

RIVERARTS FIVE YEAR STRATEGIC PLAN

SUMMARY

RiverArts, Kent County's premier community arts center, a vital force in the region, comprised of:

- our Main Gallery, Studio Gallery, Gift Shop, and administrative offices;
- KidSPOT, our children's creativity center;
- Clay Studio, home of pottery classes and open studio; and
- Arts Alive, our education center.

RiverArts is inspired by a strong vision: **To engage the individual and the community with opportunities to create, learn and grow through the arts.**

Our **MISSION** is: **To be the place where the arts meets the community.**

Our activities are guided by our **CORE VALUES**:

- **We believe in building community through the arts.**
- **We value our community of artists, volunteers, members, donors, and our community at-large.**
- **We believe in collaborating with community organizations and business partners in pursuit of mutual goals and richer cultural experiences.**

We have established five major objectives through which we will accomplish our mission:

- **To engage the individual and the community with opportunities to create, learn and grow through the arts;**
- **To promote participation by providing quality art experiences to a diverse community;**
- **To provide life-long learning through art education and appreciation programming for children and their families, youth, and adults;**

- **To build an efficient, professional organizational structure through internal communications, training, policies, procedures, and succession planning; and**
- **To increase visibility of RiverArts through branding and promotion.**

Our work is guided by an **over-arching goal**: to enhance the range and diversity of arts experiences in our area – connecting individuals, families and partner organizations, businesses and artists, and people of all ages and backgrounds. An arts-engaged community not only promotes creativity and sustainability; it helps strengthen the economic viability of the region for a healthy future.