



**AGENDA
ARTS & CULTURE NASSAU
SUB-COMMITTEE MEETING
OCTOBER 16, 2023
3:00 PM
CITY HALL
2ND FLOOR CONFERENCE ROOM
204 ASH STREET
FERNANDINA BEACH, FL 32034**

- 1. CALL TO ORDER**
- 2. ROLL CALL**
- 3. DISCUSSION**
 - 3.1 Three Year Strategic Plan 2024-2027
- 4. ADJOURNMENT**



All members of the public are invited to be present and be heard. Persons with disabilities requiring accommodations in order to participate in this program or activity should contact the City Clerk at 904-310-3115 or TTY/TDD 711 (for the hearing or speech impaired).

3 YEAR STRATEGIC PLAN



2024-2027

EXECUTIVE SUMMARY

This Strategic Plan has been developed by a special planning committee, made up of Arts and Culture Board members- Penny Reid, Brad Wells, Kim Wild and Richard Restiano. Staff support from the city was provided by Jason Brown.

SITUATION ASSESSMENT

The committee identified the following:

STRENGTHS: Specialty plate revenue. A Universal appeal to the Arts. City staff support.

WEAKNESS: Limited county-wide awareness. Board members tied to arts organizations. Funds.

OPPORTUNITIES: Need to expand to County-wide reach. Accept donations. Leader's Forum.

THREATS: Inadequate long-term funding. Lack of 3–5-year plan. Limited resources.



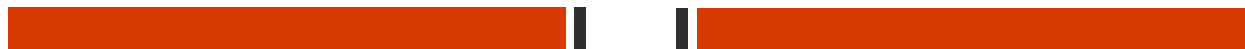
MISSION STATEMENT

To support, enhance and promote the arts throughout Nassau County.

VALUE STATEMENT

Arts and Culture Nassau (ACN) works with all the cities and towns as the recognized Local Arts Agency in the County.

ACN fosters the collaboration of ideas, recommends public art, supports art infrastructure, and events, and provides grants to 501 (c) 3 arts and culture organizations. ACN will be expanding funding sources to increase arts support for the enjoyment of all residents, businesses, and visitors countywide.



WHAT WE VALUE

- Vibrant, healthy, direct communication among the county wide arts and culture organizations and the supporting agencies in towns and cities.
- A high level of service to all residents and businesses.
- Collaboration with the arts and culture leaders, leadership in county and cities, Main Street, CVB, and public and private business partnerships.
- Trust, Transparency and respect among our members and the related agencies of the county.
- Grants supporting senior and youth focused programs.
- The advancement of Public Art in the County.
- Disseminating information that advances the arts in the county to arts and culture organizations.
- Arts opportunities for children of all ages through High School.
- Diversity, equity, and inclusion where everyone enjoys the benefits of active and thriving arts and cultural opportunities.



STRATEGIC GOALS

GOAL 1- SUSTAINABILITY

OBJECTIVES: Board develops 3-year budget. Establish funding committee. Create and implement comprehensive integrated funding plan. Explore process to establish a 501 c (3). Expand funding to \$10K for grants and scholarships.

GOAL 2- RELEVANCE COUNTY-WIDE

OBJECTIVES: Realign current board. Create board members from 5 county districts plus 4 city residents.

Explore and enhance art in education k-12 support.

Generate monthly county-wide publicity. Establish working committees. Confirm why ACN matters.



GOALS 3- IMPACT

OBJECTIVES: Conduct yearly area focus groups in districts. Yearly visit to mayors. Partner with CVB, Main St., Chamber
Add a Wildlight advisor to board. Keep bi-annual Art Leaders Forum. Speak to service groups.

GOALS 4- AWARENESS

OBJECTIVES: Participate in a 2024 countywide event. 200th anniversary celebrations. Arts organizations advertise CAN.
Board support arts plate purchase and actively promotes CAN. Work to accomplish events calendar.
Create events to promote public art installations via competitions and civic and business partnerships

