

INTERMEDIA ARTS

**STRATEGIC PLAN
2013-2018**

MISSION

Intermedia Arts is a catalyst that builds understanding among people through art.

VISION

To be a nationally recognized leader whose investment in changemaking artists, cross-sector partnerships, and unique arts-based approaches leads to more capable, healthy and equitable communities.

CORE VALUES

We believe in...

- ▶ **Supporting artists as leaders.** We invest in artists as change-making community assets and believe in their power to collaborate, innovate, think big and act with commitment.
- ▶ **Providing a platform for under-represented voices.** Our work amplifies voices through deep, authentic and long-term relationships in communities that are historically and traditionally under-represented.
- ▶ **Offering a safe and open space for artistic risk-taking.** We value a welcoming environment that allows artists and audiences to create, see and engage with dynamic, cutting-edge work.
- ▶ **Ensuring accountability, transparency and sustainability.** Our actions respect our commitment to being good stewards of our relationships and our resources.

STRATEGIC DIRECTION

To meet the expressed and growing demands to invest in changemaking artists, cross-sector partnerships, and arts-based approaches to build more capable, healthy and equitable communities, we will devise and implement a facility and capitalization plan that addresses these programmatic and community needs, leverages current opportunities and improves the sustainability of our organization.

GOALS

01

SUPPORT

Deepen the support for changemaking artists to create, share, collaborate, learn and lead.

BUILD

Build greater cohesion and sustainability across core program areas.

02

03

DEVELOP

Develop and implement a facility and capitalization plan.

GROW

Diversify and grow revenue streams to prepare the organization to implement its facility and capitalization plan.

04

05

PROMOTE

Strengthen the brand and raise the local, regional, national profile of Intermedia Arts.

ENSURE

Ensure the infrastructure necessary to support programming, facility planning, fundraising and communications.

06