



ARTIST TRUST  
STRATEGIC PLAN

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2016-2019

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## **INTRODUCTION**

Thirty years ago a group of artists and arts supporters envisioned creating support for art at its source: the individual artist. Such support was very rare and very needed, and out of that need Artist Trust was born. Since its inception in 1986, Artist Trust has stayed true to its core **MISSION to support and encourage artists of all disciplines to enrich community life throughout Washington State.** Thirty years of thoughtful and responsive effort bolstering the work of Washington artists of all disciplines has given us strength, expertise, and stability to look forward to a bright future of continued support for the individual artist.

We will advance Artist Trust's good work as a connector, supporter, and funder for artists through a new and refreshed lens of **VALUES: OPEN, TRANSPARENT, RESPONSIVE, and FORWARD-THINKING.** These values drive our actions and decisions, and are woven into our mission and goals.

## **GOALS**

This strategic plan [was created](#) in cooperation with and in response to the needs of artists state-wide and with input from over 1400 individuals. Artist Trust has created three strategic goals to articulate Artist Trust's direction to actively and responsively support and encourage Washington State artists of all disciplines.

**Goal One: To provide direct support to artists.**

**Goal Two: To create deeper and broader connections between artists and communities.**

**Goal Three: To make visible current issues impacting the livelihood of working artists.**

These strategic goals are supported by specific long-term objectives and annual initiatives. Additionally, Artist Trust reflects, reports, and refreshes program initiatives annually in an iterative, values-based process to best meet our mission, goals and objectives.

**2016-2019 Objectives:**

GOALS	To provide direct support to artists.	To create deeper and broader connections between artists and communities.	To discover and make visible current issues impacting the livelihood of working artists.
OBJECTIVES	Provide <b>funding</b> recognizing artistic talent through a peer-review selection process.	Provide <b>artists with opportunities to network and connect with each other</b> locally, regionally, and nationally.	Develop ongoing <b>feedback loops</b> artists to determine what artists need to be successful.
	Connect artists with <b>resources and opportunities</b> to support their art-making.	Enhance Artist Trust's <b>geographic diversity</b> and presence throughout Washington State.	Identify <b>issues impacting artists' livelihood</b> , and facilitate the networks, policies, connections, and resources to create a better environment for artists to thrive.
	Deliver <b>art business practice</b> training opportunities, giving artists the necessary support to launch and sustain successful careers. Introduce and encourage mentorship between artists. Create peer and professional critique opportunities for artists.	<b>Support artists of all races, ethnicities, and backgrounds</b> and establish pathways with organizations and communities to better serve all artists.	Further Washington State's development as a <b>world class arts region</b> .
		Provide tools and connections to <b>help artists build audience, cultivate patrons, and connect with the broader community</b> .	

Artist Trust measures progress toward strategic goals and objectives through annual program evaluation, including quantitative and qualitative measures. Annual initiatives are iterative, modified as necessary to achieve the best program efficacy to support and encourage Washington State artists. It is important to note that racial equity emerged as an organizational priority, and Artist Trust has created a [racial equity framework](#) to guide our strategic initiatives through a lens of equity. The equity framework is a living document evaluated annually.

To support the strategic direction articulated in this plan, Artist Trust has embarked on a Campaign for a Creative Future. Through this campaign, Artist Trust will raise funds to support programmatic ventures, and to build the capital that will ensure a financially stable future for Artist Trust. Progress is already being made toward a Campaign goal of \$3.5 million to be raised by 2019. Artist Trust's valiant new strategic vision coupled with increased capacity for a creative future will boldly advance Artist Trust's work as a connector, supporter, and funder for artists of all disciplines in Washington State.