

**BAYOU**  
REGIONAL  
**ARTS**  
COUNCIL

# **STRATEGIC PLAN**

## **2017 - 2020**

### **Background**

The Bayou Regional Arts Council was formed in August of 2015 to serve Terrebonne, Lafourche, Assumption, St. John, St. James, and St. Charles Parishes. We are one of 9 regional arts councils within the state of Louisiana. We are a supportive organization to the artists, arts organizations and arts culture in these communities. We serve as a connector for these communities to each other and to outside resources.

We receive support from the Louisiana Division of the Arts (LDOA). The LDOA uses our organization to communicate information and provide resources to the parishes in our region and they look to us to highlight the arts culture of our region. In this way we are a voice that represents our local arts communities on a larger platform.

We also administer state and local funding through our grant programs; DAF (Decentralized Arts Funding) and PAF (Parish Arts Funding). These grants are available to fund arts related activities that benefit the residents of the parishes that we serve and the arts organizations operating in those parishes.

Currently the organization has a Board of Directors comprised of 7 members and an Executive Director on staff.

## **Our Mission**

Cultivating strong community partnerships to provide diverse opportunities for experiencing and supporting the arts within the area we serve.

## **Our Vision**

Our vision is a community that works together in support of the Arts, where opportunities to participate in the arts are readily available to all and individual artists are valued.

## **Our Values**

We highly value collaboration, sustainability, and the vital role the arts play in creating healthy, thriving communities. We believe opportunities to participate in the Arts should be readily available to the individuals in our communities regardless of socioeconomic status, race, religion, age, gender, sexual orientation, physical or mental ability.

We will achieve these by providing grant opportunities to the artists and arts organizations in the communities we serve, helping to develop the arts programming and arts organizations in the communities we serve and developing local artists by providing them with opportunities and keeping them connected with our larger network.

## **Accomplishments**

Since forming in August of 2015, the Bayou Regional Arts Council has established itself as the regional arts council for region 3 of our state with the Louisiana Division of the Arts and is administering the Decentralized Arts Funding Program for this region.

We are also administering funding from Terrebonne Parish Consolidated Government through the PAF (Parish Arts Funding) program.

We have organized Duckin' Out for the Arts as an annual fundraiser to supplement the support that we receive from the Division of the Arts. This fundraiser has given us the opportunity to engage with our local artists as they create a decoy for us to auction off at the event. The event also highlights the art of decoy carving which is a unique aspect of the arts culture in our area.

We have taken over the gift shop in the Bayou Terrebonne Waterlife Museum and have items by local artists on consignment with 30% of sales going to the Bayou Regional Arts Council and 70% going to the artist.

## SWOT Analysis

<p><b>Strengths</b></p> <p>Qualified Executive Director with a degree in Non-Profit Leadership.</p> <p>Board of directors who work well together and are creative and committed.</p> <p>Good working relationship with LDOA and our grant recipients.</p>	<p><b>Weaknesses</b></p> <p>Establishing our identity within the communities we serve.</p> <p>Only one staff.</p> <p>Ability to raise money.</p> <p>Lack of grant writing experience.</p>
<p><b>Opportunities</b></p> <p>National sources of arts funding.</p> <p>Expanding board of directors to include other sectors of our community.</p> <p>Linking to relevant issues in our community and other existing organizations dealing with those issue. (Ex. adapting to environmental threats, preserving our culture)</p> <p>Expanding the PAF program to the other parishes we serve.</p>	<p><b>Threats</b></p> <p>Uncertainty of state and federal funding.</p> <p>Local economy.</p>

# **Our Goals**

## **Fund Development**

**Goal 1:** Increase Annual Budget by \$25,000

## **Marketing/PR**

**Goal 2:** Develop a marketing plan

## **Programs**

**Goal 3:** Hire CDC

**Goal 4:** Establish a base of volunteers with representation from each of the 6 parishes we serve.

## **Board Development**

**Goal 5:** Bring on 5 new board members that have skills and/or connections that would benefit the organization and work well with our existing board members and board culture.

# Our Plan

**Goal 1:** Increase annual budget by \$25,000

**Strategies:**

- Grants
- Funding sources in other parishes
- Develop 2nd annual fundraiser

**Action Steps:**

- Executive Director apply for all known relevant grants and report back to the board
- Executive Director utilize promotional materials and visit with each CVB of each parish we serve
- Fund Development Committee set time to meet and plan fundraiser (Monique)

**Goal 2:** Develop a marketing plan

**Strategies:**

- Utilize board expertise for a marketing/PR committee
- Seek funding from CVB for printing promotional materials
- Incorporate Le Magasin

**Action Steps:**

- Establish Marketing/PR committee members (Jason, Jen, Michelle)
- Set a time for committee to meet
- Establish a schedule for social media posts

**Goal 3:** Hire CDC

**Strategies:**

- Become familiar with the state requirements
- Set up a time frame for incorporating requirements into work schedule

**Action Steps:**

- Comply with state requirements

**Goal 4:** Establish a base of volunteers with representation from all 6 parishes.

**Strategies:**

- Look to DAF grant panelists from other parishes
- Link with other community action groups
- Build online community

**Action Steps:**

- List the volunteer opportunities that go along with our annual activities (Re-grant programs, fundraisers, membership drive, Le Magasin, Rougarou Vendors)
- Establish a way of disseminating the volunteer opportunities (Social media, email blast, word of mouth)
- Make it fun for the volunteers (thank you's, social media posts, etc.)

**Goal 5:** Bring on 5 new board members who have skills and/or connections that would benefit the organization and who work well with our existing board members and board culture.

**Strategies:**

- Inventory the skills that our board has/lacks
- Board members asses their network of friends and colleagues
- Look to the DAF panelists from the other parishes

**Action Steps:**

- Each board member suggest one or two people who may be interested and appropriate.
- Continue to communicate the work we are doing and what our organization is about.