



**Mission:** To support and advance the arts and cultural fabric of Columbus. **Value Proposition:** GCAC is a convenor of the arts and a driver of the cultural economy.

## **Strategic Pillars**

#### **ADVOCATE**

**Goal:** To influence access to, and communicate the importance of, the arts and the organization.

# SUPPORT, SUSTAIN, AND ADVANCE

**Goal:** To elevate philanthropy and financial stewardship to support recovery and further the mission.

#### **ENGAGE**

**Goal:** To connect grantees, artists, audiences, and communities to resources.

### **EMBRACE**

**Goal:** To celebrate common humanity and embed diversity, equity, and inclusion, into all that we do.

#### Short-term Outcomes (1-2 years)

- Civic leader involvement and the organization's role as a critical voice in arts policy and community planning are secured and leveraged.
- Brand and marketing needs are prioritized.
- · Art in the public realm is elevated.
- · Access is measured.
- · Public funding is sustained.
- Public funding is managed and stewarded.
- · Private funding needs are prioritized.
- Risk management framework is established.
- · Grantees' needs are prioritized.
- A community engagement plan is developed.
- A board engagement model is created for arts organizations.
- The artist and audience connection is understood.
- Knowledge is expanded across the organization.
- DEI is embedded into current policies and practices.

## Intermediate Outcomes (3–5 years)

- The organization's role as a leader in the arts is valued.
- A brand and marketing plan is solidified and integrated.
- · A public art master plan is created.
- · Access growth is demonstrated.
- · Funding is designated for public art.
- · Public trust is elevated.
- Private fundraising is expanded and endowment is realized.
- Risk management plans are implemented.
- · Grantees' needs are addressed.
- A community engagement plan is implemented.
- Arts organizations' boards are engaged and effective.
- The artist and audience connection is strengthened.
- Knowledge is expanded across grantees.
- The organization is widely recognized as a leader in DEI best practices.

## Long-term Outcome

GCAC is the

trusted voice

is considered

for the arts

in Franklin County and

critical to

progress.

community

# esources are

**Impact** 

Grantees are supported and resilient.

Audiences are engaged and inspired.



### Vision

A thriving Columbus where the arts matter to all of us.

**External Influencers:** Economy, elected officials, political climate, corporate leadership, social distancing measures, population and demographic shifts, and philanthropic priorities.