



# **Plateau Creative Arts Center Long Range Plan**

2025 - 2029



## ***Long Range Planning Committee members***

Manuel Marti, Art Guild President

Susan Midelton, Ways and Means Grant Writer

Twyla Marti, Exhibits Coordinator

Dale Soblo, Studio Manager

Wayne Schobel, Trustee



## ***Plateau Creative Arts Center Mission Statement***

*Our mission is to present art through education, exhibitions, and participation in community outreach events by providing services to Cumberland County residents, visitors, students, and local artists.*



## *Goals*

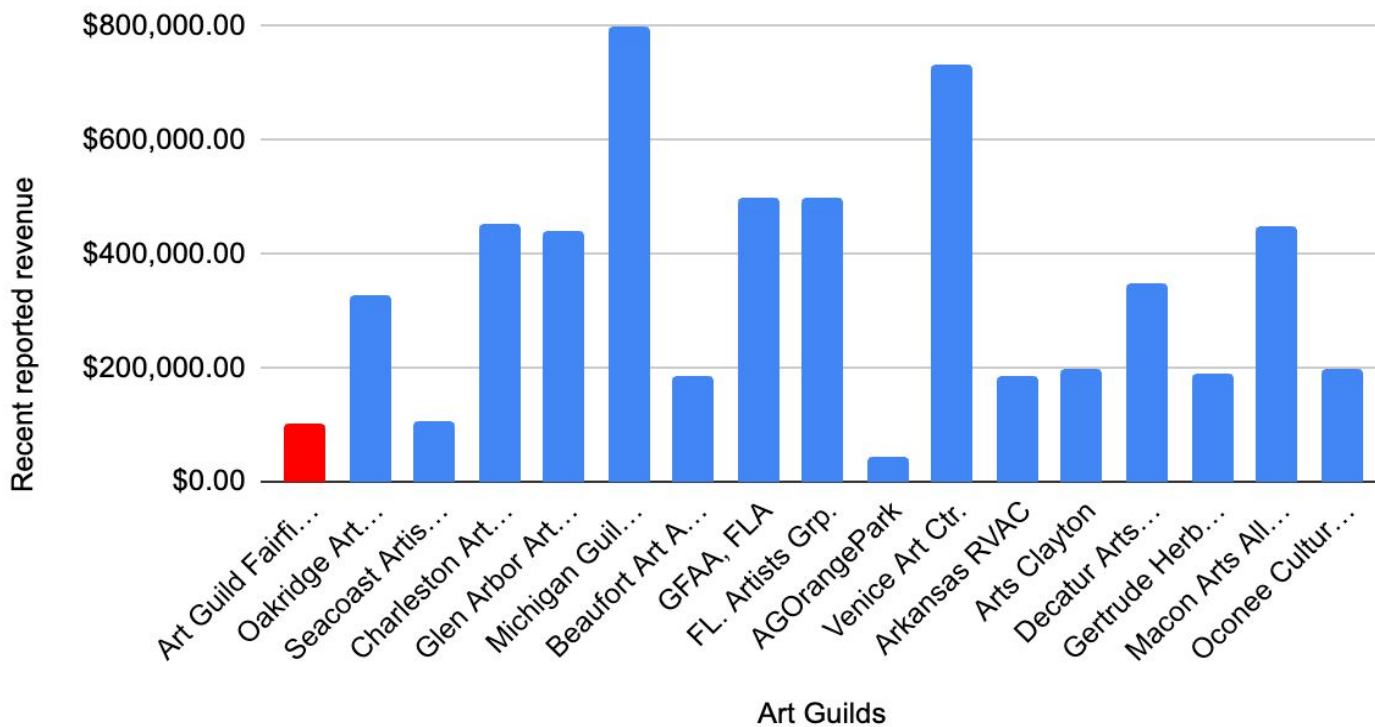
- Develop future expansion plans for artistic programs.
- Build community engagement.
- Ensure financial stability.
- Build board, staff, volunteers and trustees for succession and success.
- Acquire and incorporate technology for online membership services, exhibit and event registration.
- Build membership and membership retention.



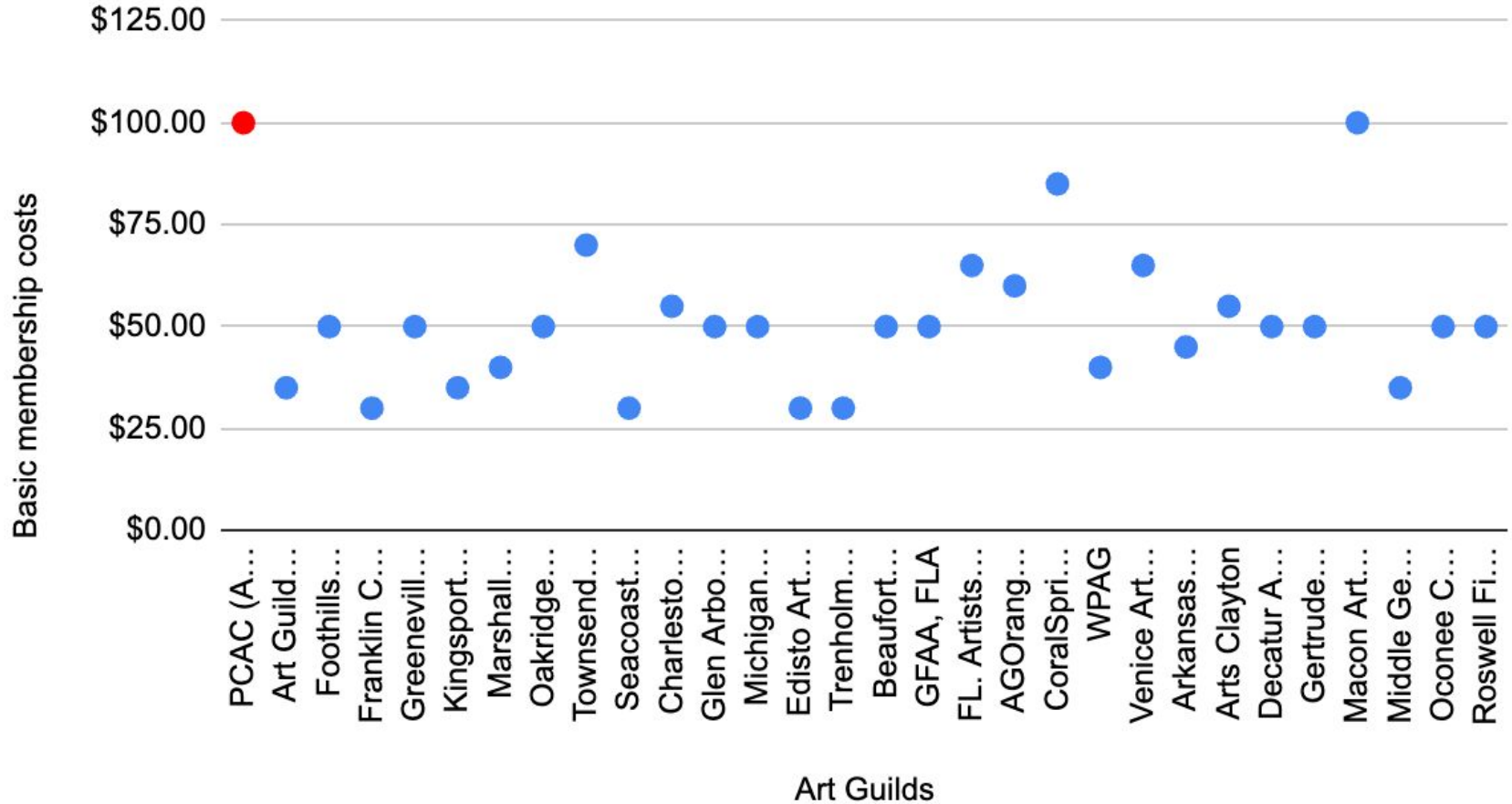
## ***Internal and External Analysis***

- 33 Art Guilds from 5 states were studied.
- ProPublica Nonprofit Explorer, Art Guild websites and interviews with Art Guild leadership and in person visits were all utilized to gather information.
- Kaiser's, *Strategic Planning in the Arts, A practical Guide*.

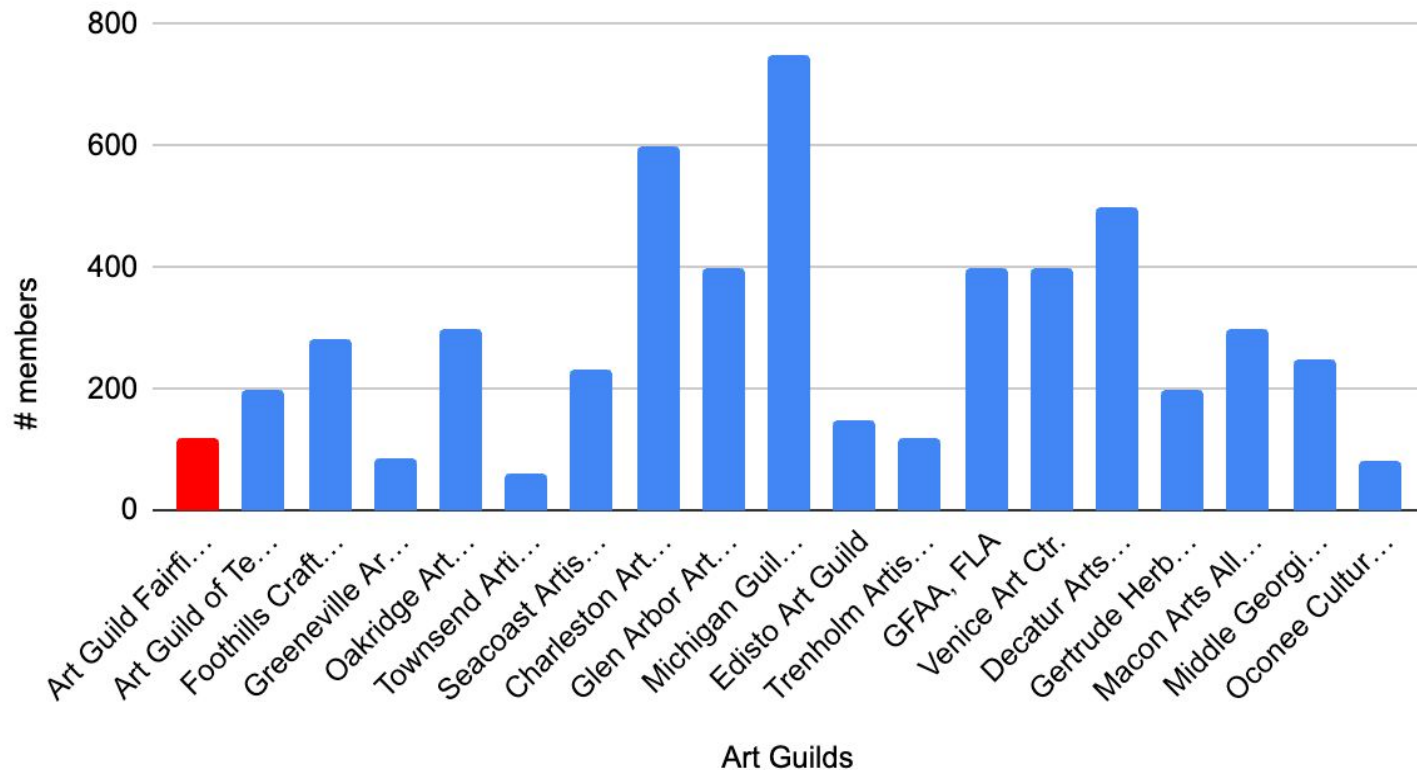
## Recent Reported Art Guild Revenues

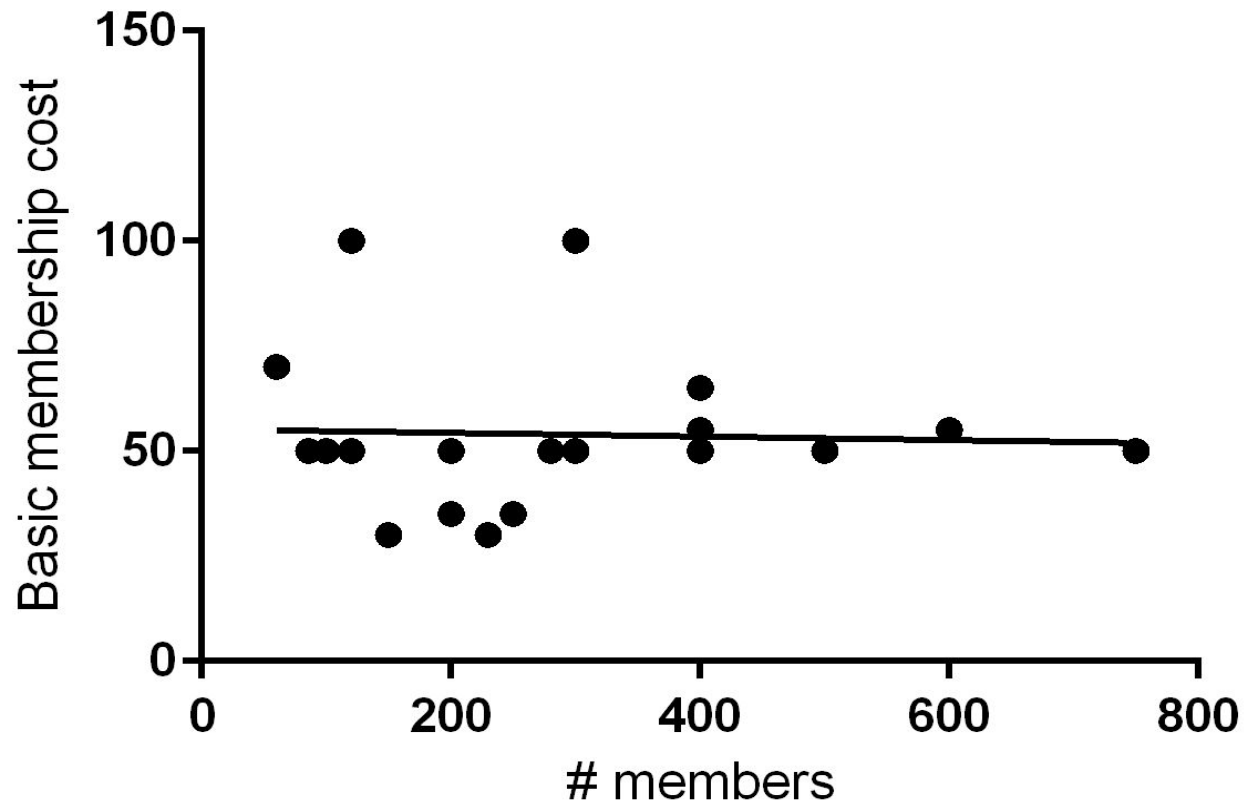


# Basic art guild membership costs

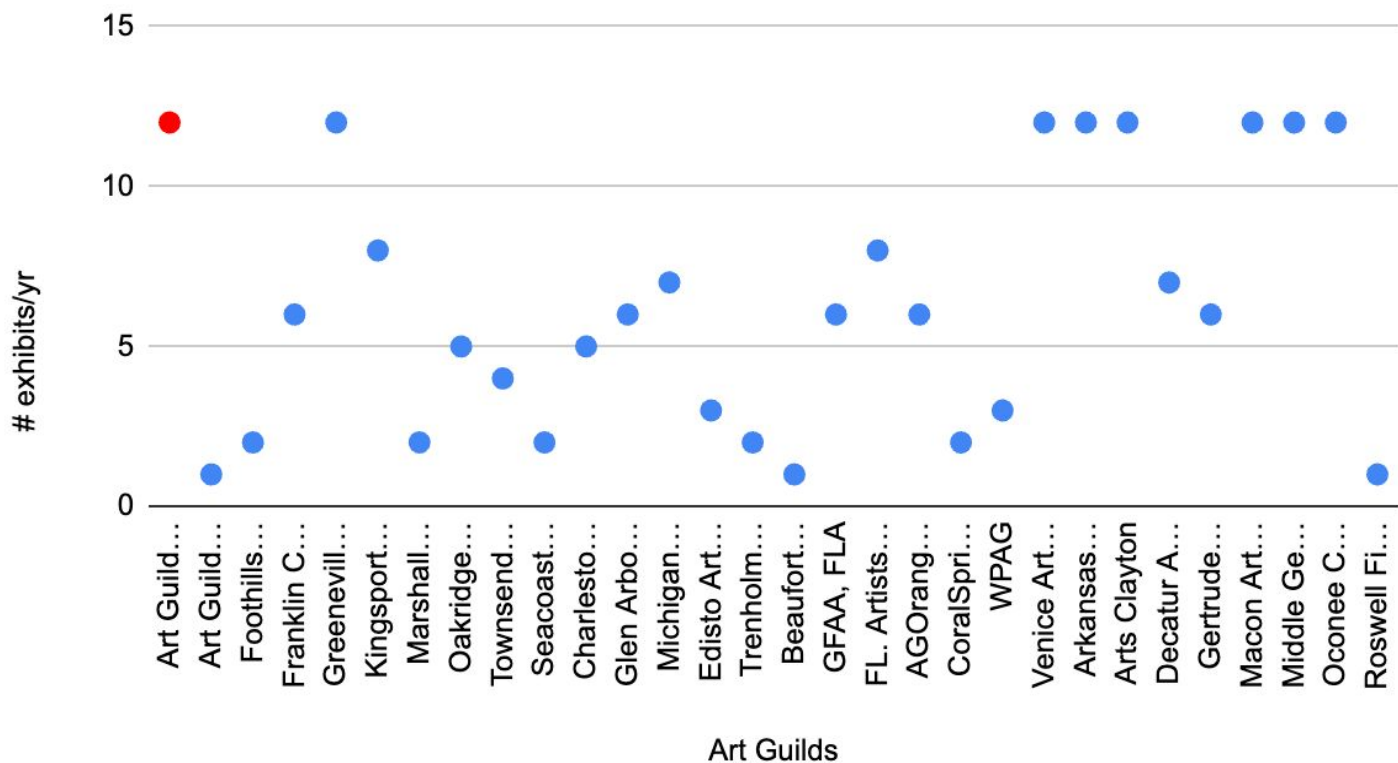


## Number of Members for each Art Guild

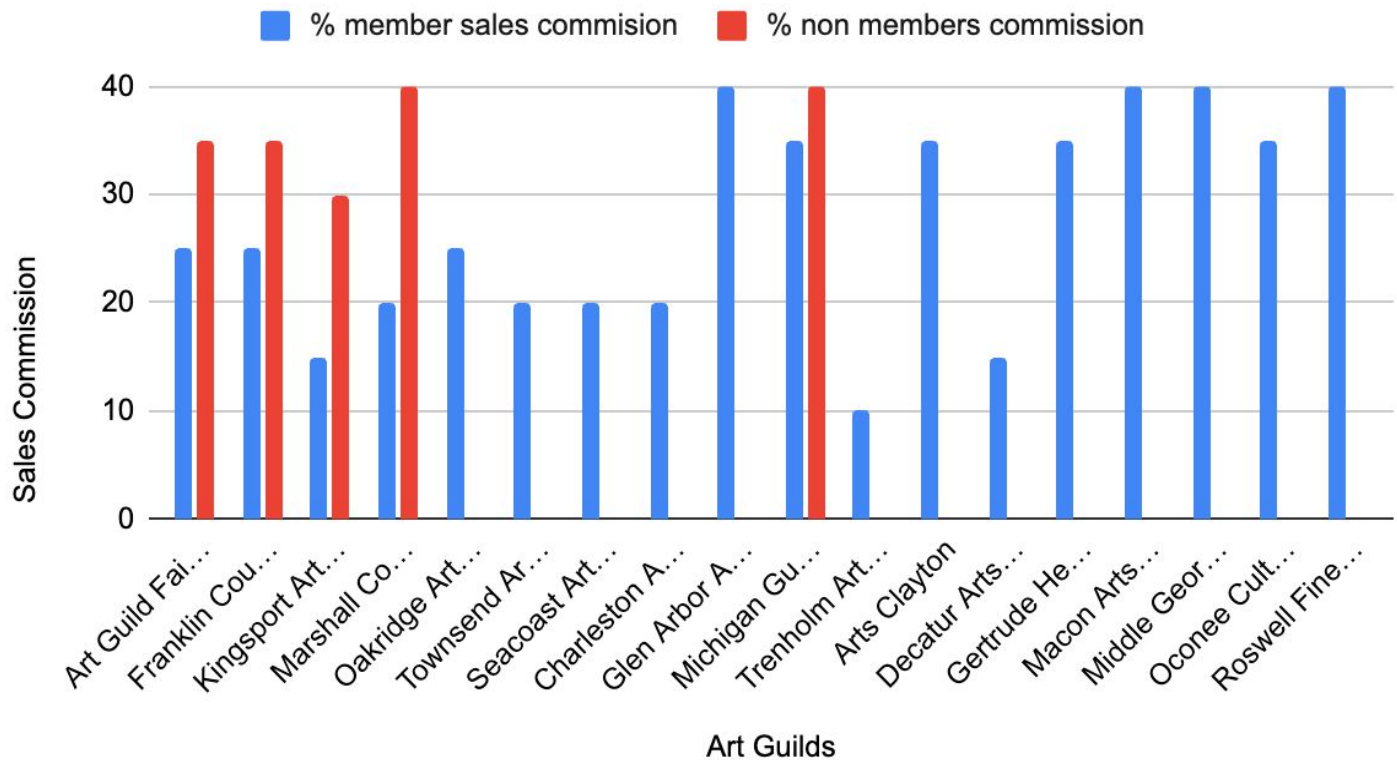




## Number of Exhibits held per year for each Art Guild



## Percent Member and Non-Members Sales Commission

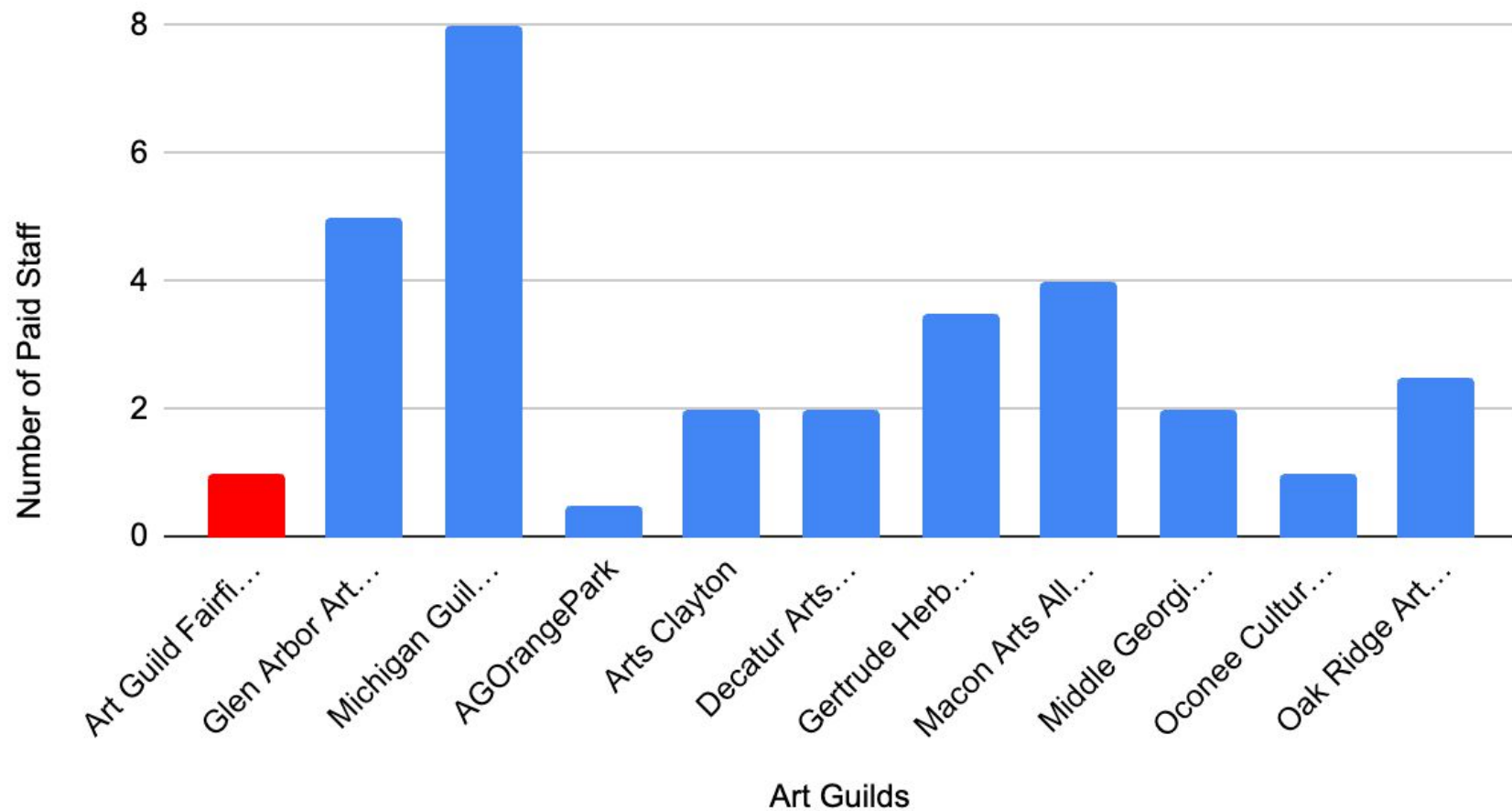




## ***Educational Programing***

- Class offerings vary widely among Art Guilds.
- Of the 33 Art Guilds studied 21 have some kind of educational programing.
- From interviews it is apparent that arts education is highly dependent on the availability of qualified instructors.
- PCAC had 47 adult classes offered over the past year.

# Number of Paid Staff per Art Guild





## ***Strategies, Implementation Plan and Recommendations***

- Based on the Internal and External Analysis 76 strategies are suggested for implementation.
- Many strategies are already employed at the PCAC.
- Implementation will be considered in a holistic way with a committee approach.
- Priority strategies are recommended.



## ***Goal: Develop artistic programs***

- Expand class offerings and participation.
- Utilize technology to leverage arts programming.



## ***Goal: Build community engagement***

- Upgrade monthly Newsletter.
- Establish a Marketing Committee.
- Build outreach programs.



## ***Goal: Ensure financial stability***

- Define/Revise our fund-raising activities and events.
- Find sponsorships for both the Art Center and specific programs or events.



## ***Goal: Build board, staff, volunteers and trustees***

- Build board, staff, volunteers and trustees for succession and success.
- Develop task descriptions for staff, committee coordinators, trustees and volunteers.
- Recruit trustees.



## ***Goal: Acquire and incorporate technology***

- Acquire and incorporate technology for online membership services, exhibit and event registration.
- Produce electronic membership services, classes signups & reporting, and event forms.
- Continue to build website layout & contents.



***Goal: Build membership and membership retention***

Review membership types and fees.



## *The Way Forward*

- PCAC is extraordinary by any metric.
- PCAC is largely a volunteer-run organization.
- Staffing issues, both volunteer and paid, play a crucial role in success.
- The greatest asset are the dedicated volunteers that believe in the power of visual arts to enrich our community.



## ***AGFG Long Range Plan, 2025- 2029***

Please review the Working Draft Plateau Creative Arts Center Long Range Plan, 2025- 2029 by clicking [here](#).

After reviewing the plan provide your comments by completing the PCAC Long Range Plan, 2025 - 2029 survey by clicking [here](#).

Board members please complete the survey by October 16.

General member please complete the survey by October 31.



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