



ArtsOC 2019 Board Retreat - Three Year Visioning “Dream” List

Branding

- ArtsOC spearheads a comprehensive PR plan to clarify its brand, heighten brand awareness and elevate its influence
- ArtsOC owns the “Arts” brand and is seen as THE voice for the arts
- ArtsOC has name recognition throughout Orange County
- ArtsOC is known as an arts incubator
- ArtsOC is known as a model for access to the arts for everyone
- ArtsOC is building the next generation of arts leaders
 - Resume development
- ArtsOC is a catalyst for engaging new and younger arts audiences

Technology and Social Media

- New, contemporary and comprehensive website that is a central hub for the arts in Orange County
- Multi-use platform that includes:
 - a referral site for artists
 - a referral site for arts resources (production, lighting, sound, etc).
 - a “visitor center” for the arts (tourism)
- Revamped (renamed) online events calendar that is the go-to place for arts and culture events in OC. Confusion between ArtsOC and SparkOC no longer exists.
- Would like more social media cohesion among OC arts organizations?
- Greater understanding and connection of technology and the arts

Partnerships, Community Involvement and Outreach

- ArtsOC facilitates more connection to indigenous communities and Orange County’s heritage communities
- ArtsOC expands its non-traditional partnerships (for example, the Jamboree Housing Project)
- More business community involvement in the arts
 - Especially from younger business leaders
- More corporate board representatives
- Establish city by city citizen arts advocates
- Arts OC positively impacts all 34 OC cities
- ArtsOC is taking the lead in multicultural efforts: language
- “Conservative” redefined as encompassing arts support

- ArtsOC owns building as a hub for the arts countywide
- Art is used as more than just entertainment
- ArtsOC is an advocate for artist housing
- Orange County champions great contemporary architecture
- Arts leadership reflects diversity of community
- ArtsOC is catalyst for capacity building in arts organizations
- Expertise on partnerships for public programs

Education

- Parents no longer view their kids' involvement in the arts as an "extra" or "either/or" commodity
- Arts education adds value independently of STEM (not blended as STEAM)
- Arts OC undertakes a comprehensive assessment of arts education programs
 - Movement creation
- Universal opportunities for kids in the arts from an early age
- Every school district with VAPA Coordinator
 - Cross district programming
- Every Orange County child has tools to embody their creative beings
 - OC schools known for this

Funding

- The perceived "competition" for funds between the arts and social services is over
- ArtsOC has become a \$50M annual funder in OC
- Development dollars are going to the arts
- Tax dollars are funding ArtsOC and other arts orgs
- ArtsOC has cracked the code on how to fund advocacy
- ArtsOC leads collective fundraising among arts organizations and between arts, social services, and education

ArtsOC Board

- ArtsOC's board has a balance of individual, corporate and arts leader members
- ArtsOC's board is tightly-knit
- ArtsOC has active, engaged committees of board and community members