

Nevada Arts Council 2021-2024 Strategic Plan – DRAFT

Nevada State Legislative Declaration NRS 233C.020 1967, 1105; 2003, 632

The Legislature hereby determines and declares that:

1. The giving of further recognition to the arts as a vital aspect of our culture and heritage is an essential means of expanding the educational programs and promoting the general welfare of the people of the State of Nevada.
2. The practice, enjoyment and impact of the arts are of increasing importance to the economic vitality of communities in this state.
3. Residents of this state desire increased opportunity to view, enjoy or participate in the performing, literary, visual and folk arts.
4. To this end, it is the policy of the State of Nevada to join with institutions and professional organizations concerned with the arts ***to insure that the role of the arts in the life of the communities of the State will continue to grow and play an ever increasing part in the cultural development and educational experience of the residents of the State of Nevada.***

Mission

Draft: (taken from NRS 233C.020 #4)

To insure that the role of the arts in the life of the communities of the State will continue to grow and play an ever increasing part in the cultural development and educational experience of the residents of the State of Nevada.

Vision:

Draft:

A Nevada in which the arts are recognized and valued for how they enrich the lives of all residents, enhance the livability of our communities, and contribute to the state's economic vitality.

Values:

Draft:

Art for all – inclusive/equity/access/opportunity
Celebrate and preserve our unique culture and heritage
Collaborate and partner
Financial health and sustainability
Responsiveness
Staff who make it happen

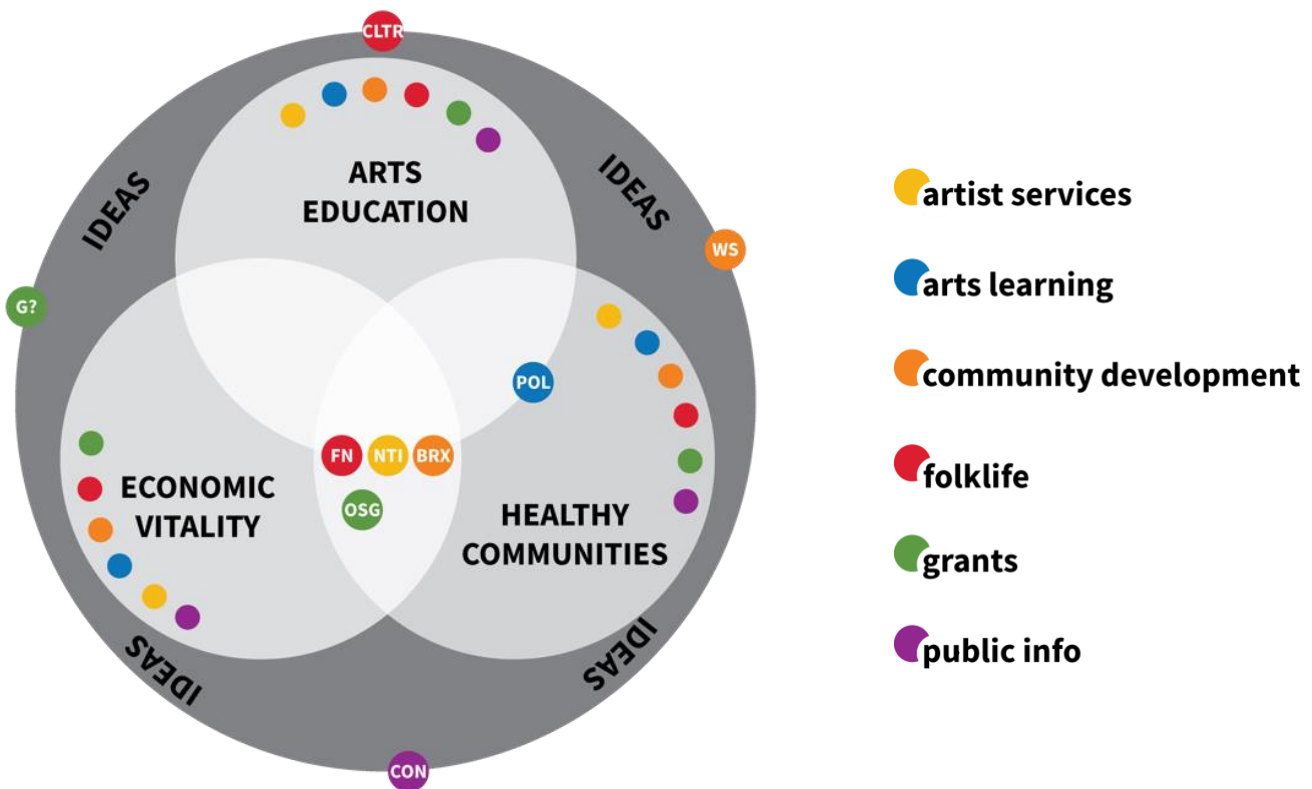
Outcome Statement:

Draft:

The arts as a vital aspect of our culture and heritage, and an essential means of expanding the educational programs and promoting the general welfare of the people of the State of Nevada.

The Nevada Arts Council is currently in the midst of its 2021-2023 Planning Process. Goals for this three-year period have been identified that align with the Governor’s priorities for state agencies and will focus agency programs and grant support into three priority areas:

1. **Arts Education** - conducting workshops, mentorships, and professional development opportunities for artists, teaching artists, school and school district leaders, community leaders, cultural leaders and other educators. This area will also focus on improving educational outcomes in Pre-K-12 schools through arts education and arts integration programs.
2. **Economic Vitality** – addressing relief, recovery and sustainability for artists and arts organizations by creating opportunities, promoting cultural tourism, collaborating with business, developing and supporting creative districts in urban and rural communities, and promoting cultural awareness and preservation.
3. **Healthy Communities** – collaborating with healthcare providers and partners to increase and support the understanding, value and use of the arts in the healing, quality of life initiatives and wellbeing, and the creative aging of Nevada’s residents.



Inclusion, diversity, equity, and accessibility efforts will serve as a lens through which all agency work is viewed. The Nevada Arts Council has been listening, learning, and eventually leading to insure that improvements are consistently experienced in Nevada’s underserved communities.

Strategic Goals

Goal 1: To Provide Arts Education to Nevada

Indicators

1. Create PreK-12 State Arts Education Plan.
2. Provide training and professional development opportunities for arts educators, teaching artist, arts and cultural organizations, and artists to help the improve their practice.
3. Create opportunities for artists and arts organizations.
4. Improve social, racial and cultural inequities.
5. Marketing and advocacy efforts that tell the stories of impact around arts education initiatives.

Strategies

1. Lead Arts Education Stakeholders Group and subcommittees to complete 6 areas of focus: asset mapping, community collaboration and involvement, data and analysis, inclusion for all students, teacher preparation and professional development, and policy and legislation.
2. Create relevant and integrated workshops and training opportunities connected to program areas.
3. Provide equitable grant funding to arts organizations and artists.
4. Connect arts organizations and artists together to collaborate and showcase their work.
5. Create consistent and compelling marketing/communication elements to promote and highlight impact of agency's arts education work.

Goal 2: To Promote Economic Vitality

Indicators

1. Support the economic recovery, sustainability, and prosperity of our arts organizations and artists.
2. Support Cultural Tourism initiatives to bring tourists back to Nevada.
3. Incorporate Creative District designations throughout our state.
4. Assist in establishing sustainable Local Arts Organizations throughout the state.
5. Create opportunities for Arts Organization and artists.
6. Improve social, racial and cultural inequities.
7. Marketing and advocacy efforts that tell the stories of impact around economic vitality initiatives.

Strategies

1. Adjust grant opportunities to assist with recovery from aftermath of COVID-19
2. Increase grant applications from underserved populations by 15%
3. Collaborate with Travel Nevada to establish campaigns that drive tourism to arts and cultural assets of the state.
4. Work with Colorado, Washington State Arts Agencies and others who have been successful in instituting creative districts in their states to learn best practices.
5. Convene state/business leaders to promote understanding and need of creative district designation.
6. Work with existing local arts agencies and national partners to provide guidance on best practices in establishing a sustainable local arts agency model.
7. Develop projects to engage with historically underserved or marginalized populations that integrate all NAC program areas and collaborate with trusted, outside partners.
8. Create State Laureate Program in Visual arts, Performing arts, and Literary arts/Poetry.
9. Create relationships within our underserved and marginalized communities to encourage understanding and use of agency resources.
10. Provide equitable grant funding to arts organizations and artists.
11. Create consistent and compelling marketing/communication elements to promote and highlight impact of agency's economic vitality work.

Goal 3: To Support Healthy Communities

Indicators

1. Improve physical, mental, emotional health and recovery through the arts
2. Increase and support the understanding, value and use of the arts in the healing, wellbeing, and creative aging of Nevada's residents
3. Create opportunities for Arts Organization and artists.
4. Improve social, racial and cultural inequities.
5. Marketing and advocacy efforts that tell the stories of impact around healthy community initiatives.

Strategies

1. Determine partners, develop relationships, and create asset map for arts partners in the healthcare industry.
2. Collaborate with Healthcare Providers and Partners on opportunities to include arts healing into their care.
3. Work with other State Arts Agencies and regional and national partners who have been successful in instituting arts healing programs to learn best practices.
4. Work with other State Arts Agencies and regional and national partners who have been successful in instituting creative aging programs to learn best practices.
5. Provide equitable grant funding to organizations and artists to serve arts healing and creative aging.
6. Create or connect artists to opportunities in healing arts and creative aging.
7. Create consistent and compelling marketing/communication elements to promote and highlight impact of agency's healthy communities work.