



SOUTH ARTS STRATEGIC PLAN: 2019-25

MISSION: Advancing Southern vitality through the arts

VISION: The South is home to a broad range of distinct cultural expressions. South Arts embraces a wide array of aesthetic practices as a partner in the development and vitality of Southern communities. We seek to be a force for the arts and communities we serve by fostering impactful programs that encourage the full integration of the arts into all aspects of life.

BELIEF STATEMENT: South Arts believes in the values, policies and practices that ensure that all people are represented in the development of arts policy; the support of artists and arts organizations; the nurturing of accessible, thriving venues for expression; and the fair distribution of programmatic, financial and informational resources. We recognize both the intrinsic value of the arts, and their positive impact on communities.*

GOAL 1: Support the artistic and professional growth and success of artists in the South.

Working artists in the South may or may not consider themselves ‘working,’ or ‘artists.’ For some, their creative expression is rooted in their family or cultural traditions, while others are professionally trained. For some, their work is their primary profession, while for others their work is simply one part of a multifaceted life. South Arts will support and recognize excellent, diverse artists in the South, at varied points in their creative development, as well as innovative practice within traditional and contemporary forms. Providing artists with resources to build and improve their artistic practice, their networks, their visibility and their community connections, both within our region and nationally/internationally, is important in order to allow them to work and remain in the South and serve Southern communities.

GOAL 2: Connect artists and arts professionals in the South to resources that will increase opportunities for success within and outside the region.

South Arts will be a catalyst for convening and connecting people and ideas on multiple levels. As a leading organization in the region, we will represent the interests of Southern artists and arts at the national level. Identifying opportunities and resources, and connecting Southern arts professionals and artists to them, is a key role for us. We

will continue and increase the convening of peer groups and networks, including finding opportunities to capitalize on our existing gatherings to convene others, and accomplish more with each event.

GOAL 3: Advance impactful arts-based programs that recognize and address trends and evolving needs of a wide range of communities in the South.

As South Arts identifies regional or multi-state needs, we will leverage resources, scale up successful programs, efficiently and effectively deliver programs, and support activities with the potential for regional or national impact. We will stay aware of the artists and arts providers whose work can strengthen and enliven these communities. We believe that the power and meaning which are created through arts experiences are a right of everyone living in the South.

GOAL 4: Communicate and celebrate the excellence, innovation, value and power of the arts of the South.

South Arts celebrates and shares the diverse array of art and arts experiences that have existed, and those that are constantly emerging, in the region. We will identify presenters, jurors, curators, arts leaders, influencers, arts consumers, community leaders, and funders, and keep them informed about the excellent work of Southern artists and arts organizations with the goal of expanding the market for Southern arts. We will partner with and build on existing platforms and models, showing the South the best of itself, and showing the world the best of the South.

GOAL 5: Secure and deploy/manage sufficient resources to advance Southern vitality and achieve the strategic goals.

The organization requires the infrastructure to ensure it reaches the four goals above. This includes material support from many sources and Board and staff composition and structure, as well as increased advancement capacity, to support the other four goals. We will nurture a culture of innovation within South Arts.

**Statement adapted from the work of Arlene Goldbard*