

### Our Vision:

“Make life more worthwhile”, Olga Krasl

Olga and George Krasl left their legacy in the building of the Krasl Art Center. When asked why an art center, Olga relied they wanted to do something to “make life more worthwhile.” This mantra remains at the center of the Krasl Art Center’s planning.

Our Mission: Inspire meaningful change and strengthen community through the visual arts.

### KAC will

- Be a place to make, experience and share art while exploring new ideas and new media
- Stimulate dialogue through challenging and provocative concepts
- Be a catalyst for community transformation through the arts
- Respect and treat artists as professionals in all aspects of programming, displaying and acquiring art

### We Believe

- Creative expression is vital; all people should have access to expression through art
- Presentation of art inspires people and promotes pride in community
- Art transcends social, racial, and economic differences

### Our Values

- Collaborative relationships
- Experimentation, innovation and excellence
- Open and honest dialogue
- Timely, current, relevant

### Strategic priorities

1. Be a destination for the arts
2. Social transformation
3. Progressive art
4. Financial sustainability
5. KAC campus

### Implementation Plan & Benchmarks

- Staff operationalize plan identifying owners, resources needed and timelines November 2017
- Annual staff goals identified October
- Executive Director and Leadership team review progress Monthly
- Executive Director reviews accomplishments with board Quarterly
- 40th Anniversary of the building of the Krasl Art Center 2020

## Goals, Objectives & Measures

### **Goal 1. Unite arts and culture communities to make SWMI a destination for the arts.**

- Objective: Develop and extend Sculpting Community brand to lead of Southwest Michigan cultural community.
- Objective: Build partnership with organizations and develop a collective brand and marketing strategy.
- Objective: Measure and evaluate impact of Art Fair on cultural community.
- Objective: Ensure that visitors from a wide variety of backgrounds are warmly welcomed, have a positive experience and feel respected at the Krasl Art Center.
- Outcome: Cultural organizations leverage their strength in numbers through collaborative, branded marketing strategy; together making Southwest Michigan a destination for the arts.  
Krasl Art Fair on the Bluff has an established strategic plan to to benefit the Krasl Art Center and the cultural community.  
Visitors experience excellence with the arts.

### **Goal 2. Use visual art as a fulcrum for social transformation.**

- Objective: Share collection of 12-15 powerful stories reflecting meaningful impact of the art center.
- Objective: Partner with cities of St. Joseph and Benton Harbor to develop a comprehensive public art plan for both cities.
- Objective: Bring diverse audiences together.
- Objective: Review best practices in studio art pedagogy and draft Education Plan
- Outcomes: Community looks to the Krasl Art Center as a resource for community development and social transformation.  
Programs are developed for and reflect people of diverse socioeconomic and racial backgrounds.

### **Goal 3. Present progressive, relevant works of art to promote dialogue.**

- Objective: Engage three new audience groups in exhibition planning and execution.
- Objective: Update interpretation plan to reflect new concepts and new exhibition strategy.
- Objective: Transition gallery exhibitions to reflect a combination of current issues and new media.
- Outcomes: Gallery exhibitions will reflect current issue or current artistic practice and will appeal to community members from diverse audience groups while encouraging multiple avenues for interpretation.

**Goal 4. Diversify income streams to result in financial sustainability.**

Objective: Plan and implement earned income events resulting in incremental increase of gross profit.

Objective: Draft comprehensive fund development strategy.

Objective: Increase paying members by incremental 10%.

Objective: Draft strategy to plan response to economic downturn.

Outcomes: Through earned income, a solid fund development plan and thoughtful use of the investments, Krasl Art Center is poised to fulfill immediate activities and prepared to launch future projects.

**Goal 5. Maximize benefit of KAC campus**

Objective: Draft a comprehensive master plan for the full block KAC campus.

Objective: Build a strategy for the best use of 707 Lake Boulevard space.

Outcomes: A master plan for the Krasl Art Center campus guides immediate and future use of the properties.

Community

The KAC has identified St. Joseph and Benton Harbor as the key geographic audience base. This informs programming and marketing efforts.

The Krasl Art Center Team will be...

- communicative, organized, fun, flexible, clean, respectful, team-oriented, supportive, accountable, honest to one another and we will have positive attitudes.
- approachable, knowledgeable, inclusive, friendly, inquisitive to the world.