

# *Planning a Successful Future for the Lyme Art Association*



*Strategic Plan 2021-2026*

Approved and Adopted  
December 16, 2020



## Culture

### Mission

- *The mission of the Lyme Art Association is to promote and cultivate an appreciation for representational fine arts by holding art exhibitions, conducting educational programs for the benefit of its members and the greater community and by owning, maintaining, and preserving an historic building and galleries in Old Lyme, Connecticut.*
- *(\* The wording of the mission statement has been modified slightly from the existing statement, for clarification. This proposed mission statement will be officially adopted at the next meeting of the voting members).*

### Vision

- A welcoming and thriving fine arts community rooted in our history and powered by the creativity and excellence of our members.

### Core Values

- **Welcoming**
  - We make fine art available for everyone.
  - We offer a special experience for our visitors.
  - We are good partners in the community.
  - We value our artists, visitors, volunteers, and staff.
- **Supportive**
  - We support artists at all stages of development
  - We provide valuable educational experiences.
- **Excellence**
  - We recognize and celebrate accomplished artists.
- **Legacy**
  - We preserve and protect our historic legacy.
- **Accountable**
  - We work to improve the experience and operations every day.
  - We are good stewards of the funds that we receive.



# LAA Strategies and Objectives



## ***Develop, Support, and Celebrate our Artists***

- Continually elevate the quality of our art and exhibitions.
- Cultivate and support artists of all ages, backgrounds, and abilities through outreach, education, and mentorships.
- Recognize and celebrate our artists' achievements.
- Create and enhance artist member value.

## ***Promote and Cultivate an Appreciation of our Art***

- Enrich and expand programming for young professionals.
- Nurture curiosity in the next generation of artists.
- Develop and deliver offerings to introduce our programs to diverse audiences.
- Develop virtual offerings to introduce our art and history to a broader audience.

## ***Elevate the Experience***

- Provide a welcoming environment and experience for our visitors and artists.
- Keep our facility and grounds in pristine condition.
- Upgrade our educational facilities to improve efficiency, aesthetics, and comfort.
- Upgrade our exhibition space to enhance our visitors' experience.
- Offer a wide variety of artistic styles, artist demonstrations, and art lectures.



# LAA Strategies and Objectives



## ***Engage and Grow our Supporters***

- Develop exhibits, programming, and events to grow and engage our supporters.
- Cultivate relationships to expand the breadth and diversity of our supporters.
- Be a community partner through collaboration with schools, businesses, and community organizations.
- Aggressively promote exhibits, offerings, and our artists.
- Simplify and build the value of our membership program.

## ***Sustain and Grow our Association***

- Develop and execute campaigns to increase the membership and diversity of our association.
- Engage and grow our volunteer organization.
- Develop fundraising events that promote our artists and engage our supporters.
- Ensure the continued financial health and viability of the Association through income growth and prudent financial management.
- Establish and launch planned and legacy giving programs to grow our endowment.



# LAA Goals and Actions 2021 - 2026



## ***Develop, Support, and Celebrate our Artists***

- Create a mentorship program.
- Develop and deliver a semi-annual newsletter featuring LAA artists.
- Develop educational offerings that are accessible for busy adults.
- Offer master classes for advanced and gifted members of our association.
- Review and enhance EA and Associate Artists benefits annually.
- Create a "pay to play" benefit menu for Elected Artists.

## ***Promote and Cultivate an Appreciation of our Art***

- Review educational offerings annually to assess participation, demographics, timing and content.
  - Adjust number and timing of offerings accordingly.
- Establish and deliver an outreach offering for schools and organizations.
- Develop virtual offerings to engage a broader audience and expand our reach.

## ***Elevate the Experience***

- Improve usability and aesthetics of studio space.
- Create opportunities for special exhibits to promote a wider variety of artistic styles.

## ***Engage and Grow our Supporters***

- Grow donor and sponsor base and income annually.
- Hold an annual donor appreciation event.
- Create sponsorship and naming opportunities for artist awards and for facility and grounds improvements/capital campaigns.
- Collaborate with selected community organization(s) to promote our art and artists.
- Prioritize social media marketing and provide resources annually to reach and engage a broader audience.
- Review and reset membership levels and benefits.

## ***Sustain and Grow our Organization***

- Engage with up-and-coming artists and organizations to introduce LAA and opportunities.
  - Establish and offer an emerging artist award annually.
- Establishing an onboarding program for new members to set expectations on volunteer participation.
- Secure financials by continuing to build a 3-month operational expense reserve.
- Establish planned and legacy giving programs.

