



Strategic Plan

2016-2018

**Wimberley Valley Arts and
Cultural Alliance**

**Approved by the Board of
Directors**

June 6, 2016

MISSION STATEMENT

The Wimberley Valley Arts and Cultural Alliance promotes a vibrant cultural arts community through appreciation, collaboration and education.

GOAL I: Create and nurture signature events to build recognition for Wimberley Valley Arts and Cultural Alliance (WVACA).

- 1. Analyze current and past events, and develop criteria to determine future events and participation in opportunities.
- 2. Consider a THIRD THURSDAY Music event, Art in the Streets, and a Dia de los Muertos Parade as we are considering signature events.
- 3. Look at possibility and benefits to both art galleries and WVACA by bringing the Second Saturday Gallery Trail closer under the umbrella of events promoted by WVACA.
- 4. Create a mindset and familiarity with alternative funding sources that do not require local sponsorship or rely on merchants for funding.

GOAL II: Connect art and cultural activities with geography, place, local culture and the beautiful natural environment of the Wimberley Valley.

- 1. Showcase specialized Fine Crafts that use natural materials.
- 2. Consider the region's abundance of streams, rivers, lakes, wildflowers and other natural beauty when planning events and outdoor art exhibits.
- 3. Through the arts, continue to promote the value of the preservation of the unique, beautiful natural environment of the Wimberley Valley.

GOAL III: Create a mentoring program for beginning artists, writers and musicians who live in the Wimberley Valley area.

- 1. In 2017, form a Task Group to explore the creation and design of a mentoring program.
- 2. Strive to make the mentoring program inclusive and diverse.
- 3. Integrate computer technology into as many educational opportunities as possible.
- 4. Ensure that there is a supply of materials for creating art.
- 5. Expose aspiring artists to all forms of art.

GOAL IV: Ensure that a significant portion of the arts and cultural activities of WVACA are accessible (i.e., to youth, elderly, disabled, all income)

- 1. Identify and secure places for art and music events and learning opportunities with a focus on youth. (Ideas: Lions' Field, Community Center, Library, Corral Theatre, Rocky River Ranch, Pioneer Town at 7A, EmilyAnn, Presbyterian Church.)
- 2. Explore a re-invented "Art in the School" program.
- 3. Create venues for public art displays and demonstrations.

- 4. Explore feasibility of a “coffeehouse” for young people that includes the opportunity for music, art, creative writing, drama and other mediums of youth expression (see Obj. 1)

GOAL V: Promote WVACA and its activities to a variety of audiences, including the demographic that can financially support art, music, and cultural activities.

- 1. Ensure that the community at large is informed and regularly reported to regarding activities of this Strategic Plan.
- 2. Engage as much of the community as possible in helping with the implementation of this Plan.
- 3. Determine which marketing efforts get in front of the more affluent who are or may become buyers and collectors of art.
- 4. Determine how to promote Wimberley as a live music destination.
- 5. Engage more writers in involvement with WVACA, and determine best method of reaching people who are avid readers or who are interested in writing or the work of local writers.

GOAL VII: Cultural District

- Revisit the Cultural District Proposal and ensure that the cultural district designation is developed to the advantage of Wimberley Arts.

ACKNOWLEDGEMENTS

The 2016-2018 Strategic Plan for Wimberley Valley Arts and Cultural Alliance was created by a the team of

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