

COPPER COUNTRY COMMUNITY ARTS COUNCIL STRATEGIC PLAN 2022-2024

CCCAC CORE VALUES

- We promote local art and artists
- We are open to the entire community
- We maintain high standards of artistic quality and acumen
- We actively participate in the local economy
- We encourage ownership and patronage of the arts
- We demonstrate the importance of the arts in the fabric of life
- We seek to broaden our engagement with LGBTQ, BIPOC, Veterans, Disabled, and other underserved people

CCCAC VISION STATEMENT

A financially self-sustaining arts organization that is highly visible, highly regarded, and ever-evolving

CCCAC MISSION STATEMENT

Fostering an Environment Where the Arts and People Grow Together

The CCCAC has six lines of business, outlined below, which guide our strategic planning model.

1. ART SALES

ARTISTS MARKET SALES GALLERY and KERREDGE GALLERY

Purpose: To encourage and support professional as well as new and developing artists with venues to showcase, market and sell their work.

Goal: To increase sales and visibility using social media platforms, an advertising campaign, special promotions, and website links with artists.

Action	Timeline
1. Maintain high quality inventory, seek out new artists, create fresh displays, and monthly artist features.	Ongoing
2. Increase annual sales by 10%	Ongoing-Seasonal Targets
3. Gallery Improvements <ul style="list-style-type: none"> a. New display case b. Install wood window display ledges c. Decals for windows 	When?

2. EDUCATION & OUTREACH

Purpose: To offer foundational classes at the beginning and intermediate level for people of all ages and provide free opportunities to explore and learn about the arts through gallery talks, demonstrations, slide presentations and Art2Go Kits.

Goal 1: To expand our number of students, visitors and members through in person events and social media events, and collaboration with other organizations.

Action	Timeline
1. Conduct seasonal classes	<ul style="list-style-type: none"> ● Spring Classes, Catalog-February ● Summer Classes, Catalog-May ● Fall Classes, Catalog-August
2. Host Monthly Exhibitions in Kerredge and Youth Galleries. Including opening receptions and gallery talks.	<ul style="list-style-type: none"> ● Monthly except for January and December
3. Demonstrations & slide presentations	<ul style="list-style-type: none"> ● Ongoing year round
4. Develop & distribute FREE Art2Go kits for area youth	<ul style="list-style-type: none"> ● Biannually or Quarterly
5. ART IS Instagram Scavenger Hunt	<ul style="list-style-type: none"> ● Annually in the Fall
6. Something to collaborate with other orgs.	
7. Work with the City of Hancock to create and install an outdoor exhibit of CCCAC Permanent Collection around the City	<ul style="list-style-type: none"> ● Summer 2022

Goal 2: Highlight Letterpress Studio

Action	Timeline
1. Host Artist-in-residence program <ol style="list-style-type: none"> Contact artists Determine scope & length Secure lodging 	<ul style="list-style-type: none"> ● Program planning February 2023 ● Program runs Summer 2023
2. Develop interpretive materials and training program for informative tours of the studio	<ul style="list-style-type: none"> ● Was this done in 2020-2021 with MHC grant? If so what is a new goal?

Goal 3: Highlight Clay Studio and provide an adequate and safe working space for clay co-op members and students.

Action	Timeline
1. Annual studio clean up performed by clay co-op members	<ul style="list-style-type: none"> ● When? What month?
2. Order tools and supplies	<ul style="list-style-type: none"> ● Ongoing as needed
3. Conduct a pottery fundraiser in the sales gallery to support the studio	<ul style="list-style-type: none"> ● Ongoing year round

3. MEMBERSHIP

Purpose: To grow and expand our membership base to bring the arts to more members of our community and to provide a base income for daily operations of the CCCAC,

Goal: form a Membership Committee, identify a chairperson, explore new ways to grow the number of members with a goal of \$16,000 for 2022 membership, \$17,500 for 2023 and \$19,000 for 2024

1. Form a Membership Committee and hold regular meetings	<ul style="list-style-type: none"> ● February 2022
2. Annual Membership Campaign Starts with a Newsletter mailing, which includes article, membership form & return envelope	<ul style="list-style-type: none"> ● Annually, October 1
3. Board Sponsored Event-Party with the Arts	<ul style="list-style-type: none"> ● Annually, November
4. Membership table at various events including Parade of Confections, Party with the Arts, Poor Artists Sale, etc	<ul style="list-style-type: none"> ● February, November, December and as needed
5. Spring Sweep which includes a mailing with a special Letterpress printed card	<ul style="list-style-type: none"> ● Annually, April
6. Provide member incentives including <ol style="list-style-type: none"> a. discounts on class fees, b. Member Days percent off in gallery 	<ul style="list-style-type: none"> ● Discount on classes-year-round, Member Day annually in December, PAS in December

c. Early admittance to Poor Artist Sale	
7. Create a youth membership option a. Quarterly kids newsletter b. Discounts on classes	<ul style="list-style-type: none"> ● Planning Fall of 2022, starting 2023
8. Develop Business Membership Incentives & Grow Business Membership	<ul style="list-style-type: none"> ● Planning in 2022, starting in 2023

4. FUNDRAISING

Purpose: To help fund daily operations of CCCAC in addition to special events and activities.

Goal: The Fundraising Committee will continue to raise the bar on the quality and creativity of the events, increase attendance while keeping costs low to raise money to meet the needs of the organization.

Event/Cost	Timeline
1. Parade of Confections Cost of Event a. Facility Rent b. Printing c. Advertising d. Musician e. Refreshments f. Staff Time (hours estimate?)	<ul style="list-style-type: none"> ● Event held Annually in February, except in 2022 due to Covid-19 Pandemic
2. FiberRama Cost of Event a. Advertising b. Staff time (hours?) c. Volunteer time (hours?)	<ul style="list-style-type: none"> ● Annually in March
3. Online Charity Auction Cost of Event a. Auction platform b. Advertising c. Staff time (hours?)	<ul style="list-style-type: none"> ● May 2022 to replace Parade of Confections.
4. Best Hat Ever Boat Cruise Cost of Event a. Board member volunteer time b. Volunteer bakers c. Printing	<ul style="list-style-type: none"> ● Annually in October

<ul style="list-style-type: none"> d. Advertising e. Staff time (hours?) 	
<ul style="list-style-type: none"> 5. Poor Artists Sale Cost of Event <ul style="list-style-type: none"> a. Facility rent b. Printing c. Advertising d. Staff time (hours?) e. Volunteer time (hours?) 	<ul style="list-style-type: none"> ● Annually in December
<ul style="list-style-type: none"> 6. 6 x 6 Canvas Drawing Cost of Event <ul style="list-style-type: none"> a. Canvases b. Printing c. Advertising d. Refreshments e. Musician f. Staff time (hours?) 	

5. GRANTS

Purpose: Pursue grant opportunities to fund CCCAC operations and projects.

Goal 1: Apply for Michigan Arts & Culture Council (MACC) grants on an annual basis, seek out and apply for other public and private grant opportunities including but not limited to MACC Operational Support, Professional Development, Keweenaw Community Foundation.

Goal 2: To coordinate, promote and manage the mini grant program and provide technical assistance.

Grant	Timeline
<ul style="list-style-type: none"> 1. MACC Regranting: Regional Services Agency administration of mini-grant program serving the six Western UP counties. Grant Programs include: <ul style="list-style-type: none"> a. Arts Projects, b. Professional and Organizational Development, c. School Grants: Trek and Arts Equipment & Supplies. Goal: to coordinate, promote and manage the mini grant program and provide technical assistance. 	<ul style="list-style-type: none"> ● Annually set by MACC
<ul style="list-style-type: none"> 2. Facade Grant 	

What Else?	
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6. FACILITY

Purpose: To maintain and improve the CCCAC building ensuring a safe & healthy environment for staff, volunteers, patrons, tenants and community.

Goal: To improve the function and aesthetics of the building to provide an artful and inspiring experience for all, and to become a primary attraction for visitors to the City of Hancock and surrounding area.

Action	Timeline
1. Install new facade on the sides and rear of building	<ul style="list-style-type: none"> • End of 2024 pending grant funding and capital campaign
2. New signage for the building	<ul style="list-style-type: none"> • Fall 2022 via which grant?
3. Replace 2 front windows and back doors	<ul style="list-style-type: none"> • Fall 2022 via which grant?
4. Continue maintenance and general improvements	<ul style="list-style-type: none"> • Ongoing as needed
5. Leased space-keep contracts and agreements up to date	<ul style="list-style-type: none"> • Current contract will be revisited on ?

7. FUTURE OPPORTUNITIES

Purpose: Continue our Mission and celebrate the arts in aiding other entities to achieve their creative goals.

Goal 1: Work with the City of Hancock on planning for the future of the Celtic House.