

<p>The Northwest Michigan Arts & Culture Network</p>	<p style="text-align: center;"><i>Connecting Arts, Culture, and our Creative Communities.</i></p> <p style="text-align: center;"><i>The mission of the Northwest Michigan Arts & Culture Network is to harness the collective power of the creative sector to cultivate vibrant communities by strengthening the regional ecosystem that supports arts and culture.</i></p>			
<p>Vision</p>	<p>The Northwest Michigan Arts & Culture Network envisions communities that are resilient, dynamic, connected and growing, with a public that highly values arts, culture and the creative process as a means for entertainment, creative expression, viable careers, lifelong learning, open dialog, creating spaces and contributing to a robust economy. By harnessing the collective power of the arts, vibrant communities will be cultivated that reflect a strong cultural ecosystem with distinct characteristics demonstrating that Northwest Lower Michigan is a caring place where artists and people of all backgrounds, disciplines, interests and skill sets can lead an economically viable, fulfilled quality of life.</p>			
<p>We Believe</p>	<ul style="list-style-type: none"> • Arts, culture and creative expression are transformational, create opportunities and should be accessible to all • Arts, culture and the creative sector are essential drivers of vibrant communities by fostering civic engagement, stimulating economic activity and increasing cultural empathy • A strong ecosystem allows arts, culture and creative endeavors to thrive and grow • Creating connections builds relationships that strengthen support, access and opportunities for arts, culture and creative endeavors. • Working together, our collective voice is strong and our impact is greater 			
<p>Overview Key Program Areas</p>	<ul style="list-style-type: none"> • Connecting artists, organizations and communities with each other, to resources and opportunities • Advocacy and promotion for arts and culture of all disciplines in Northern Michigan • Funding opportunities (Including MCACA) and leveraging resources for greater access to funding • Learning resources and professional development • Individual artist support, communication, resources and platforms to support the ‘work of art’ • Member support and services including backbone services and platforms for collaboration and networking 			
<p>Audiences</p>	<p style="text-align: center;">Arts & Culture – the Network</p>	<p style="text-align: center;">Funders/Partnering Stakeholders</p>	<p style="text-align: center;">Communities</p>	<p style="text-align: center;">Non-sector</p>
	<ul style="list-style-type: none"> • Individual Artists & Creatives • Arts and Cultural Organizations • Creative Sector Entrepreneurs • Galleries • Venues 	<ul style="list-style-type: none"> • Governmental – MCACA, NEA • Private & Family Foundations • Individual Donors • Community Foundations • Donor advised funds • Business sponsors/partners • Professional advisors (CPAs, legal, \$) 	<ul style="list-style-type: none"> • Community members • Citizens/Residents • Little Traverse • Grand Traverse • Manistee – Wexford – Misaukee • Affinity 	<ul style="list-style-type: none"> • (B) Business • (H) Healthcare • (E) Education • (FF) Food & Farming • ((T) Toursim • (PS) Public Sector
<p>Benefits & Attributes</p>	<ul style="list-style-type: none"> • Connections, Artist relationships • Resource sharing • Cross promote, collaborate, advocacy group • Connect with leaders/advocates within / beyond network • Exposure, networking with other non-profits • New pathways for discovery and Trails of Interconnection and commonality • Collective voice for advocacy 	<ul style="list-style-type: none"> • Connector to creative sector (individuals, organizations, disciplines, resources, statistics) • Collective impact • Creates access and opportunities to underserved populations • Pools and utilizes resources efficiently • Investment extends benefits for greater impact 	<ul style="list-style-type: none"> • Potential to mitigate social isolation • Enhance individual’s quality of living across the lifespan (early childhood, youth, adult and elder flourishing) • Contributes to work-force attraction • Creates economic impact • Stimulates civic engagement • Preserves and shares our communities past & culture • Contributor to thriving, vibrant community • 	<ul style="list-style-type: none"> • (B) Enhances their environment • (B) Potential to help solve problems through creative approaches • (B) Effective marketing across region • (B) Economic impact of arts/culture • (B) Attract business, employees, talent • (H) Enhance wellness programs and provide integrated therapies, “Art as Medicine” • (E) Impact of art in basic education

	<ul style="list-style-type: none"> • Connecting to funding, resources and related support • Access to backbone services • Efficiency to connect, collaborate, share, problem-solve 			<ul style="list-style-type: none"> • (E) Help drive engagement for bigger impact • (E) Share resources, events, collaborations among organizations with limited budgets • (E) Mitigates tendency to compete for resources • (FF) Collaborate around sustainability and environmental impact • (T) Enhance regional attractiveness • (T) Keep connections with visitors (“Virtual Home” and realtime hubs for events and opportunities) • (PS) One-stop shop for info • (PS) Unified voice for the arts
Challenges To Address	<ul style="list-style-type: none"> • Need Clear definition of what we do • Staff & Structure 	<ul style="list-style-type: none"> • Need Clarity of value & purpose • Specificity of funding requests 	<ul style="list-style-type: none"> • Diversity among sub-regions (GT, Little Traverse, Manistee/Wex/Miss) • Variable access 	<ul style="list-style-type: none"> • Perceptions of arts and culture as a luxury not a necessity • Limited coordinator • Limited access to decision-makers
Strategic Engagement (Work Plans)	<ul style="list-style-type: none"> • Formal Membership Plan • Programming (Learning, Network Services, Operations/Structure) • Value Statement (Marketing) • 	<ul style="list-style-type: none"> • Fund Development • Case(s) for Support • Outreach • Programming 	<ul style="list-style-type: none"> • Outreach 	<ul style="list-style-type: none"> • Marketing / Promotion • Outreach / Advocacy
Structure & Resources (What, \$, Who)	<ul style="list-style-type: none"> • Database, finish data entry • Clean-up Salesforce for consistency, added functionality 	<ul style="list-style-type: none"> • Funder research • Data + Stories 	<ul style="list-style-type: none"> • Economic data • Entrée to decisionmakers 	<ul style="list-style-type: none"> • Sector data • Sector insight on trends, needs
Deliverables 2020-2022 <i>(extended to 2022 due to COVID challenges)</i>	<ul style="list-style-type: none"> • Membership Plan • Branding, Value Messaging, Shared PR • Value Messaging 	<ul style="list-style-type: none"> • Case for Support • Funder Cultivation 	<ul style="list-style-type: none"> • Regional Branding • Outreach, Engagement plan • Engage community ‘champions’ • Cross sector collaboration & cultivation (i.e. chambers, DDAs) 	<ul style="list-style-type: none"> • Sector economic impact • Individual sector action plans •
And Beyond	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> •

<p>Long Term Impacts</p> <p><i>If we do this work, what long term impacts will be achieved?</i></p>	<ul style="list-style-type: none"> • Stronger ecosystem which allows all organizations to thrive • Greater awareness of NW MI as a cultural hub, with greater access and awareness of ind'l orgs, artists and disciplinary clusters 	<ul style="list-style-type: none"> • Increased funding • Expanded grant/funder base • Expanded funder relationships for greater future opportunities 	<ul style="list-style-type: none"> • Arts & culture reps are active partners in community building endeavors and decisionmaking ('at the table') • Creative expertise and perspective is proactively sought in new project development and in addressing community challenges • Community investment increases 	<ul style="list-style-type: none"> • Arts, culture & creative expression is integrated into multisector planning, projects and opportunities as a valued partner • Non-sector orgs & leaders become vocal & valued champions • Funding opportunities increase through new support, engagement
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