

**Visual Arts Center of Richmond
3-YEAR STRATEGIC PLAN
2009-2012**

VISION

The Visual Arts Center of Richmond is Richmond's flagship art center for engaging the regional community in the creative process through the visual arts.

MISSION

The Visual Arts Center of Richmond engages the community in the creative process through the visual arts.

VALUES

Creativity, Participation, Accessibility, Diversity

Key Opportunity # 1: Endowment

Support and strengthen the long-term viability of the Visual Arts Center of Richmond through the development of an Endowment.

Goal 1

Develop and implement an endowment financial model that supports VACR's near term and long term success.

Goal 2

Build VACR's internal capacity and readiness for raising and managing endowment funds

Goal 3

Define and refine the Planned Giving Program at VACR

Key Opportunity # 2: Creativity Center

Brand the Visual Arts Center as Richmond Region's center for creativity and as a model for connecting people throughout the community.

Goal 1

Plan and implement a long-term community-wide project that brings people together and helps position and brand the Visual Arts Center as a center of creativity.

Goal 2

Establish an annual program that provides opportunities for a team of people to explore their creativity through a broad range of creative activities.

Goal 3

To the existing schedule of classes, add creativity-based classes that focus primarily on the creative process rather than technique and skills.

Key Opportunity # 3: Destination Place

Create a regional awareness of the Visual Arts Center as a destination place

Goal 1

Create dynamic ways of using the exterior of the building and grounds to draw people in

Goal 2

Develop on-site and website interactive activities that do not require advance sign-up and that allow visitors to engage with Visarts beyond the level of regular educational programming

Goal 3

Explore and identify ways to travel our mission to other parts of the community that might not be able to come to us

Goal 4

Develop and implement a marketing plan that creates a regional awareness of the Visual Arts Center as a destination center for creativity.

Key Opportunity # 4 Campus Art Center

Explore the potential of expanding the Visual Arts Center into a campus arts center

Goal 1

Research availability of neighboring property.

Goal 2

Identify properties that might be of interest.