**Cultural Council of Greater Jacksonville**

**Strategic Plan 2017-2022 Task Force**

March 23, 2017

Visioning Input from March 20, 2017 Meeting

Challenge Statement: I wish the Cultural Council \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

1. **Sustainable Funding**
2. General Funding:

* Would have sufficient funding.
* Had National funding.
* Had more State funding.
* Had more sustainable funding source than ad valorum budget each year.
* Had diversified funding streams.
* Could develop a product as a continuous funding stream.
* Had more funding for operations.
* Had more funding for more artist development.
* Had money to fully fund all worthy projects.
* Would advocate for a portion of the marijuana tax revenues to fund the future of art growth.

1. COJ Funding:

* Had adequate funding to cover its cost from the city.
* Had support from the COJ to create a proper FTE.
* Would have funding by city departments.
* Had larger than 10% funding for art and maintenance trust that matched the investment.

1. Community Funding:

* Would inspire more investment in the arts in JAX.
* Had community donor support as top not-for-profit organizations in JAX.
* Would complement but not compete with arts non-profit funding.
* Would be supported by every corporation in Jacksonville.

1. **Diversity and Equity**

* Would exemplify and encourage more diversity.
* Would adopt a cultural equity statement.
* Would have a more diverse board.
* Was able to activate arts and culture in all of Jacksonville.
* Would provide art in all zip codes.

1. **Recognition and Promotion**
2. Recognition:

* Had household name recognition as an effective arts organization.
* Was known for more than CSG and APP.
* Was known for quality and exciting arts supporting the city.
* Was a model for the nation.
* Had national recognition in the arts communities across the US and artists’ attention.
* Was recognized across the country as the leader in championing arts.

1. Promotion:

* Would have more influence on city leadership.
* Would be part of promotion of JAX.
* Was a promotional group for Visit Jacksonville.
* Had city council members fighting on how to better fund the arts in JAX.
* Would have better and more artistic offices.

1. **Arts Community Relationship**

* Would be the source for all art related happenings.
* Would create an annual community report on state of the arts, including trends and philosophy.
* Had the trust of the CSG’s.
* Would have a vibrant and happy relationship with JAX artists.
* Had buy-in in the art community.
* Would form more strategic partnerships.
* Would appeal to companies as an art community.
* Would become the “virtual” art experience to integrate all art non-profits in JAX (tell a story and entertain).
* Had the opportunity to turn unused property into artist installations.

1. **Education**

* Would add arts education into its focus.
* Would work with DCPS more to bring art into schools.
* Would have more involvement in K-12 arts.
* Would touch more children with the joy and awe of art and performing art.

1. **Governance**

* Had a more active board.
* Had a committed board and patrons who funded initiatives.
* Would help arts not-for-profit’s become well run and governed.
* Had an easier process to work with the COJ.
* Was directly connected to city departments for fluidity and transparency,