



STRATEGIC PLAN

2023 – 2025

VISION

CREATIVITY IS AT THE HEART OF A THRIVING AND VIBRANT MARSHALLTOWN.

MISSION

LEAD THE DEVELOPMENT OF A CREATIVE COMMUNITY THROUGH ARTS AND CULTURE.

In 2022, the Arts + Culture Alliance Board of Directors collectively re-imagined the next three years to support the implementation of the 10-year Marshalltown Arts & Culture Master Plan. As we look to the future, we will empower others, rooted in creativity, to build community.

FUNCTIONS

CONNECT

We are the bridge builder for our community by collaborating and cultivating relationships.

ADVOCATE

We promote the value and necessity of arts and culture.

CELEBRATE

We engage and amplify the local arts and culture community.

VALUES

TEAMWORK

We prioritize relationships, partnerships and working together.

INCLUSION

We value diversity in all forms and promote a culture of inclusion.

IMPACT

We strive to make the greatest impact.

INNOVATION

We constantly challenge the ideas of what's possible.

ACCOUNTABILITY

We act with honesty, integrity and transparency.

1

SUSTAINABILITY

The return on cultural investment is within reach.

ABUNDANT LIVING

Public Investment (City/County)
~Creative Placemaking

Private Investment
~Master Plan Imp. Fund

Alliance Investment Strategy

Programmatic Collaborations
~Artist in Residency
~Artist Relocation Incentive

CAPACITY BUILDING

Expand Staffing Capacity

Re-Define Committee Structure

Connect with Creatives
~Arts & Culture Orgs
~Visual Artist Collective
~Performing Artist Collective

Desired Impact

A community who prioritizes creativity at the core of community development.

A community who attracts, retains and engages citizens and visitors.

2

CONNECT

We are the bridge builder for our community by collaborating and cultivating relationships.

BUILD BRIDGES

Nurture Neighborhood Projects - Neighborhood Mural Project

Uplift Informal Leaders: Form an Arts & Culture Leadership Circle

Cultivate Welcoming Spaces

Desired Impact

A community where ALL people feel welcome, included and heard.

A community where ALL people are represented in organizations and leadership roles.

3

ADVOCATE

We promote the value and necessity of arts and culture.

REVITALIZE OVER RESTORE

Create a Culturally Vibrant and Welcoming Downtown

~Energize Unused Spaces

~Spark Spontaneous Connections

First Impressions Matter: Creative interventions along the main corridor entrances to the city

Expand the Color Palette

Desired Impact

A community that amplifies artists and creators.

A community that feels and looks authentic to the people who live here.

4

CELEBRATE

We engage and amplify the local arts and culture community.

ELEVATE YOUTH

Open doors and eliminate barriers to art-related programs

Art Therapy Opportunities

ACTIVATE HOPE

Find small opportunities to celebrate growth and rebirth

Leverage current residents as influencers

HERITAGE OF INNOVATION

Make Space for Makers

STEM to STEAM

Desired Impact

Community pride!

Marshalltown becomes a hub for creativity and innovation.

MAKING WHAT MATTERS IN MARSHALLTOWN – TOGETHER!

CREATIVITY. CONNECTIONS. COMMUNITY.

Cities that weave arts and culture into the fabric of daily life become a destination for visitors. They drive economic prosperity. They become regional focal points. But most importantly, they bloom into a springboard of imagination and a creative home for their own residents.

CONVERSATIONS SPARK. CONNECTIONS ARE MADE. COMMUNITY THRIVES.

The Creative Community is all of us, coming together as individuals to form a whole. It is who we are, how we work and play, and what we love. We invite the community to take pART in making a vibrant and welcoming Marshalltown, alive with arts and authentic cultural opportunities.

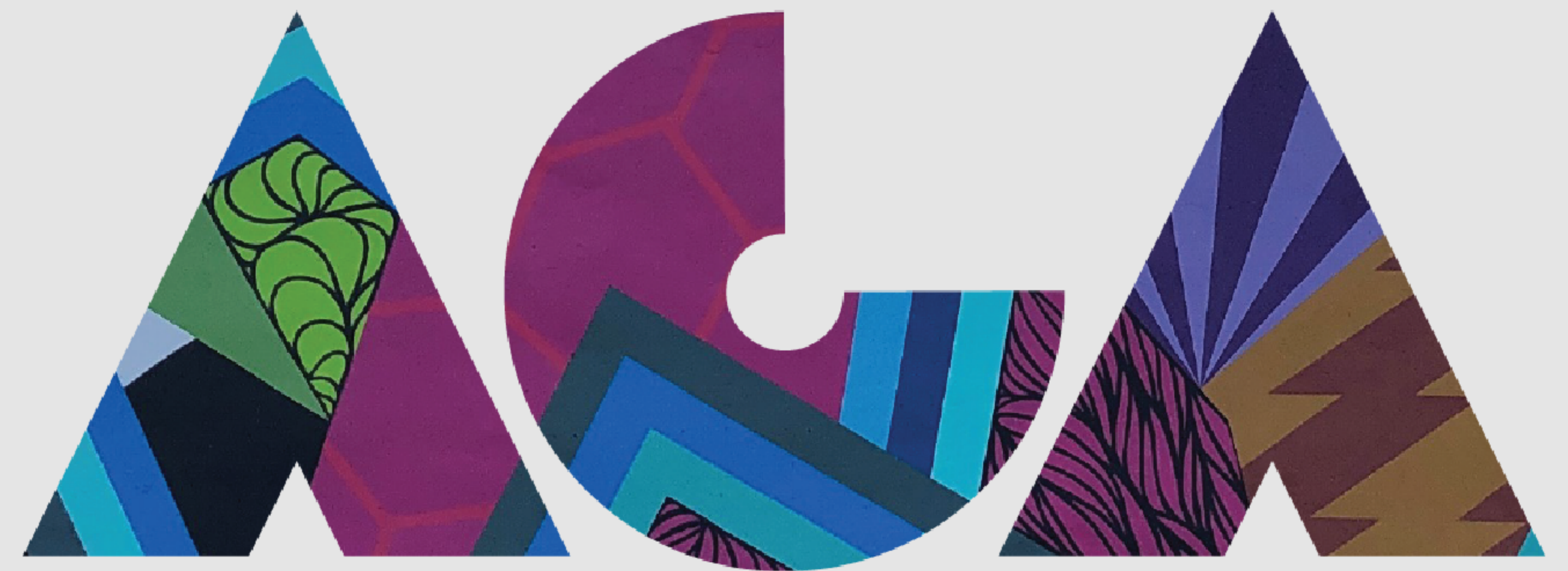
A COMMUNITY THAT DREAMS TOGETHER, GROWS TOGETHER.

BOARD OF DIRECTORS

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