

**MURRAY ART GUILD  
LONG RANGE PLAN February 2008 – 2013**

2.11.08

**Mission:**

The Murray Art Guild will serve the community by providing opportunities for enrichment through the visual arts.

**Goals:**

1. To ensure the Guild is established as a nonprofit organization able to maintain financial stability.
2. To provide opportunities for area artists.
3. To provide arts enrichment for the community.
4. To create partnerships in our community.

**Throughout this document the following may be used:**

MAG - Murray Art Guild; Board - Board of Directors;

Treas. - Treasurer; Comm. - Committees/Chair;

ED - Executive Director; Org. – Organization

**I. TO ENSURE THE GUILD IS ESTABLISHED AS A NONPROFIT ORGANIZATION THAT IS ABLE TO MAINTAIN FINANCIAL STABILITY**

**1. Ensure that the board is the governing body of the MAG**

- ◆ Establish Board member orientation including printed information of policies and expectations Board, ED Spring 08
- ◆ Establish an Advisory Committee Board, ED March 08

**2. Review records making additions and revisions if needed**

- ◆ Diversity policy Board Mar 08
- ◆ Ensure all records are in order ED Mar 08

**3. Enhance accounting practices**

- ◆ Review & establish budget Board Jan.08 & June 08
- 13
- ◆ Review financial records & accounting methods Treas. & ED Jan. 08/13
- ◆ Review designation of use of funds Treas. & ED 08/13

#### 4. Generate income

- ◆ Increase & retain membership
  - i. Review & revise member benefits/fees Board & ED April 08
  - ii. Letters to potential members ED June 08/13
  - iii. Speaking engagements ED Feb 08/13
  - iv. Distribute a quarterly newsletter ED & Comm 08/13
  - v. Maintain Guild Website ED & Comm 08/13
- ◆ Recruit & retain sponsors
  - vi. Design sponsorship program/benefits, including Guild packet Board & ED April 08
  - vii. Letters to potential sponsors ED Mar 08/13
  - viii. Personal contact: committees identify potential sponsors Board & ED 08/13
- ◆ Fundraising
  - i. Memberships/sponsorships Board & ED Feb 08-13
  - ii. Individual, corporate & local gov't. Board & ED June 08/13
  - iii. Holiday Sale ED, Comm June 08/13
  - iv. Workshops Comm & ED 08/13
  - v. 2 Juried exhibitions Comm, ED Jan & April 08/13
  - vi. Alternate funding/grant opportunities Comm, ED Feb 08/13
  - vii. Promote the Guild Art Market ED & Comm 08/13

### I. PROVIDE OPPORTUNITIES FOR AREA ARTISTS

#### 1. Continue to offer year round community studio space for members

- ◆ Evaluate current needs & utilization of space Comm, Board, Org 08/13
- ◆ Promote hours of operation & benefits Comm, ED 08/13
- ◆ Work to assure accessibility Comm, ED 08/13

#### 2. Provide enrichment opportunities for artists

- ◆ Promote & encourage mentoring program ED 08/13
- ◆ Evaluate & Revise workshop offerings Comm & ED Feb 07
- ◆ Provide opportunities for group gallery &/or museum visits Comm & ED 08/13

#### 3. Provide opportunities for artists to exhibit their work

- ◆ Promote & enhance the Member show Board & ED Oct 08/13
- ◆ Promote & enhance Artist Challenge Series ED, Comm 08/13
- ◆ Evaluate the annual juried exhibit Comm & ED Mar 08/13
- ◆ Institute juried photo exhibit Comm, ED Sept. 08
- ◆ Continue off site exhibitions Comm, ED 08/13
- ◆ Evaluate and Revise featured artist exhibit ED, Comm Feb-April 08/13
- ◆ Institute a community exhibition Comm & ED Fall 08

#### 4. Provide opportunities for artists to sell their work

- ◆ Continue the Holiday Sale Comm & ED June 08/13
- ◆ Encourage participation at established community events Board & ED 08/13
- ◆ Create on site event to that will provide an opportunity to sell work (mini art fair) Comm & ED May 08
- ◆ Support participation with collaborative orgs events that provide an opportunity for the sale of work Comm, ED 08/13
- ◆ Promote and develop Art Market Comm & ED 08/13

## II. PROVIDE OPPORTUNITES FOR ARTS ENRICHMENT IN THE COMMUNITY

### 1. Increase the communities awareness of the MAG mission & activities

- ◆ Publicity Comm & ED Feb 08/13
- ◆ Present programs to groups & organizations ED & Board March 08/13
- ◆ Revise & create a new promotional material Comm & ED May 08
- ◆ Continue to explore renovation and expansion options for new facility All 08/13

### I. Survey general public, target groups, children & educators to determine interests

- ◆ Perform exit survey of Holiday Sale participants ED, Comm Nov 08
- ◆ Perform exit surveys at close of workshops ED, Comm 08/13
- ◆ Provide suggestion box at Guild ED March 08
- ◆ Participate with community orgs/events and always encourage fact finding conversation All 08/13

### 2. Provide opportunities for youth & adults to cultivate an appreciation of the visual arts

- ◆ Maintain & expand current offerings for youth & adults
  - Evaluate youth workshop offerings Comm & ED March 08/13
  - Outreach for underserved youth Comm & ED March 08/13
- ◆ Establish a calendar for workshops & events Comm & ED Mar 08/13
- ◆ Offer demonstrations at the MAG & community venues All June 08/13
- ◆ Promote MAG exhibitions Comm Mar 08/13
  - i. Contact schools & community orgs for scheduled exhibition visits Comm & ED March 08/13
- ◆ Display members work in the community Comm & ED Feb 08/13
- ◆ Promote attendance at other community arts activities Comm & ED Feb 08/13
- ◆ Develop Student featured young artist exhibition Comm & ED March 08/13
- ◆ Establish event (mini art fair) at Guild Comm & ED March-May 08
- ◆ Create an opportunity for individuals, as a group, to visit galleries/museums Comm & ED Feb 08/13
- ◆ Continue to collaborate with other orgs on

