GALLERY ONE VISUAL ARTS CENTER

2021-2024 STRATEGIC PLAN

APPROVED BY THE GALLERY ONE BOARD OF DIRECTOR'S ON APRIL 19, 2021

LINCOLN ELEMENTARY SCHOOL VISITS THE CERAMICS STUDIO AS PART OF CLAY DAYS PRE-PANDEMIC.

GALLERY ONE VISUAL ARTS CENTER
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LAND ACKNOWLEDGEMENT

We acknowledge that Gallery One resides on the ancestral, traditional, and contemporary lands of the Kittitas people who have inhabited this area since time immemorial. The Kittitas band of the Confederated Tribes and Bands the Yakama Nation hold sacred this land and its beauty; an appreciation shared by Gallery One. Gallery One values all relationships that reinforce our commitment to art as a powerful tool for equity and diversity. Truth and acknowledgment are critical to building mutual respect and connection across all barriers of heritage and difference. We are honored and grateful to be here today on the historic lands of the Kittitas. We pay our respect to their elders and give thanks to the legacy of the original people, their lives, and their descendants.

CWU DIVERSITY AND EQUITY CENTER INVITES FULGENCIO LAZO TO INSTALL A TAPETE AT GALLERY ONE
Letter from the Board Chair & Director

With so much uncertainty over the past year due to the pandemic, it was questionable whether or not we should embark on a new strategic planning process. We were tired as our days had been spent on implementing the logistics of the pandemic like whether we could be open to the public, how to move our programs and gift shop to a virtual format, how often to sanitize surfaces, and where to install plexiglass. Our hearts and actions were also focused on supporting our community and our friends and family whose lives were drastically altered by COVID-19. Our mission to provide access to the arts for all could not be put on hold. The main challenge was to plan during an “unplannable time”. Over the past six months, we reached out to you, our community to ask what you value most about the work we do as well as areas where we can do better. We learned from you that Gallery One is a place to connect with community. We also learned that outside of our walls there are countless community connections waiting to be made.

The 2021 - 2024 strategic plan is designed to be both cautious during these uncertain times and bold in its promise to our members and community. It provides a commitment to strive for equity and inclusivity, extend and expand our programs beyond our walls, and provide transparency in all we do. Other key elements of the plan include understanding and building infrastructure around our virtual sales and events, supporting artists, and solidifying our financial strength for future growth. We boldly make promises to you in this plan and invite you to hold us accountable and join us on this journey.

With C.A.R.E. (creativity, adaptability, resiliency, empathy).

Cathy Bambrick             Monica Miller
Board Chair                Executive Director
OUR MISSION:
DEDICATED TO THE CREATION, EXHIBITION AND APPRECIATION OF VISUAL ARTS.

Gallery One provides:
- high-quality, innovative, and diverse visual arts exhibits
- educational programs for the appreciation and skills of the arts
- support for visual artists
- partnerships to further promote of the arts
- a meeting place to foster community cohesion and arts appreciation.

GALLERY ONE OFFERS A CREATIVE OUTLET FOR THE COMMUNITY, BUT MORE SO, IT HAS BECOME A COMMUNITY CENTER FOR THE ARTS. THE PROGRAMS, EXHIBITS, CLASSES, AND PRESENTATIONS ARE TRULY COMMUNITY LED AND EVERY MEMBER OF THE STAFF IS APPROACHABLE AND KIND...THAT MEANS A LOT.

– SURVEY PARTICIPANT
VISION

GALLERY ONE STRIVES TO CREATE A COMMUNITY DRAWN TOGETHER BY THE VISUAL ARTS AND EXPERIENCES.

VALUE STATEMENT

WE BELIEVE ART AND ARTISTS:

- ENRICH OUR LIVES BY EXPANDING OUR HORIZONS

- CONNECT PEOPLE AND BUILD RELATIONSHIPS

- CONTRIBUTE TO A LOCAL, CREATIVE ECONOMY

- ARE AN IMPORTANT PART OF A YOUTH’S EDUCATION

- CAN BE A POWERFUL TOOL FOR EQUITY

CRISTA ANN AMES, WORK IN PROGRESS, RUTH BADER GINSBERG VESSEL
ETRANCE AND EXPAND ART ACCESS IN ORDER TO FOSTER A CREATIVE COMMUNITY THAT VALUES THE MANY BENEFITS OF THE VISUAL ARTS SUCH AS SOCIAL AND EMOTIONAL WELL-BEING, COMPASSION, CREATIVITY, COMMUNICATION, AND CONNECTION TO EACH OTHER.
ENCOURAGE AND INSPIRE INCLUSIVE AND EQUITABLE EXPERIENCES AROUND THE ARTS THROUGH OUR EXHIBITS, CLASSES, AND EVENTS.

1. ENGAGE AND INVITE COMMUNITY REPRESENTATION IN THE ARTS, AMPLIFYING VOICES AND PERSPECTIVES.
2. CREATE A WELCOMING SPACE BY ENSURING OUR FACILITY IS OPEN, ACCESSIBLE, AND SAFE FOR COMMUNITY GATHERINGS, EVENTS, AND NETWORKING OPPORTUNITIES.
3. ADDRESS FINANCIAL BARRIERS TO OUR PROGRAMS TO SUPPORT OPPORTUNITIES FOR ALL TO EXPERIENCE OUR EXHIBITS, EVENTS, AND EDUCATION PROGRAMS.

CREATING PARTNERSHIPS AND ADVOCATING FOR ART, WITH PUBLIC OFFICIALS ON THE LOCAL, STATE AND NATIONAL LEVEL.

1. COLLABORATE WITH GOVERNMENT REPRESENTATIVES, CENTRAL WASHINGTON UNIVERSITY, AND OTHER LEADERSHIP GROUPS TO STRENGTHEN SUPPORT AND RESOURCES FOR THE ARTS.
2. WORK WITH THE PRIVATE SECTOR, LOCAL BUSINESSES, AND GALLERIES TO CREATE A NETWORK OF SUPPORT FOR THE ARTS.

ENSURE OUR PROGRAMS ARE ACCESSIBLE TO ALL BY CREATING ART EXPERIENCES BEYOND OUR WALLS.

1. CONTINUE TO ADVANCE AND PROMOTE PROGRAMS, EXHIBITS, AND OUR GIFT SHOP WARE WITHIN OUR COMMUNITY AND THROUGH PARTICIPATION IN COMMUNITY EVENTS.
2. EXPAND VIRTUAL PROGRAMS TO INCREASE ACCESS TO THE ARTS AND ARTISTS.
3. ESTABLISH NEW PARTNERSHIPS TO EXPAND ACCESS TO ART AND PROGRAMS TO UNDERSERVED POPULATIONS WITHIN OUR COMMUNITY.

PROVIDE UNOBSSTRUCTED ART ACCESS FOR YOUTH THROUGH OUR EDUCATION AND OUTREACH WITHIN SCHOOLS AND OTHER PARTNERSHIPS.

1. IDENTIFY AND WORK TO REDUCE THE BARRIERS TO ART EDUCATION ACCESS FOR THOSE 18 YEARS AND YOUNGER IN OUR COMMUNITY.
2. GAIN AN UNDERSTANDING OF THE NEEDS AND DEVELOP EDUCATION OPPORTUNITIES AND EXPERIENCES FOR TEENAGERS IN OUR COMMUNITY.
3. EXPAND AND SUPPORT ART EDUCATION WITHIN KITTITAS COUNTY SCHOOLS WITH A FOCUS ON DEVELOPING ART EDUCATION IN A RANGE OF SKILL LEVELS.
GOAL #2
CREATE AN ENVIRONMENT WHERE ARTISTS CAN COLLABORATE, CONNECT, BE CELEBRATED, AND THRIVE.

GALLERY ONE IS SO IMPORTANT ON A PERSONAL LEVEL AND A RESOURCE SERVING THE GREATER GOOD OF OUR REGION. MOST IMPORTANTLY FOR ME, IT GIVES CHILDREN THE OUTLET TO LEARN AND GROW - ART IMPACTS US ALL, PHYSICALLY, MENTALLY, AND socIAлы. JUST AS IMPORTANT, IS GALLERY ONE DRIVES THE ART ECONOMy IN THE AREA. PROVIDING ARTISTS AN OUTLET FOR THEIR WORK.

– SURVEY PARTICIPANT
CONTRIBUTE TO THE FINANCIAL WELL BEING OF ARTISTS THROUGH INCOME OPPORTUNITIES AND PROMOTION.

1. PROVIDE DEDICATED SUPPORT FOR ARTISTS TO SELL ARTWORK THROUGH OUR GIFT SHOP, EXHIBIT OPPORTUNITIES, AND ONLINE SALES.
2. PROMOTE AND CELEBRATE ARTISTS THROUGH THE ARTIST REGISTRY, SOCIAL MEDIA, AND OTHER MEDIA OUTLETS.
3. BROADEN ARTISTS’ PUBLIC AUDIENCE AND EXPOSURE, OFFERING OPPORTUNITIES TO SHOWCASE THEIR ART THROUGH RECEPTIONS, STUDIO TOURS, AND OTHER EVENTS.
4. EXPAND OPPORTUNITIES FOR ARTISTS TO EARN INCOME BY PROVIDING TEACHING OUTLETS.
5. CREATE SHARED SPACE, TOOLS, AND RESOURCES FOR ARTISTS THROUGH PROVISION OF THE ART LAB, CLASSROOM SPACE, CERAMICS STUDIO, AND A COLLABORATIVE RESOURCE FORUM.

ADVANCE ARTISTS’ ACCESS TO OPPORTUNITIES AND GROWTH BY SUPPORTING PROFESSIONAL NETWORKING AND EDUCATION PROGRAMS.

1. CONNECT ARTISTS TO CALLS FOR ART ON OUR WEBSITE AND OTHER SOCIAL MEDIA SYSTEMS.
2. ENCOURAGE AND SUPPORT PEER NETWORKING AMONG THE LOCAL ARTIST COMMUNITY, FOR THEM TO GATHER AND COLLABORATE.
3. SUPPORT AND ENCOURAGE EMERGING ARTISTS THROUGH PILOTING AN APPRENTICE PROGRAM FOR ARTISTS OF ALL AGES.
4. OFFER PROFESSIONAL DEVELOPMENT AND FEEDBACK PROGRAMS THAT FOCUS ON BUSINESS PRACTICES AND ADVANCING ARTISTS’ SKILLS.
5. CULTIVATE PARTNERSHIPS TO SUPPORT ARTISTS AND THE CREATION OF ART WITHIN OUR COMMUNITY.
6. BRING PROFESSIONAL ARTISTS TO OUR COMMUNITY FOR ART MAKING, EXHIBITION, AND COMMUNITY EDUCATION BY ESTABLISHING AN ALL-INCLUSIVE ART RESIDENCY PROGRAM.
GOAL #3

STRONG FINANCIAL STEWARDSHIP AND STRENGTHENING FOR FUTURE OPPORTUNITIES.

YOU ARE A COMMUNITY BUILDING AND BEACON OF CIVILITY IN ROUGH TIMES.
– SURVEY PARTICIPANT
GAIN AN UNDERSTANDING OF OUR MEMBERSHIP AND PARTICIPANT COMPOSITION AND STRIVE TO MIRROR OUR COMMUNITY PROFILE.

EXPLORE MISSION-DRIVEN GROWTH OPPORTUNITIES WITHIN OUR INVESTMENTS AND PHYSICAL ASSETS.

MANAGE AND GROW THE ENDOowment FUND THROUGH CONTINUED FUNDRAISING AND ASTUTE INVESTMENT PRACTICES TO SUPPORT FUTURE GROWTH OF PROGRAMS AND FACILITIES.

UNDERSTAND THE FINANCIAL SUPPORT STRUCTURES NEEDED FOR GROWTH OF ART PROGRAMMING.

SECURE AND CONTINUE TO GROW EARNED AND CONTRIBUTED INCOME.

SECURE THE FINANCIAL STRENGTH OF THE ORGANIZATION BY ADVANCING KEY RESOURCE DEVELOPMENT STRATEGIES.

1. ENSURE FINANCIAL SECURITY NEEDED TO MAINTAIN OUR CURRENT FACILITIES AND ONGOING CAPITAL IMPROVEMENTS.

2. ENGAGE IN AN INFORMATION SYSTEMS ASSESSMENT TO SUPPORT LONG TERM GROWTH OF OUR ONLINE AND IT SYSTEMS INCLUDING STAFFING AND RESOURCE NEEDS.

3. ASSESS AND DEVELOP THE RESOURCES NEEDED FOR FUTURE GROWTH OF OUR PHYSICAL SPACES.

DEVELOP AND ENSURE BEST USE OF OUR EXISTING FOOTPRINT TO ALLOW FOR FUTURE GROWTH OPPORTUNITIES.

PROVIDE EMPLOYMENT PRACTICES THAT SUPPORT THE WHOLE PERSON*.

1. DEVELOP A PLAN TO ENSURE LIVING WAGES AND BENEFITS FOR OUR EMPLOYEES.

2. COMMIT TO PROVIDING OUR EMPLOYEES PERSONAL GROWTH OPPORTUNITIES AND A FAIR AND ENGAGING WORKPLACE.

3. DEVELOP A LONG TERM PLAN FOR GROWTH AND EXPANSION OF OUR STAFFING MODEL.

*WHOLE PERSON IS DEFINED AS PROVIDING EMPLOYMENT THAT FUELS MOTIVATION, EMPOWERMENT, HOPE AND SUCCESS ENCOMPASSING THE FOUR QUADRANTS OF BODY, MIND, HEART, AND SPIRIT.
MEASURABLE TARGETS

We will measure our success through the following goals:

GOAL 1 - ACCESS (education, advocacy, events)
- Participation in youth and teen programs in the schools, scholarships
- Outreach to public groups and elected officials
- Public partnerships in the schools with the Ellensburg Arts Commission and Early Learning Coalition
- Private sponsorships such as NARM, exhibit and event sponsors

GOAL 2 - ARTISTS (income, networking, participation)
- Artist income through commissions, awards, and teaching
- Number of visiting artists in our exhibits and residencies
- Artist participation in registry, Confabs, studio tour, TAAP, Artlab, exhibits

Goal 3 - STEWARDSHIP (assets, income, staff, transparency)
- Conduct facility gap analysis
- Conduct employee benefits gap analysis, benefits package, and goal setting
- Grow income comprehensively

WELCOMING & BELONGING
- Distribute demographic survey of members, staff, board, artists
- Generate awareness of programs through a "buzz index"
- Increase overall attendance noting cost and platform
METHODOLOGY

WE ASKED, YOU ANSWERED. THIS PLAN IS YOUR PLAN.

Step 1:
Deliver survey to members about current programs and future opportunities.

Step 2:
Conduct focus groups with artists, staff, board members, community members, and donors.

Step 3:
Board and staff retreat with diversity and equity consultant and to evaluate current plan.

Step 4:
Committee work to articulate priorities.

Step 5:
Work with staff and board to identify achievable strategies and objectives.

Step 6:
Add measurable outcomes to increase accountability.

Step 7:
Community input.

Step 8:
Adoption by Board of Directors

I LOVE GALLERY ONE BECAUSE IT SUPPORTS ART APPRECIATION AND ARTISTIC EXPRESSION AND IN A WONDERFULLY INCLUSIVE WAY.
- SURVEY PARTICIPANT
THANK YOU

STRATEGIC PLANNING COMMITTEE
CATHERINE BAMBRICK (CHAIR)
PATRICIA CUTRIGHT
ANGELA JOHNSON
ONA SOLBERG

STAFF
RENEE ADAMS
CRISTA ANN AMES
AMY DAVISON
SARAH HAVEN
CLAY MAER
MONICA MILLER

DIVERSITY AND EQUITY
CONSULTANT
ABBY CHIEN

BOARD OF DIRECTORS

MEMBERS
137 OF YOU COMPLETED OUR SURVEY!

FOCUS GROUP PARTICIPANTS
37 OF YOU JOINED OUR FOCUS GROUPS!

Gallery One is welcoming to all. It feels like a community space, not just for artists.
– survey participant

www.gallery-one.org