

LYCOMING COUNTY CELEBRATES THE ARTS ALLIANCE

STRATEGIC PLAN FOR THE ARTS ALLIANCE

ROUGH DRAFT

SITUATION ANALYSIS

THE GREATER ECONOMY IS WITHDRAWING SUPPORT FOR THE ARTS.

AS WE SAW AT THE GOVERNOR'S AWARDS, WE HAVE BUILT, WITH ONLY COMMUNITY SUPPORT, AN AMAZING DEPTH OF THE ARTS.

AMERICA'S DEVELOPMENT OF REGIONAL CULTURAL CENTERS, REFERRED TO AS "ART TOWNS" HAS CREATED A TOURIST BRAND.

WE ARE IN A POSITION TO BE AN "ART TOWN" WHICH IS ONE OF THE BEST TOURIST BRANDS IN AMERICA.

OUR ARTS, IN ADDITION TO BEING OUR JOY, HAVE BECOME A POTENTIAL FUTURE ECONOMIC ASSET.

AT THIS TIME THE BEST WAY FOR OUR COMMUNITY TO SUPPORT OUR ARTS AND OUR FUTURE IS TO ENHANCE THE RELATIONSHIP BETWEEN ECONOMIC DEVELOPMENT AND THE ARTS BY CREATING AN "ART TOWN" BRAND.

IN ORDER TO CREATE THAT BRAND, HOTEL TAX MONEY COULD SUPPORT ART ADMINISTRATION AND DEVELOPMENT. AN INDEPENDENT ART ALLIANCE COULD PARTNER WITH THE TPA TO CREATE THE "ART TOWN" BRAND.

AS MUCH AS ART MATTERS TO MANY OF US, AS FAR AS WE KNOW THERE IS NO UNIVERSALLY AGREED UPON PURPOSE OF THE ARTS. BUT, I DO THINK WE CAN ALL AGREE THAT THE PURPOSE OF ART IS MORE THAN MERCANTILE. THE TPA AND THE ARTS HAVE DIFFERENT PURPOSES AND SO THEY SHOULD BE SEPARATE ORGANIZATIONS.

DUE TO THE GAS INDUSTRY, FOR 50 YEARS, WEALTH WILL FLOW INTO OUR COMMUNITY. AS PART OF A LEGACY, PEOPLE WILL ENDOW THE ARTS. I DO NOT THINK PEOPLE OF OUR COMMUNITY WOULD RELATE TO TOURIST PROMOTION AS A LEGACY OR AS SOMETHING TO ENDOW.

THE NATURE OF GAS DEVELOPMENT HAS CREATED A SITUATION WHERE ONLY 20% OF THE PEOPLE IN THE AREA DIRECTLY BENEFIT WHILE THE QUALITY OF LIFE IS IMPACTED FOR 100 % OF THE PEOPLE. USING PART OF THE HOTEL TAX TO CREATE AN "ART TOWN" WOULD BE A WAY TO CREATE ANOTHER CULTURAL AND ECONOMIC RESOURCE TO INCREASE THE PERCENTAGE OF THE COMMUNITY THAT IS SERVED BY GAS DEVELOPMENT.

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WITH ACTIVE INDEPENDENT ARTS ADMINISTRATION AND DEVELOPMENT, AND IN PARTNERSHIP WITH THE TPA, THE ALLIANCE CAN BUILD AN "ART TOWN" BRAND. AS THE ARTS ALLIANCE IS SUPPORTING AND EXPANDING THE ARTS, IT CAN ALSO USE OUR 50 YEAR DEVELOPMENT OPPORTUNITY TO BUILD AN ENDOWMENT THAT WILL ENSURE A SUSTAINABLE FUTURE FOR OUR ARTS AND OUR "ART TOWN" BRAND.

AT THE GOVERNOR'S AWARDS WE SAW THE POTENTIAL OF ACTIVE ADMINISTRATION OF THE ARTS.

LANCASTER ARTS IS A GOOD LOCAL EXAMPLE OF PROFESSIONAL MANAGEMENT OF THE ARTS AND ITS EFFECT ON TOURIST PROMOTION AND BRANDING.

ACTIVE PROFESSIONAL ADMINISTRATION AND COORDINATION OF THE ARTS WOULD ENABLE US TO HAVE AN ON-GOING CALENDER DESIGNED TO MAXIMIZE THE INTERFACE BETWEEN OUR ARTS AND TOURISM.

ADMINISTRATION FOR THE ARTS WOULD IMPROVE THE VISUAL ARTS WHICH IN TURN WOULD IMPROVE THE DOWN TOWNS.

OUR NATURAL BEAUTY AND RESOURCES, MAKE US A DESTINATION "WHERE THE PA ARTS HAVE GONE WILD" JOINING OUR TWO GREATEST TOURIST ASSETS.

WITH PROFESSIONAL ADMINISTRATION FOR THE ARTS WE COULD ALSO CREATE A WINTER "STAYCATION" MARKET TO BECOME A 4 SEASON MARKET

TOURIST SPEND MONEY ON MORE THAN HOTEL ROOMS

THE FIRST FRIDAY FOSTERING OF THE VISUAL ARTS COMMUNITY HAS CREATED A SITUATION WHERE WE HAVE CREATED AN ENVIRONMENT THAT IS ATTRACTIVE TO YOUNG PEOPLE AND YOUNG ENTREPRENEURS. IN ADDITION TO CREATING A TOURIST BRAND, WE ARE IN A POSITION TO ENGAGE THE NEW ECONOMY ECONOMIC DEVELOPMENT MODEL CREATED BY RICHARD FLORIDA IN HIS BOOK THE CREATIVE CLASS.

SWOT ANALYSIS

STRENGTHS

ORGANIZATIONS

LYCOMING COUNTY CELEBRATES THE ARTS ALLIANCE

FIRST FRIDAY COMMITTEE

PUBLICARTWORKS

CENTRAL PA FILM OFFICE

PUBLIC ART ACADEMY

BALD EAGLE ART LEAGUE

SHUTTERBUGS

PA GUILD OF CRAFTERS

THE PAJAMA FACTORY

PENN COLLEGE CULINARY ARTS SCHOOL

PRESERVATION WILLIAMSPORT

QUILTERS GUILD

CAPPA

PUBLIC RELATIONS AND MARKETING

THE COMMITMENT OF THE SUN-GAZETTE TO THE ARTS AS BOTH A COMMUNITY ASSET AND MARKETING

ON THE ARTS

NIGHTLIFE

FASHION FRIDAY: THE WEARABLE ART ARTISTS PROFILE

THE PLATFORM OF THE FIRST FRIDAY EVENT AS AN ON-GOING ART EVENT

MARKETING STRENGTHS OF THE ART ORGANIZATIONS (IE VICTORIAN CHRISTMAS)

NETWORKING AND MARKETING STRENGTHS OF THE INDIVIDUAL ARTISTS (FRIENDS, FAMILY, E-MAIL)

PERFORMING ARTS

MUSIC

SYMPHONY

UPTOWN COLLECTIVE

MUSIC NIGHT CLUBS

CHURCHES

COMMUNITY MUSIC GROUP

THEATERS

COMMUNITY ARTS CENTER

COMMUNITY THEATER LEAGUE

ARENA THEATER

BLACK BOX THEATER

DANCE

CIVIC BALLET

DANCE SCHOOLS

VISUAL ARTS

AMERICAN CRAFTS

ANNE MCCAY

TREBECCA

JEN ENGLE

PANTIZ

GOLDCRAFTERS

MARK WILLIAMS

GALLERIES

TABER MUSEUM

PENN COLLEGE GALLERY

SNOWDEN/LYCOMING GALLERY

PJ FACTORY

THE GREY GALLERY

THE PUBLIC ART ACADEMY

PANTIZ (WEARABLE ART GALLERY)

JEN ENGLE (JEWELRY)

GOLDSMITHS

ANNE MCCAY

MARK WILLIAMS

THE BLAIR BROTHERS

RICK MOHANSKI

NIK'S GOLDWORKS

GOLDCRAFTERS

PETRO

KINLEY'S

ARCHITECTURE AND HISTORY

TABER MUSEUM

ROWLEY HOUSE

WALKING TOUR OF HISTORIC DISTRICT

WALKING TOUR OF THE DOWNTOWN

PUBLIC ART

RIVERWALK SCULPTURE PARK

DOWNTOWN PUBLIC ART WALKING TOUR (25 PIECES OF ART) MAPS AND ON LINE

INSPIRATION: THE MURAL

STAINED GLASS WINDOW TOUR

LITERARY ARTS

THE BROWN LIBRARY

SPOKEN WORD

CULINARY ARTS/DISTINCTIVE DINING

PENN COLLEGE SCHOOL OF CULINARY ARTS

LE JUENE CHEF

MARRONES

THE OLD CORNER

BARREL 135

33 EAST

DISALVOS

THE HERDIC HOUSE

ABBRANA MARIES

LA HACIENDA

FRANCO'S

THE JAMES

EVENTS

FIRST FRIDAY

BLUESFEST

VICTORIAN CHRISTMAS

WEAKNESSES

NO ORGANIZATION WITH PROFESSIONAL STAFF TO CREATE UNITY FOR THE ARTS

LACK OF AN ORGANIZATION WITH CAPABILITY (PROFESSIONAL STAFF) TO SUPPORT ARTS FOR DEVELOPMENT OF "ART TOWN "BRAND

LACK OF INSTITUTIONAL SUPPORT FOR THE ARTS

LACK OF GOVERNMENTAL SUPPORT FOR THE ARTS

LACK OF PROFESSIONAL COMMUNICATION HUB FOR THE ARTS

LACK OF PROFESSIONAL RESOURCE HUB FOR THE ARTS

NO ENTITY OTHER THAN FIRST FRIDAY THAT BRINGS THE ARTS TOGETHER

NO ENTITY TO WORK ON AN ARTS CALENDER THAT WOULD HELP TO SCHEDULE ART EVENTS TO MAXIMIZE OUR ART TOURIST POSSIBILITIES (ART WEEK ENDS ETC)

NO PUBLIC RELATION FOR THE ARTS

NO MARKETING FOR THE ARTS

NO BUSINESS TRAINING FOR THE ARTS AND THE ARTISTS

NO LEGAL RESOURCE CENTER FOR THE ARTS.

NO SEEING THE ARTS AS ECONOMIC DEVELOPMENT.

NO COUNTY WIDE ORGANIZATION OF THE ARTS

LACK OF REPRESENTATION FOR THE ARTS AT THE GOVERNMENTAL AND INSTITUTIONAL TABLES OF OUR COMMUNITY AND AT THE STATE LEVEL

NO PLAN TO TAKE ADVANTAGE OF THE POSSIBILITIES CREATED BY OUR GROWING ARTS COMMUNITY AND CURRENT PROSPERITY, SUCH AS:

RECRUITMENT OF ARTISTS

HOUSING FOR ARTISTS

KHZ TYPE OF ARTS AND ENTERTAINMENT ZONE

1% FOR PUBLIC ARTS PROGRAM

OPPORTUNITIES

WITH PROFESSIONAL ORGANIZATION, WE ALREADY HAVE THE RESOURCES TO BRAND OURSELVES AS A “ART TOWN”

“ART TOWN” IS ONE OF THE BEST TOURIST BRANDS IN AMERICA

AS THE “PA ARTS GONE WILD” WE COULD BRING ALMOST ALL OUR ASSETS, CULTURAL AND OUTDOORS, TO BEAR ON THE DEVELOPMENT OF ONE GREAT TOURIST BRAND

A PROFESSIONAL STAFF FOR THE ALLIANCE COULD CREATE A COMMUNICATION AND A RESOURCE NETWORK THAT WOULD SERVE THE ARTS AND THE COMMUNITY BY CONNECTING THE SCHOOLS, THE FOUNDATION THE CITY, THE COUNTY AND THE STATE.

A PROFESSIONAL STAFF FOR THE ALLIANCE WOULD BE ABLE TO INTERFACE THE NEEDS AND THE ASSETS OF THE COMMUNITY AND OF THE ARTS.

AN ALLIANCE PROFESSIONAL STAFF COULD RUN AN EXECUTIVE BOARD OF 15 MEMBERS REPRESENTING EACH ART FORM AND THE DIFFERENT SEGMENTS OF OUR COMMUNITY. THE EXECUTIVE BOARD WOULD RUN THE ALLIANCE WHILE EACH BOARD MEMBER COULD MAINTAIN AN

ADVISORY BOARD RELATIONSHIP TO THE MEMBERS OF THE ART FORM, OR COMMUNITY SEGMENT THAT THEY REPRESENT. (LCCAA BOARD STRUCTURE)

WE COULD CREATE A CULTURAL DISTRICT THAT ENCOMPASSED THE TWO COLLEGES, THE DOWNTOWN AND THE HISTORIC DISTRICT WITH FOURTH STREET AS THE MAIN ARTERY CALLED THE “ AVENUE OF THE ARTS”. FUTURE EXPANSION COULD GO AS FAR AS THE RIVERFRONT PARK AND THE RIVERBOAT.

WE COULD HAVE A TROLLEY FROM THE PROPOSED CONFERENCE CENTER THROUGH THE RIVERFRONT HOTEL DISTRICT AND CONNECTING ALL THE ARTS IN THE CULTURAL DISTRICT.

WE COULD MAP ALL OUR CULTURAL ASSETS.

WITH ABOUT 15 TROLLEY STOPS WE COULD PLACE A KIOSK AT EACH STOP. A FOUR SIDED KIOSK COULD HAVE A MAP AND A LISTING FOR THE HISTORY, THE ARTS, THE RESTAURANTS AND THE SHOPPING WITHIN WALKING DISTANCE OF THE KIOSK. (Seattle Model)

TOURISTS AND HOTEL GUESTS COULD SHARE THE TROLLEY WITH THE TWO COLLEGES AND THE PARKING AUTHORITY AS A CONNECTOR FOR PARKING, ATTRACTIONS AND THE COLLEGES.

WE COULD TAP NEW CONSTRUCTION DEVELOPMENT FOR A 1% FOR PUBLIC ARTS PROGRAM. THIS WOULD CREATE A POOL OF MONEY TO ADD PUBLIC ART TO SELECT AREAS IN OUR CITY AND COUNTY

THE PROFESSIONAL STAFF OF THE ALLIANCE COULD PROVIDE MORE MANAGEMENT FOR THE VISUAL ARTS BECAUSE THE VISUAL ARTS SIGNAL THE MARKET THAT YOU ARE AN “ART TOWN”

THE ALLIANCE PROFESSIONAL STAFF COULD IMPROVE THE DOWNTOWN BY WORKING WITH THE GOVERNMENT, THE MERCHANTS AND THE LANDLORDS TO KEEP THE DOWNTOWN FULL OF ART.

WE COULD USE THE ARTS ALLIANCE DOWNTOWN STOREFRONT OFFICE AS THE SEED OF A "MOCA" MUSEUM. (SEE CRAIG KAUFMAN PROPOSAL)

WE COULD DEVELOP A "FASHION NIGHT OUT" WITH OUR WEARABLE ART ARTISTS AS A BASE. THIS WOULD STRENGTHEN THE RELATIONSHIP BETWEEN THE DOWNTOWN MERCHANTS AND THE ARTISTS.

THREATS

THERE IS NO STRATEGIC PLAN FOR THE ARTS

THE ARTS HAVE INDIVIDUAL STRENGTHS BUT NO CENTRALIZED UNITY.

PLANNING IS FRAGMENTED AND COMPETITIVE

THE GOVERNOR'S AWARDS WERE AN OPPORTUNITY FOR THE COMMUNITY TO SEE THE FULL POSSIBILITIES OF THE ARTS AS AN ASSET. BECAUSE OF THE LACK OF EXECUTIVE ABILITY (A PROFESSIONAL STAFF) THE COMMUNITY DOES NOT RECEIVE THE FULL BENEFIT OF THIS RESOURCE

THE ARTS AS AN ENTITY HAVE NO VOICE IN OUR COMMUNITY. NO ONE GROUP CAN SPEAK FOR THE ARTS.

THERE WILL BE NO INCREASE OF FEDERAL, STATE OR LOCAL GOVERNMENTAL MONEY FOR THE ARTS IN THE FORESEEABLE FUTURE.

THE ARTS DO NOT HAVE A CENTRAL COMMUNICATION OR RESOURCE HUB AND THEREFORE LOSE OUT ON POSSIBILITIES OF COMMUNITY SUPPORT.

WE DO NOT HAVE A VISION FOR EACH ART FORM OR FOR THE ARTS IN GENERAL.

THE ARTS ARE NOT FULLY MARKETED TO THE FULL EXTENT OF THEIR ABILITY TO BRING ECONOMIC DEVELOPMENT TO THE COMMUNITY.

WE HAVE NO CENTRALIZED CATALOG OF ALL OUR ART RESOURCES.

WITHOUT PROFESSIONAL STAFFING AND DEVELOPMENT THE ARTS WILL NOT BE FULLY ABLE TO REALIZE THE LEGACY AND ENDOWMENT OPPORTUNITIES PRESENTED BY THE MICELLES SHALE. WE COULD USE THIS MOMENT OF COMMUNITY WEALTH TO CREATE A TOURIST BRAND "ART TOWN" THAT WOULD BE AN ON-GOING ECONOMIC ASSET FOR OUR FUTURE.

STRATEGIC GOALS

AT THE GOVERNOR'S AWARDS WE SAW THE DEPTH OF OUR ARTS. WHAT OUR ARTS NEED IS PROFESSIONAL EXECUTIVE ABILITY TO KEEP IT ALL ORGANIZED AT CLOSE TO THE GOVERNOR'S AWARDS LEVEL, AND DEVELOPMENT ABILITY TO DRAW RESOURCES TO CREATE A SUSTAINABLE FUTURE FOR THE ARTS AND OUR AREA.

WE USE THE HOTEL TAX REVENUES TO STAFF THE ALLIANCE, SO IT CAN CREATE THE SUPPORT OUR ART BRAND NEEDS AND SO WE CAN USE THE NEXT 50 YEARS OF CURRENT COMMUNITY WEALTH TO BUILD A SUSTAINABLE FUTURE FOR ARTS AND THE "ART TOWN" BRAND.

THE ARTS ALLIANCE NEEDS A DIRECTOR, A DEVELOPMENT OFFICER AND AN ADMINISTRATIVE ASSISTANT, AN OFFICE AND A SMALL BUDGET TO REALIZE OUR ABILITY TO CREATE AN "ART TOWN" BRAND. (SEE BUDGET)

WE CREATE THE BRAND "ART TOWN" BY FUNDING THE ARTS ALLIANCE THROUGH THE HOTEL TAX

WE ORGANIZE OUR ART ASSETS TO PROVIDE THE MOST TOURIST SUPPORT POSSIBLE.

WE BUILD 4 SEASON WEEK ENDS AND STAYCATIONS AROUND OUR ART ASSETS.

WE DEVELOP A VISION FOR EACH ART FORM (THEY HAVE DIFFERENT INDIVIDUAL NEEDS) AND THEN WE BRING THEM ALL TOGETHER TO CREATE A VISION FOR THE ARTS IN OUR COMMUNITY.

FROM THE VISIONING WE DEVELOP THE NEXT LEVEL OF OUR PLAN FOR THE ARTS.