revenues.
2. Expand business and individual revenues from membership dues, sponsored programming and other fundraising events.
3. Encourage additional funding and revenue sources through continued cooperation with local governments in improving cultural facilities and venues.
4. Maintain sound fiscal condition and oversee investments and endowment funds.

C. Grants and Education Committee:

1. Committee members will maintain grant opportunities to serve and enhance the artists and arts organizations living and working in Monroe County.
2. The Committee will hold review panels open to the public to determine recommended funding to the Board of Directors.
3. The Grants Chair will work with staff and approved grantees to assign Board/Advisor liaisons to all funded projects.
4. The Committee will advocate for increased funding to grow the established grants programs and strategize for new and relevant grant programming.

D. Cultural Umbrella Committee and Art in Public Places Committee

1. Arts Council Staff and Board members support these established Committees;
Cultural Umbrella Committee of the Tourist Development Council
Art in Public Places with Monroe County and City of Key West

SUPPORT

The Florida Keys Council of the Arts strives to instill a passion for and participation in the arts through our many roles of supporting the cultural aspects of our communities. As the leaders in the Arts Community, we effectively support and advocate for the arts and artists of the Florida Keys through our **Connecting, Promoting and Giving**. KeysArts is dedicated to supporting and increasing the many artists' grants and/or scholarships to continue the work of increasing the artistic and cultural opportunities of the broad range of arts in our community.

CONNECT

The Florida Keys Council of the Arts is the main source of information on arts and culture in the Keys connecting local artists and arts organizations with one another, with their audiences and the world. As the cultural umbrella for these many diverse endeavors in our community, we will strive to develop new opportunities in the many federal and state programs.

PROMOTE

With our many connections we promote, share information and provide resources to the community by: Our website: www.keysarts.com, Quarterly cultural events calendar *Keys Arts*, Annual Gallery Guide, Culture Magazine (in collaboration with the Tourist Development Council), Ongoing radio and TV spots, Newspaper/magazine articles on events, our various grant programs, artists' registry, conduct workshops, social events, Arts License Plates and logo magnets.

We promote awareness of art and culture throughout the County by staffing vital committees such as: Art in Public Places and the Art in Public Buildings program and various Partnership Programs.

The Florida Keys Council of the Arts welcomes ongoing input from the community and artists in order to expand our services. We will increase our connections with artists to advertise our services and opportunities available through grants and scholarships. We will stay current and up to date on new aspects of the ever-changing communications systems.

GIVE

KeysArts continues to give funds, and federal and state grants to meet the needs of the many artists and organizations within the community.