



STATEN  
ISLAND  
ARTS

# STRATEGIC PLAN

2017-2019



# Mission

## **As the arts council for Richmond County,**

Staten Island Arts is a service organization that provides resources to individuals and organizations in the arts, cultural, and humanities sector. Founded nearly 25 years ago as a grassroots organization of artists, Staten Island Arts (legal name: The Council on the Arts and Humanities for Staten Island) provides regrants, capacity building, and professional development. Its presentations of traditional, folkloric and contemporary arts include an active gallery/exhibition program, live performances, and an affordable space rental program for local artists to present their programs at Staten Island Arts' gallery and performance space. The organization is acclaimed for its thematic festivals – including LUMEN, the wildly popular site-specific festival of illuminated art that is held annually at waterfront locations unique to Staten Island.

**Staten Island Arts serves a population of nearly 500,000 spread across 58 miles.**

Our programming and technical assistance are conducted in all island neighborhoods and serve a variety of underserved disciplines. The geography covered is not just physical. We provide services to communities whose cultural practices and traditions--as well as viewpoints, incomes, ages, and professions--vary greatly. Approximately 30,000 artists, educators, community members, tourists, and heritage-bearers are served annually through our programs and services.

# Staten Island Arts serves the community through traditional and contemporary art programs that highlight local artists and build audiences for their work.

## Regrants

Our regrant program supports the creation of new work on Staten Island. These grants are one of the only means through which individual artists can access public funds.

## Arts Education

We sponsor lifelong arts education programs in elementary, middle, and high schools, as well as with community and senior center participants. We also offer teaching artist training so that arts educators can powerfully and effectively share their work.

## Folklife

Staten Island Arts Folklife works with new and established ethnic communities on Staten Island, including the Irish, Mexican, Liberian, Ghanaian, Sierra Leonean, and Sri Lankan populations. This includes interviews and documentation that are archived, and public programs where local tradition-bearers gain skills and share their work with their own communities and wider audiences.

## Professional Development

Our Professional Development and Technical Assistance program helps individual artists, collaborators/partners, and cultural organizations to build capacity and produce/present new work. Workshop content is based on direct feedback from the community, needs observed in the field, through grant applications, and through one-on-one consultations with service and community groups.

## Research & Advocacy

Research and advocacy work has become an increasing part of how we address changes to our borough. We have conducted studies including “Art Hill: St. George Sustainable Cultural District Plan” and *Future Culture: Connecting Staten Island’s Waterfront*; we also led the Staten Island data collection for the NYC Cultural Plan.



# Our goals:

- ▶ **Make the arts accessible to every member of the community**
- ▶ **Recognize artistic achievement**
- ▶ **Ensure that artists, organizations and art educators have the technical, financial and social resources to encourage cultural participation**
- ▶ **Achieve financial sustainability**



# Make the arts accessible to every member of the community





**Make the arts accessible to  
every member of the community**

*through Objective A:*

# **Increasing attendance at art and cultural events taking place at Staten Island Arts**

## **Deliverables:**

Create/produce/  
present four exhibits  
a year

Create deeper  
relationships with  
existing partners,  
including SI Chamber  
of Commerce and  
Wagner College, in  
order to increase  
engagement with  
Staten Island Arts  
events

Build a stronger  
platform to support  
Community Producers  
program, including  
staff capacity for  
program delivery and  
marketing support to  
encourage  
participation











**Make the arts accessible to every member of the community**

*through Objective B:*

# **Expanding outreach to & collaboration with diverse communities across Staten Island**

## **Deliverables:**

Increase number of re-grant applications and awards from people of color by 7%

Re-grant \$300,000 in audience development initiative funding to support local community's strategies to achieve greater equity, diversity and inclusion.

Offer four racial equity workshops annually

Present racial equity topic at Spring Conference

Create two new partnerships with organizations or collectives from underserved communities

Assess increased awareness of cultural sensitivity

Increase engagement with partners from diverse communities through consultancies, events, board membership











**Make the arts accessible to  
every member of the community**

*through Objective C:*

# **Aligning arts education program activities with staff capacity & existing funding**

## **Deliverables:**

Develop statement of needs/interests for arts education at Staten Island Arts specifically and, more generally, on Staten Island

Re-position Staten Island Teaching Artist Institute as the primary focus for Arts Education at Staten Island Arts

Deliver arts education to five classes of K-12 students and at six senior centers



**FREE TEACHING ARTIST TRAINING**

**SAT, DEC 2**

BECOMING A TEACHING ARTIST | 11 AM TO 3 PM  
LED BY SUSAN FENLEY + KELLY KUWABARA  
SNUG HARBOR, THE HARBOR ROOM, BLDG G



# Recognize artistic achievement





Recognize  
artistic achievement

*through Objective A:*

# Increasing audience numbers at ArtSpace by 5%

## Deliverables:

Expand partnership with  
Borough President's new  
Office of Culture and  
Tourism

Meet with marketing  
team of Real Estate  
Developers

Employ more guerilla  
marketing (flyers,  
posters) to be placed  
at strategically targeted  
venues and locations

Expand Community  
Producers program to  
achieve a more robust  
calendar of activities



# HAVE AN IDEA FOR A SHOW?

ARTSPACE @ STATEN ISLAND ARTS IS AN  
ALTERNATIVE GALLERY SPACE - A PROJECT  
SPACE FOR YOU, THE COMMUNITY.  
WE WANT TO BRING TOGETHER ARTISTS,  
IDEAS + PROJECTS ENGAGING WITH THE  
ISSUES OF OUR TIME. LEARN MORE...



# DOES YOUR EVENT NEED A HOME?

BECOME A COMMUNITY PRODUCER!  
PARTNER W/ ARTSPACE FOR YOUR RECURRING  
PROGRAMMING, SPANNING 4 TO 12+ WEEKS  
MUST BE A STATEN ISLAND RESIDENT  
GET SUBSIDIZED RENTAL RATES,  
TECHNICAL SUPPORT + MARKETING!  
4 HOUR PACKAGE = \$170









**Recognize  
artistic achievement**

*through Objective B:*

**Increasing existing  
levels of press  
coverage through  
more active contact  
with Staten Island  
Advance & other  
news outlets**

**Deliverables:**

Place articles featuring  
Staten Island Arts in five  
national publications or  
media platforms



**Recognize  
artistic achievement**

*through Objective C:*

# **Increasing brand recognition**

## **Deliverables:**

Standardize usage of Staten Island Arts logo in all emails and printed materials

Create “What is Staten Island Arts” flyer or postcard

Create partnerships and/or events with with businesses, CBOs, and civic associations that will engage audience that likely doesn’t know about an arts council

Use “Creative Endeavors” radio show as platform to help general public understand what an arts council is



# WATERS AT PLAY



**FESTIVAL BY THE WATER!**

SEPT 30<sup>TH</sup> 3-7PM CELEBRATING WATER-BASED TRADITIONS, FOOD + MUSIC  
FREE & FAMILY FRIENDLY! Stapleton Waterfront Park + ArtSpace @ SI Arts

**FREE! RSVP REQUIRED**



PHOTOGRAPHY  
PORTFOLIO  
REVIEW  STATEN  
ISLAND  
ARTS

**MONDAY!**

**JAN 22**

6:30-9pm @ ARTSPACE, 23 Navy Pier Ct  
RSVP [www.statenislandarts.org](http://www.statenislandarts.org)  
Student & emerging photographers!

**ALL LEVELS WELCOME**

# INSIDE ART GUIDE

COMMUNITY EVENTS CALENDAR

BROUGHT TO YOU BY  STATEN  
ISLAND  
ARTS





**Ensure that artists, organizations & arts educators have the technical, financial and social resources to encourage cultural participation**





Ensure that artists, organizations & arts educators have the technical, financial and social resources to encourage cultural participation

*through Objective A:*

# Standardizing and streamlining “high touch” services



## Deliverables:

Redesign of Staten Island Arts website

- Needed in order to strengthen technical platform on which more information and archives can be placed
- Raise funding necessary to support regular updates and maintenance of site

Create a referral list of resources for standard, repeated requests; create section of this website or upcoming Future Culture website where this information can be housed



Ensure that artists, organizations & arts educators have the technical, financial and social resources to encourage cultural participation

*through Objective B:*

# Offering free workshops on in-demand topics through the Professional Assistance/ Technical Assistance program

## **Deliverables:**

Create workshops aligned with goals established by NYC Cultural Plan

Continue to bring outside consultants to Staten Island to provide “best practices” workshops

Ensure that workshops reflect priority topics of interest identified in a survey of artists

Increase workshop participation by 20%





Ensure that artists, organizations & arts educators have the technical, financial and social resources to encourage cultural participation

*through Objective C:*

# Continuing to test Future Culture recommendations

## **Deliverables:**

Engage community to share information learned through launch of pilot projects

Increase levels of engagement with North Shore business community

**FUTURE  CULTURE**  
Connecting Staten Island's Waterfront





# FUTURE ∞ CULTURE

## Connecting Staten Island's Waterfront

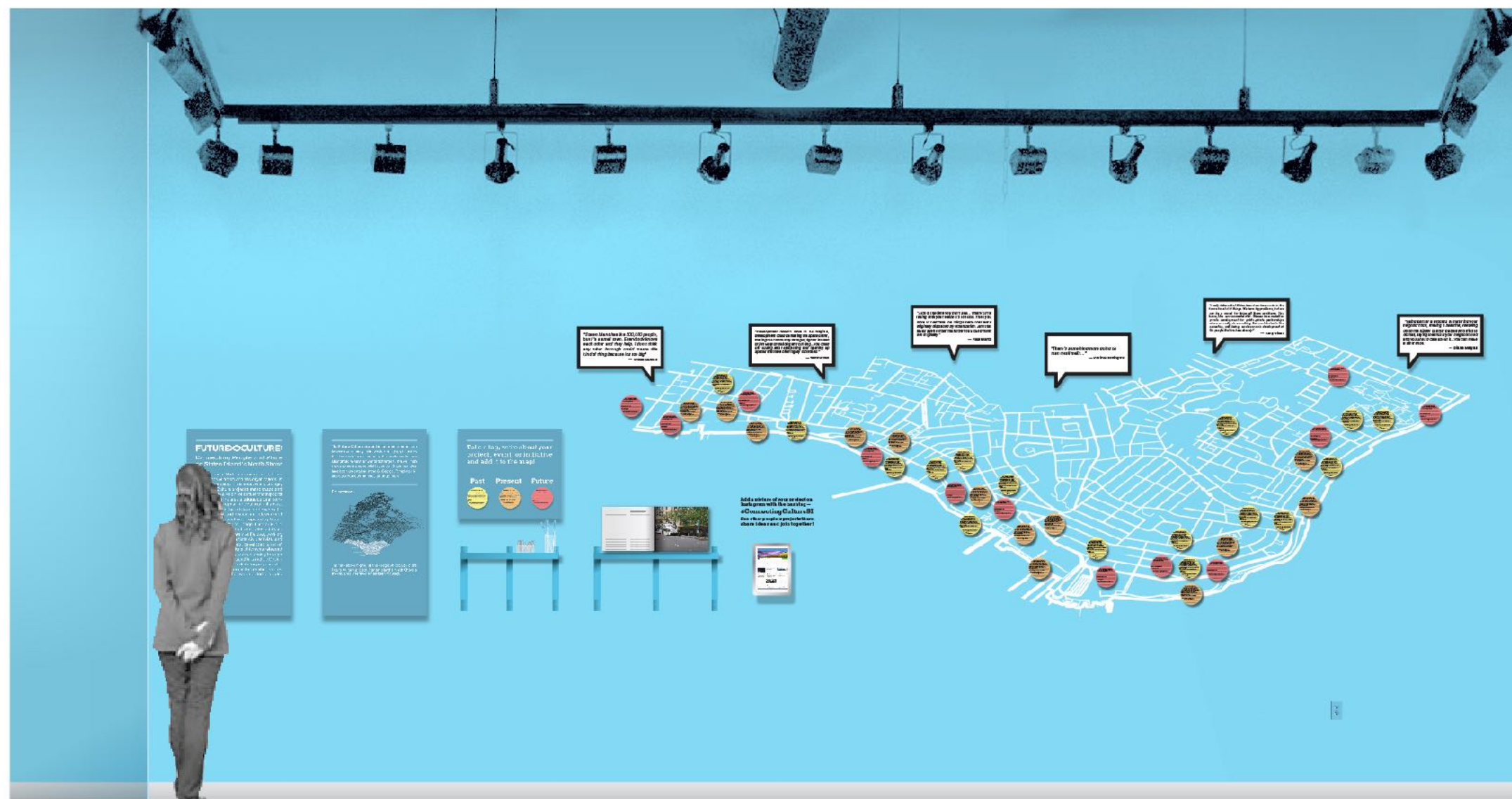
DESIGN TRUST  
FOR PUBLIC SPACE



STATEN  
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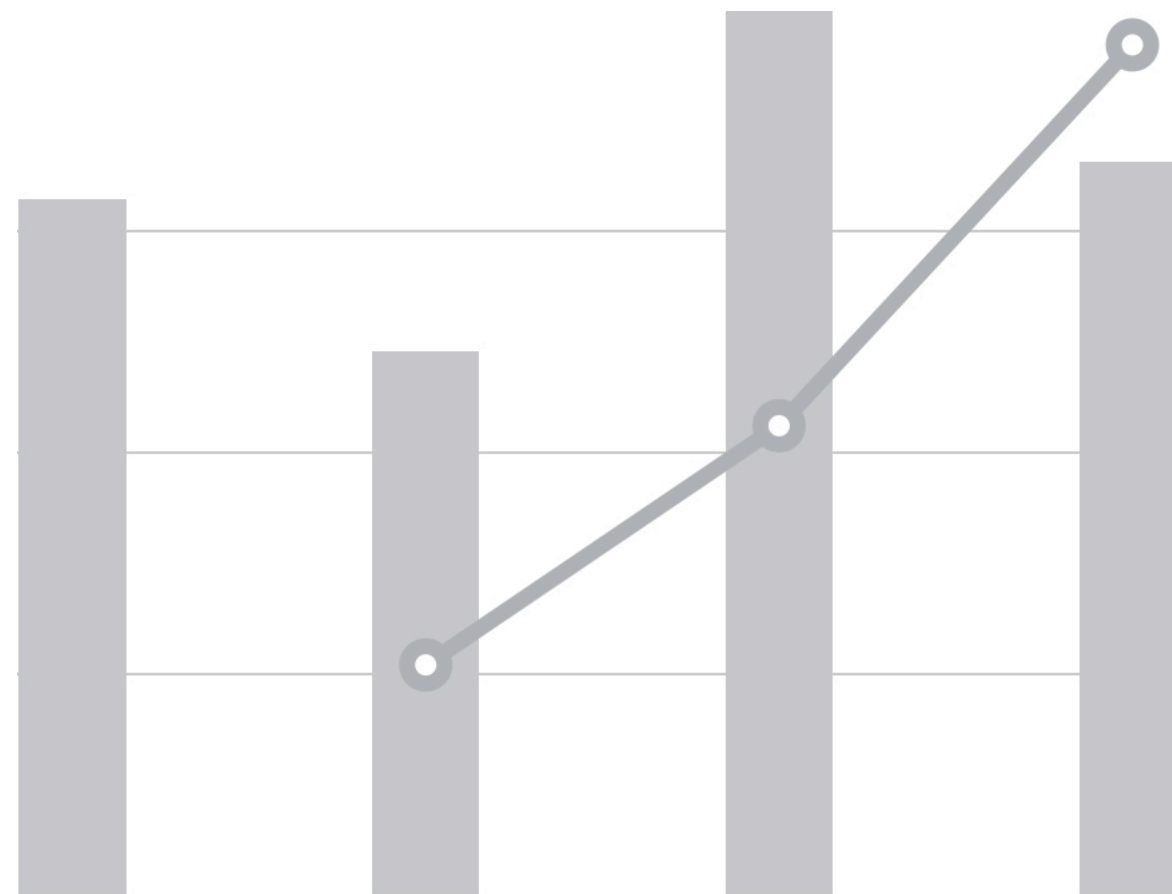
March 2017 Initial Recommendations







# Achieve financial sustainability





*through Objective A:*

# **Increasing funding from regional and national funders who engage with the Staten Island creativity community through funding for Staten Island Arts**

## **Deliverables:**

Add 3 new foundation funders and 2 new corporate sponsors by end of 2018

Increase overall giving by 20% by end of 2019



# FUTURE∞CULTURE

## Connecting Staten Island's Waterfront

Future Culture is made possible in part by generous support from:



Project funding is also provided by the Design Trust Founder's Circle, including: Hugo Barreca, Agnes Gund, Kitty Hawks, Sophia W. Healy, the Lily Auchincloss Foundation Inc., Camila Pastor and Stephen Maharam, Claire Weisz, and Andrea Woodner.



The Staten Island Arts Regrants program is supported by funds from the New York City Department of Cultural Affairs in partnership with the City Council, and the New York State Council on the Arts with the support of Governor Andrew M. Cuomo and the New York State Legislature.





*through Objective B:*

# Partnering with the board to cultivate individual donors & new sources of funding

## **Deliverables:**

Standardize an active Fundraising committee that will organize two events per year

Seek active board engagement with fundraising for large-scale events such as LUMEN







*through Objective C:*

# Expanding board membership

## **Deliverables:**

Add 3 members by end  
of 2018 (to a total of 11)

Add 3 additional  
members by end of  
2019 (to a total of 14)



*through Objective D:*

**Adding a Staten  
Island Arts staff  
position dedicated  
to fundraising**

*through Objective E:*

**Conducting  
a strategic  
assessment of  
what services  
can be  
provided for  
free and what  
should be  
monetized**