



## **Department of Arts & Culture Strategic Positioning 2019 – 2021**

### **Vision**

**Mesa will be an internationally acclaimed destination, known for its innovations and variety in arts, science and culture, and with a diverse community deeply engaged and committed to cultural programs and their community impact.**

### **Mission**

To strengthen the creative, social and economic fabric of our community and region through inspiring, relevant, fun and transformational experiences.

### **Core Values**

- High Standards & Continuous Improvement
- Innovation & Creativity
- Integrity & Respect
- Teamwork & Collaboration
- Exceptional Customer Service & Community Ownership
- Inclusion, Diversity, Equity and Accessibility

### **Goals**

- Enhance and promote Mesa as a city offering extraordinary opportunities for learning, discovery and creativity
- Support the development and growth of a strong creative economy
- Increase the value the public places on arts, science and culture
- Strengthen the sustainability of our region's cultural community

### **Objectives**

- Connect the diverse segments of our community with our organizations and programs, and those of our partners, through active engagement and education
- Maintain and increase the quality of our programs, services, customer service, volunteer programs and facilities
- Increase the numbers of participants, members/donors and volunteers
- Increase the visibility and awareness of our organizations and programs
- Be a catalyst for the creation of activated and enhanced public spaces in downtown Mesa

## **Strategies**

1. Develop a detailed branding/awareness plan for our programs and organizations
2. Continue to develop/strengthen engagement/outreach/education/program plans that extend our reach beyond our walls into the community and region
3. Continually pursue programs and partnerships of high quality and diversity, seeking to identify and present new, unique and transformative experiences that respond to community needs/desires
4. Pursue joint planning and implementation of key initiatives with community partners
5. Build and maintain strong public advocacy for our organizations, our work and the value of what we do
6. Consistently and systematically gather data and information and use this intelligence to respond to the needs/desires of our community
7. Create a “culture of philanthropy”—a development and cultivation plan shared and supported by all staff members and volunteers
8. Continuously improve customer service in all areas, welcoming every visitor and addressing the needs of all
9. Improve communication across internal areas and organizations
10. Coordinate program and operational activities for greater efficiency and impact