

Art belongs everywhere
and to everyone.



Forest Grove Public Arts Commission
Strategic Plan 2019—2021

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Public Art at Library by Adelante Chicas Youth



Tres Novem By Ben Dye, Acquisition 2016

Current Members of Forest Grove Public Arts Commission

Chair

Dana Eytzen
Photographer
Community Member Since 1984

Amy Callahan Tracewell
Pacific University, Advancement
Community Member Since 2016

Vice Chair

Pat Truax
Teacher
Community Member Since 1969

Colleen Winters, Staff Liaison
Forest Grove City Library Director

Tom Gamble, Staff Liaison
Parks and Recreation Director

Secretary

Emily Lux
Beaverton School District, Artist and
Art Educator
Community Member Since 2008

Thomas Johnston, Council Liaison

Kathy Broom
Substitute teacher for FGSD
Community Member Since 1977



Booth at Farmer's Market, downtown Forest Grove

Laura Frye
Music Educator
Community Member Since 1964

Michael Goetzke
World Wide Technology, Sales
Community Member Since 2016

Kathleen Leatham
Senior Development Resources,
Owner
Community Member Since 2000

Linda Taylor
All Together Now, Director
Cohousing Developer
Community Member Since 1996



Fused Glass by Bill Zuelke, Meet the Artist Dinner

About the Process

We adopted a methodology called Strategic Planning in Nonprofits (SPiN) developed by Washington Nonprofits and supported by the Satterberg Foundation. This process involves three phases: Organize (prepare and listen), Imagine (envision and plan), and Launch (execute and evaluate).

We used stakeholder feedback from 2014 to inform our listen phase under organize. We held one workshop session in our regular meeting in order to work through our SWOT analysis using the feedback we had received. We then we launched into three work sessions at various members' houses. We followed the SPiN methodology, utilizing the work sheets provided and available online. We then took a draft to the commission for review, made the revisions and formally adopted this plan in 2018.



Guests create their own fused glass masterpiece, Meet the Artist Dinner

Susan Curington, Meet the Artist Dinner

SWOT Analysis

	Positive	Negative
Internal	<p>Strengths</p> <ul style="list-style-type: none"> Many Ideas Commitment/Loyalty Knowledge/History Invested group of volunteers, some for many years Strong link to city staff Mini grants are a great community resource 	<p>Weaknesses</p> <ul style="list-style-type: none"> Not enough money Lack of public awareness Lack of follow through No articulated vision Need more do-ers Lack of social media presence Poor communication and demonstrated collaboration with other groups No way to assess ideas and to implement Lack of committee diversity
	Positive	Positive
External	<p>Opportunities</p> <ul style="list-style-type: none"> Proximity to Pacific Lots of talent in Forest Grove Potential to partner with Valley Art Chalk art festival has regional appeal Further strategic engagement at farmer's market Lots of open store fronts Wineries in the area are abundant A lot of collaboration partners exist Connections possible regionally Completion of Foundation development 	<p>Challenges</p> <ul style="list-style-type: none"> Lack of external funding/internal Lack of attendance at events Not enough venues Weak link to school district A lot of fundraisers and competition for funds No mechanism to secure grant funding No public arts master plan Limited understanding of best practices Stronger connection to cultural diversity needed

Mission and Values

The Forest Grove Public Arts Commission believes that art in all its forms is a powerful force for good in our community. As a resident or visitor, music, theater, dance, literary arts, fine arts and crafts can enhance and enliven your connection to Forest Grove and its people.

We recognize that age, income, language and culture can present barriers to participation in art. Thus, we proactively work to reduce barriers, celebrate diversity and inclusion, and provide free access to art for all people.

We believe that collaboration is essential to becoming a vibrant, artistic, creative community. We actively seek to collaborate with other artists and organizations to further our mission.

Our mission is simple:

Art belongs everywhere and to everyone.

We hope to achieve this mission through focusing on the following strategic priorities over the next three years:

1. Host and support signature events
2. Identify local artists and promote their work
3. Ensure a healthy organization



Bilingual Music Performance by Mona & Ryc



Strategic Priority 1

Host and support signature events.

Celebrating and connecting artists and potential patrons in the community in an effort to increase artists' visibility and also raise money and awareness of the Public Arts Commission.

Objective	2019	2020	2021
<p>Pop-up Shows Develop and implement a plan to produce pop-up art shows. These shows will celebrate a diversity of artists and mediums and increase public awareness of the variety and breadth of art in our community.</p>	Develop plan	Implement	Implement
<p>Art Bizarre Continue to hold an art show which features vendors selling their art.</p>	1 per year	1 per year	1 per year
<p>Mural Festival Develop and implement a plan to produce a mural festival which would feature murals being created concurrently, with multiple locations and artists.</p>	Develop plan	Secure partners	Implement
<p>Outdoor Rotating Gallery Develop and implement a plan to construct several locations that will feature rotating displays of local art.</p>	Develop plan	Secure partners	Implement



Strategic Priority 2

Identify local artists and promote their work.

Work to identify and cultivate the work of local artists and celebrate art within our community.

Objective	YR 1	YR2	YR3
<p>Featured Artist Develop and plan and implement a mechanism to promote a local artist through a variety of channels.</p>	Develop plan	4 per year	6 per year
<p>Sponsor Artistic Performances/shows Develop and implement a plan to sponsor local art shows or events.</p>	Develop plan	1 per year	1 per year
<p>Professional Development Develop and implement a plan to support artists in their professional development.</p>	Develop plan	Implement	Implement
<p>Mini-Grants Continue to support local art groups and their projects.</p>	Min. 5 per year	Min. 5 per year	Min. 5 per year



Strategic Priority 2 Continued

Objective	YR 1	YR2	YR3
<p>Increase Social Media Presence Promote throughout the year in order to increase visibility, awareness and attendance.</p>	<p>Promote 4 items</p>	<p>Promote 4 items</p>	<p>Promote 4 items</p>
<p>Advertising Campaign Develop and implement a plan to advertise local art within the community using our mission.</p>	<p>Develop plan</p>	<p>Implement</p>	<p>Implement</p>
<p>Art Walk Continue to host and promote art walks.</p>	<p>Promote 4x</p>	<p>Promote 4x</p>	<p>Promote 4x</p>



Strategic Priority 3

Ensure a healthy organization.

Work to ensure the Public Arts Commission has the money and human resources necessary to accomplish its goals, to be viable, and to grow according to our strategic plan.

Objective	YR 1	YR2	YR3
<p>Foundation Development Apply for foundation status and maintain a good working relationship in order to support more art projects.</p>	Apply	Support	Ongoing support
<p>Apply for Grants Secure at least two grants per year including CEP funding.</p>	2 grants	2 grants	2 grants
<p>Secure City Funding and Support Develop and implement a plan to secure additional funding streams in partnership with the city.</p>	Develop plan	Engage Stakeholders	Implement
<p>Volunteer Management Develop and implement a plan to create a sustainable volunteer base.</p>	Develop plan	Implement	Implement



Strategic Priority 3 Continued

Ensure a healthy organization.

Work to ensure the Public Arts Commission has the money and human resources necessary to accomplish its goals, to be viable, and to grow according to our strategic plan.

Objective	YR 1	YR2	YR3
Complete Annual Budget Develop and use an annual budget.	Develop & Deploy	Develop & Deploy	Develop & Deploy
Meet the Artist Events Continue to organize these events.	Min. 1 per year	Min. 1 per year	Min. 1 per year
Manage and Promote City Collection Manage and promote the city's art collection.	Inventory	Inventory, promote	Inventory, promote
Art Acquisition Develop and implement a plan to acquire new public art.	Develop plan	Raise funds, implement	New Art Installed
Update Literature and Collateral Update all literature.	As needed	As needed	As needed



Summary

It is our hope that by presenting our three-year strategic plan, the Forest Grove Public Arts Commission can mobilize, galvanize, and act as a catalyst for access to art in the Forest Grove and surrounding communities. We believe that exposure to and understanding the arts is key to developing qualities of responsible citizenship.

This plan belongs to all of us and we are grateful for the many citizens who helped by attending events and sharing their wisdom.

For, truly, Art Belongs Everywhere and to Everyone.



Strategic Priority Area									
Signature Events									
Celebrating and connecting artists and potential patrons in the community in an effort to increase artists' visibility and also raise money for PAC.									
Objective	YR 1	YR 2	YR 3	PAC Point Person	Ways to Measure				
Pop up shows	Develop a plan	Implement plan	Implement plan	Emily, Kathleen	Plan developed, satisfaction of participants, # of artists engaged, # of attendees, diversity of shows, diversity of attendees				
Art Bizarre	1 per year	1 per year	1 per year	Amy	# of artists, satisfaction of participants, # of attendees, diversity of artists, diversity of attendees				
Mural Festival	Develop a plan	Secure partners	Implement plan	Kathleen, Dana, Emily, Linda	Plan developed, # of partners, # of artists, # of volunteers, diversity of artists and locations				
Outdoor Rotating Gallery	Develop a plan	Secure partners	Implement plan	Pat, Amy, Kathleen, Dana	diversity of artists and community members, satisfaction of artists				

Strategic Priority Area								
Identify Local Artists and Promote Work								
Identify and cultivate the work of local artists and celebrate art within our community.								
Objective	YR 1	YR 2	YR 3			PAC Point Person	Ways to Measure	
Artist of the Month feature	Develop a plan	4x per year	6x per year			Emily, Laura	# of artists, diversity of artists, diversity of audience reached	
Sponsorship of artistic performances	Develop a plan	1x year	1x year			Laura	# of events sponsored, attendance at events, amount of sponsorship dollars given away	
Professional Development Opportunities	Develop a plan	Implement plan	Implement plan			Dana, Kathleen	# of artists receiving support, amount given away, diversity of artists	
Mini-Grants	Minimum 5 per year	Minimum 5 per year	Minimum 5 per year			Linda, Kathy	amount given out, # of grants, diversity of artists, diversity of applications	
Increase social media presence	Promote 4 items per year	Promote 4 items per year	Promote 4 items per year			Michael	# of events, views, likes, shares	
Advertising Campaign	Develop a plan	Implement plan	Implement plan			Amy, Michael, Dana	Money spent, engagement and statistics, # of volunteers	
Art Walk	Promote 4x per year	Promote 4x per year	Promote 4x per year			Linda	diversity of participants, # of walks, # of attendees, # of volunteer hours	

Strategic Priority Area					
Organizational Health & ongoing business					
Work to ensure the PAC has the money to accomplish its goals and to be viable and to grow according to strategic plan.					
Objective	YR 1	YR 2	YR 3	PAC Point Person	Ways to Measure
Foundation development	Apply	Support	Ongoing support	Kathleen, Pat	Successful, funded projects
Apply for Grants	1 grant	1 grant	1 grant	Amy	Amount raised, # of grants, # of applications
Secure city funding	Apply for CEP funds, develop a plan	Apply for CEP funds, engage stakeholders	Apply for CEP funds, implement plan	Amy, Kathleen	Source of funds, amount raised
Volunteer management	Develop plan	Implement plan	Implement plan	Laura	# of volunteers, # of volunteer hours, diversity of volunteers
Complete Annual Budget	Develop and deploy	Update and deploy	Update and deploy	Amy	Revenue gain or loss
Meet the Artist Events	Minimum 1 per year	Minimum 1 per year	Minimum 1 per year	Linda, Kathleen, Dana	# per year, amount raised for PAC, # in attendance, diversity of art forms, diversity of attendees, diversity of artists, artist satisfaction
Manage and Promote city collection	Inventory	Inventory and promote	highlight artists		
Acquisition of Art	Develop a plan	Raise funds and implement	New art installed	Kathy, Kathleen, Dana	Plan developed, amount raised, diversity of applicants
Update Literature and coloring book	Update and print as needed	Update and print as needed	Update and print as needed	Dana	Cost, amount distributed