



Venice Art Center Two-Year Strategic Plan 2018-19

Approved by Venice Art Center, Inc. Board of Directors on 11/13/17

Our Mission:

“The Mission of the Venice Art Center is to provide cultural resources to the community and encourage the knowledge and appreciation of visual arts in all of its forms.”

Our 5 Most Important Audiences:

Donors, volunteers, members, nonprofit and for profit partners, Board of Directors and Staff.

Description and Strengths:

The Venice Art Center is the premier art center in the heart of Venice, Florida. It is an art and cultural destination offering a strong sense of community. The center features venues for the display of art and culture, hosts concerts and events, and collaborates with other organizations to create citywide public arts projects.

The center offers over 500+ year-round classes, workshops, and demonstrations for adults and children in virtually every visual art medium as well as a children’s summer camp. The center has a membership of over 1,400 art enthusiasts and a base of 325 dedicated volunteers. We serve over 1,800 adult students and 200 students under the age of 19 annually.

In 2017 we completed a Capital Campaign in which we expanded our building to accommodate two new classrooms and create a space that will allow us to offer 100 additional classes. This also provides the center with additional long term sustainable income.

We present 11 new and innovative exhibits annually that include opening receptions that are free to the public. The gallery is open Monday through Saturday from 9am to 5pm for additional viewing. The full service “**Art Caffe**” has become a popular dining spot for visitors who want exceptional food in a beautiful and relaxing environment.

The center collaborates with many local organizations to host and support fundraisers, concerts, performances, lectures, and many community and private events. Our focus is to bring art of all forms to the community and make the city of Venice a cultural destination.

We welcomed over 46,000 visitors in 2016. The center is active on Facebook, send out regular email blasts, and our website VeniceArtCenter.com, offers online class registration and a calendar of events.

The Venice Art Center is ideally located a few blocks south of West Venice Avenue at 390 Nokomis Avenue on Venice’s Cultural Campus, which includes the Venice Community Center and the future William H. Jervy Jr. Venice Public Library.

2018-19 Venice Art Center Strategic Plan

Organizational Goals	Strategies	Outcomes	Person(s) Responsible	Final Deadline
<i>Outreach, Collaboration and Marketing</i>	<ol style="list-style-type: none"> 1. Raise awareness about the events and programs at VAC through public appearances, social media and advertising 2. Create promotional material 3. Continue collaborations with other organizations 	<i>Measure:</i> - attendance - surveys	Staff Board of Directors	1/31/19
<i>Program Exhibition</i>	<ol style="list-style-type: none"> 1. Schedule 11-12 unique exhibitions annually with opening receptions at no cost to the community 2. Increase sales and entry numbers through marketing 	<i>Measure:</i> - attendance	Staff Board of Directors Exhibition Committee	1/31/19
<i>Expanding Classes</i>	<ol style="list-style-type: none"> 1. Find additional instructors, promote classes, increase class attendance, and create additional offerings of the highest quality to children and adults 2. Increase class income 	<i>Measure:</i> - number of students enrolled - class income - surveys of class satisfaction	Staff Board of Directors Education Committee	1/31/19
<i>Financial Resources</i>	<ol style="list-style-type: none"> 1. Increase donor development 2. Increase gallery sales, class sales and fundraising revenue 3. Reestablish the grants committee 4. Submit additional new grants 5. Submit collaborative grants 6. Create legacy giving program 7. Long term financial planning 	<i>Measure:</i> - revenue	Staff Board of Directors Finance Committee	1/31/19
<i>Public Arts Project</i>	Create a citywide temporary public arts project in the City of Venice and increase fundraising income	<i>Measure:</i> - income - sponsorships - collaborations - attendance at related events	Staff Board of Directors Committee Artists	1/31/19