



# Dakota West Arts Council Strategy Roadmap 2016-18

*Developed October 2015*

## Mission Statement

Dakota West Arts Council advances art and culture in North Dakota’s Capital City through advocacy, community engagement, partnerships and collaboration.

## Statement of Purpose

Our purpose is to foster a Capital City that recognizes and honors the cultural contributions of its citizens to the arts:

- to advocate for the need and importance of broad community funding and support for a thriving arts scene;
- to enthusiastically lead the charge of community engagement by connecting artists, audiences, businesses, foundations, and arts and cultural organizations with opportunities to explore and expand the Capital City’s creative vitality;
- to collaborate with community leaders, businesses, corporations, foundations and partner with arts organizations to bring artists and audiences together;
- and to ignite a new urban spirit as well as celebrate the crucial role arts and culture play in stimulating economic vitality.

## Core Values

We believe art and culture enrich the quality of life for residents and visitors to North Dakota Capital City.

- Art and cultural opportunities are vital to a healthy, prosperous society.
- Every resident deserves access to a variety of art and cultural experiences – creative expression fills an essential human need.
- Arts and culture are necessary parts of our civic life—fostering civic engagement, cultural empathy. They are crucial in sustaining a thriving community.
- Unique and diverse art forms bring people together across cultures and can bridge/promote positive intercultural relationships.
- Arts and cultural heritage can provide an automatic sense of unity and belonging within a group and allow us to better understand previous generations and the history of where we come from.

## Vision Statement

We envision a capital city that encourages a passion for creativity and serves as a cultural hub in successfully supporting, partnering, collaborating and integrating the art across all community sectors to improve the well-being of all North Dakotans culturally, socially and economically.

## Strategic Focus

To advance our vision in the next phase of our work, we must work to ignite a new urban spirit by raising awareness of the power and potential of the creative sector as a catalyst for prosperity, enhancing our role as the collective voice for arts and elevating the idea that arts and culture are essential to a healthy future, encouraging innovative engagements through the arts. To that end, a critical outcome will be the development of a cultural plan for Bismarck that will provide common language around the power and potential of the creative sector, as well as paths along which a healthy future can unfold.

## Products and Services

The arts council’s DNA includes community communications, creative and diverse collaborations, connecting people to arts and culture throughout the city, creating opportunities for residents, arts organizations and artists, cultivating change and functioning as the custodian of public arts and culture investment.

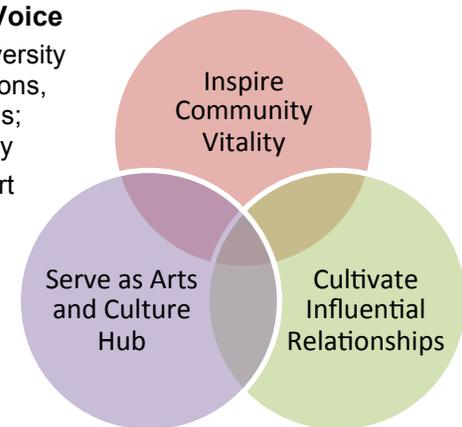
### ‘Hedgehog’: Our Role as Collective Voice

**Our Passion:** The idea that depth and diversity of artistic and cultural life fire our imaginations, challenge, inspire, educate and entertain us; essential to personal and community vitality

**Our Core Competency:** Serving as the art and cultural hub for North Dakota

**Our Resource Driver:** Our ability to cultivate deep and influential relationships and partnerships

**The Intersection:** Our ability to spread the idea that arts and culture are essential to a healthy future. .





**The City of Bismarck's 2012 Strategic Plan identifies the following goals and objectives that are relative to arts and culture:**

- the need to develop community arts, culture and recreational opportunities to become a preferred workplace,
- the need to incorporate arts and culture in Downtown Bismarck in order to have a vibrant, lively and attractive heart of the community, and
- a desire to be the arts and cultural capital of North Dakota.

**Dakota West Arts Council's strongest desire is to work in sync with the City of Bismarck. The Arts Council's Strategic Roadmap and Goals are an extension of the City's Strategic Plan and identify ways to attain the goals and objectives set by the City.**