

# **Macon County Art Association**

## ***Intent***

Macon County Art Association is the community for artists and art lovers in Macon County, North Carolina that enriches the community by promoting all visual arts, inspiring and encouraging visual artists and by developing emerging artists.

## ***Purpose***

Macon County Art Association is a nonprofit organization committed to:

- Providing a collective for all visual artists in Franklin, Macon County and the surrounding area;
- Promoting art and art appreciation through education and exhibition;
- Supporting the work of artists and art endeavors such as the school arts programs;
- Supporting the work of other nonprofit organizations through art.

Our members strive to enrich the community through art education by offering opportunities such as lectures, workshops, ongoing classes for children and adults, and scholarships. We also currently host a weekly open Painters' Group and Drawing Group, sponsor monthly educational meetings and participate in fundraising opportunities for our local school arts programs and other charities. The Macon County Art Association welcomes and encourages the general public to attend these events.

Macon County Art Association runs a cooperative gallery and provides other opportunities for its members to exhibit and sell art at offsite and outdoor shows. These opportunities for artists also provide revenue to the organization to support its programs, scholarships and charitable work.

## **Long Term Goal for 2010 - 15**

**To be the premier visual arts organization in Franklin, Macon County and the surrounding area.**

### **A. Membership Goal: Expand membership**

Macon County Art Association will expand membership so that:

- The Association is representative of the entire artist community in Franklin, Macon County and the surrounding area.
- The Association includes the supporters of the visual arts in Franklin, Macon County and the surrounding area.
- The Association's continuing operating funds are increased to help support the Association's objectives.

## **Objectives**

1. Attract more established artists such as those with their own galleries.
  - 1.1. Remove barriers to membership for working artists by offering regular weekend and evening events.
  - 1.2. Delineate membership categories to allow continuing support from students, artists and individual and corporate patrons.
  - 1.3. Revise the by-laws to encourage working artists and others unable to attend monthly meetings to join the Association.
  - 1.4. Develop membership materials consistent with these changes and the goals of the Association (see Marketing Objective E1.1).
  - 1.5. Partner with artists with their own studios and workshops to offer programs there.
2. Expand and diversify membership to include more sculptors and artists working in clay and other three-dimensional media, folk artists and other nontraditional artists, printmakers and photographic artists.
  - 2.1. Improve Gallery Display areas for three-dimensional art (see Gallery Objective D5).
  - 2.2. Provide facilities for working in three-dimensional as well as two-dimensional media (see Facilities Goal F).
3. Attract student members; provide opportunities especially for students.
  - 3.1. Remove barriers to membership for student artists by offering regular weekend and evening events.
  - 3.2. Delineate membership categories to allow continuing support from students, artists and individual and corporate patrons.
  - 3.3. Revise the by-laws to encourage students unable to attend monthly meetings to join the Association.
4. Attract benefactor members who support the visual arts.
  - 4.1. Delineate membership categories to allow continuing support from individual and corporate sponsors.
  - 4.2. Delineate gifting types and levels.
  - 4.3. Define recognition for benefactors.

5. Attract Gallery members by defining Gallery membership category and better distinguishing Gallery operations from those of the Association.
  - 5.1. Establish governance for the Gallery operations (see Gallery Goal D1.1).
  - 5.2. Improve Gallery facilities (see Facilities Goal F).
  - 5.3. Hold annual juried competition.

## **B. Education Goals**

Macon County Art Association will continue to provide art education for people in Franklin, Macon County and the surrounding areas, as well as networking and mentoring opportunities for artists.

### **B1. Provide art education**

The Association will provide educational opportunities in art through lectures, demonstrations, workshops and ongoing classes to working artists, hobby artists and emerging artists of all ages.

#### **Objectives**

1. Continue to hold regular education meetings, ongoing classes and workgroups, workshops and demonstrations.
2. Diversify the type and the times of these offerings in support of Membership Objective A1.1.
3. Diversify the places education meetings and workshops are held by partnering with member artists with their own studio or workshop in support of Membership Objective A1.5.
4. Promote these activities (see Marketing Goal E1).
5. Develop funding in support of these as appropriate (see Development Goals G1 and G2).
6. Provide excellent teachers and facilitators for classes and workshops.  
Give support to teachers and facilitators by
  - 6.1. Advertising and promotion of classes and workshops (see Marketing Goal E1).
  - 6.2. Low-cost facility provision as appropriate.
  - 6.3. Generous honoraria as appropriate.
  - 6.4. Provision of supplies as appropriate.
  - 6.5. Grant writing assistance (see Development Goal G2).
7. Provide excellent meeting, teaching and workshop facilities in all media (see Facilities Goal F).

## **B2. Provide networking and mentoring opportunities for artists**

Macon County Art Association will help artists in Franklin, Macon County and the surrounding area learn from each other, develop support groups and network with each other.

### **Objectives**

1. Hold monthly meetings and provide other opportunities for artists to network.
2. Continue to provide special interest groups with opportunities to network and self-mentor such as the Thursday Painters Group and the Monday Drawing Group. Identify other special interest groups and meet their needs as membership expands.
3. Identify artists willing to mentor emerging artists and facilitate mentoring.

## **C. Gallery Goals**

The Gallery will become an Arts Center, offering excellent inside and outside display and sales opportunities to Gallery members.

### **C1. Inside Sales Goal: Provide excellent display and sales opportunities within the Gallery for participating members of its cooperative.**

The Gallery of Macon County Art Association is the Uptown Gallery, 30 East Main Street in Franklin. The Gallery is run as a cooperative gallery displaying and selling works by Gallery members of the Association.

- The Gallery will provide an accessible and inviting environment emphasizing the community centered nature of the Gallery and the Association.
- The Gallery's external and internal appearance will be up-to-date and professional, providing excellent display opportunities for two- and three-dimensional works of art.
- Sales staff will be artists featured in the cooperative and trained to offer friendly and knowledgeable help to customers, thus facilitating sales.

As at present, Gallery members will have the incentive of a reduced commission on sales of their work in the Gallery or at any of the other sales and display venues of the Association.

### **Objectives**

1. Establish Gallery Governance Committee. The Committee shall have the

- responsibility for all inside and outdoor sales venues to Gallery members.
2. Revise Gallery procedures to facilitate Gallery Members' participation in the Gallery (see Membership Goal A).
  3. Provide professional-level customer service training for gallery personnel.
  4. Investigate other available locations and investigate relocating the meeting and workshop space so that the Gallery display area can be expanded (see Facilities Goal F).
  5. Appearance and display (see Facilities Goal F2):
    - 5.1. Update the image of the Gallery to reflect the vision of the Association.
    - 5.2. Make the Gallery more identifiable.
    - 5.3. Expand display opportunities for three-dimensional artists and for larger works of art.
  6. Identify opportunities to promote the gallery and increase membership of the Gallery and the Association (see Membership Goal A and Marketing Goal E1).
    - 6.1. Hold special shows and open houses.
    - 6.2. Partner with other organizations for themed shows.
    - 6.3. The Gallery Committee and the Marketing Director will work together to identify other opportunities to promote the Gallery.

## **C2. Outdoor Sales Goal: Provide excellent sales opportunities for participating members of its cooperative.**

Gallery members of the Association will have the opportunity to display and sell their work at outdoor shows such as the ones currently held in Highlands and at festivals and events in the Macon County area.

### **Objectives**

1. Develop a working group or subcommittee of the Gallery Committee to be responsible for all outdoor sales.
2. Investigate alternative venues for the outdoor shows in Highlands.
3. Find a venue for an offsite show and sale in Franklin related to a gem show or other event.
4. Determine objectives for shows at festivals and special events in Franklin including the Scottish Festival, Heritage Festival and Pumpkin Fest.
5. Investigate representing the Gallery and members at festivals in Clayton and other nearby communities.
6. Write a plan for each of these events.

## **D. Marketing and Development Goals**

The marketing goals of Macon County Art Association are to heighten and improve the image of the Association whilst supporting the Association's goals. The marketing goals similarly promote the Gallery and its activities.

- The perception of the Macon County Art Association by artists and the community at large will be boosted.
- The image of the Association will be changed to include art forms other than photography and painting.
- Opportunities for recognition will be identified and used as appropriate.
- The Association will be consistently represented using the marketing materials and approaches developed.

### **D1. Improve recognition and image of the Association in Franklin, Macon County and the surrounding area arts and other communities**

#### **Objectives**

1. Develop a logo and marketing materials consistent with the Association's status as the premier art organization in Franklin, Macon County and the surrounding area to support development, membership, education and other activities of the Association.
2. Ensure that these materials are used exclusively in promoting the Association's operations.
3. Identify all marketing venues and opportunities for promoting the Association.
4. Identify the Organization's activities needing marketing support and match them to available marketing opportunities. Ensure that all the Association's programs, workshops and other educational activities are promoted.
5. Liaise with artists, other arts organizations, civic and charitable organizations and help develop cooperative marketing programs.

### **D2. Heighten recognition and image of the Gallery in Franklin and surrounding area arts and other communities**

#### **Objectives**

1. Develop marketing materials for the Gallery and ensure that these materials are used exclusively in promoting the Gallery's operations.
2. Identify all marketing venues and opportunities for promoting the Gallery.
3. Identify the Gallery's activities needing marketing and match them to available marketing opportunities. Ensure that all the Gallery's activities are promoted.

4. Liaise with the merchants' and civic associations and help develop cooperative marketing programs.

### **D3. Develop the Macon County Art Association and Uptown Gallery website(s)**

The Macon County Art Association website will promote the Association, its members and activities.

The Gallery website will promote the Gallery, Gallery members and Gallery activities. The website(s) will be accurate, up-to-date resources for Association members and the community.

If separated, the websites will be linked to one another.

#### **Objectives**

1. Develop an appearance and functions consistent with the image of the Association and of the Gallery.
2. Provide a method for communicating with the Association.
3. Provide information on the Association's and the Gallery's locations.
4. Give information on all Association activities such as meetings, classes and workshops for at least three months into the future.
5. Give information on other arts activities in the region.
6. Provide access to the Association's newsletter and other publications as appropriate.
7. Provide a link to Association members' websites.
8. Provide up-to-date information on the Gallery, Gallery members and activities as appropriate.
9. Provide links to sponsors and other organizations as appropriate.

### **D4. Development and Fundraising Goals**

Macon County Art Association will partner with government, businesses, professionals and individual sponsors to provide funding for the mission and goals of the Macon County Art Association and the associated gallery and exhibitions.

#### **D4A. Develop fundraising programs and events**

##### **Objectives**

1. Develop a gifting program for individuals and businesses
  - 1.1. Identify potential benefactors and sponsors and approach them for funding.
    - 1.1.1. Offer incentives for sponsorship.
  - 1.2. Identify special needs, programs and events of the Association for

sponsorship opportunities.

- 1.2.1. Identify potential sponsors for these needs, events and programs.
2. Develop fundraising events.
  - 2.1. Identify partners for fundraising events as appropriate.
3. Develop a memorial gifting program.
4. Plan promotion of the Association at community events and help solicit sponsors and donations.
5. Help establish benefactor membership category (see Membership Objective 5).

#### **D4B. Obtain grant monies for activities**

##### **Objectives**

1. Identify potential granting organizations:
  - 1.1. Governmental institutions and programs;
  - 1.2. Foundations;
  - 1.3. Businesses.
2. Identify programs, workshops and other Association activities for funding.
3. Identify Gallery needs for funding.
4. Write grants to fund appropriate Association and Gallery objectives.

#### **E. Community Partnerships Goal: Increase awareness of art and artists**

Macon County Art Association will find partners in Franklin, Macon County and the surrounding area to

- Promote awareness of art and artists working in the area.
- Bring art appreciation to people in the area.

##### **Objectives**

1. Establish a Speaker's Bureau to make speakers and topics available for civic, business and professional organization meetings, schools and colleges.
2. Identify display opportunities for member artists in locations such as the airport, colleges, businesses and other locations.
  - 2.1. Manage these locations so that the Art Association and its members are represented according to the Association's goals and so that the participating community members are satisfied with the results.
  - 2.2. Make display backdrops for these areas as necessary (see Facilities Goal 2.4).
  - 2.3. Provide lighting for displays as necessary (see Facilities Goal 2.4).

- 2.4. Make members aware of any security issues they might encounter.
3. Develop and distribute an updated art map to create awareness of the association's Gallery, its various displays and its member artists' studios in Franklin, Macon County and the surrounding area.
4. Develop an art tour and other events to create awareness of member artists.
5. Contribute time and art to charitable organizations in furtherance of the Association's goals.
  - 5.1. Support the Zonta Evening of Art and Chocolate auction or other charitable events, according to all the Association's goals.
  - 5.2. Develop projects to raise funds for charity such as the hand painted Christmas ornaments (half the profit went to Shop with a Cop, half to the Association).
6. Participate in other community organizations' and civic events (see Membership Goal A and Marketing Goal E1).
  - 6.1. Have information display booth at Franklin festivals and other events as appropriate.
  - 6.2. Have information display booth at other community's events, such as those in Clayton, Highlands, Dillsboro, and at college events as appropriate.
7. Use the Association's and its members' marketing materials exclusively and appropriately.

## **F. Facilities Goal**

The facilities used by Macon County Art Association will be improved to support the Membership A, Education C and Gallery D Goals. Facility improvement will

- Heighten and enhance the image of the Association and of the Gallery.
- Make the Gallery more identifiable from the street.
- Enhance teaching and group activity space.
- Expand teaching and group activity capabilities.
- Provide display areas that complement the diversity and high caliber of the Gallery members' art whilst providing an inviting and friendly place for

### **Objectives**

1. Provide excellent meeting, teaching and workshop facilities in all media.
  - 1.1. Find an accessible venue for classes and workshops other than the Uptown Gallery space.
  - 1.2. Equip venue for classes, workshops and group activities.
  - 1.3. Provide facilities for working in three-dimensional as well as two-dimensional media.

- 1.4. Provide facilities for working from live models.
- 1.5. Provide facilities to aid two-dimensional artists prepare work for display including art printing and photography.
- 1.6. Acquire funding to support increased workshop space and enhanced workshop facilities such as kilns, printing presses and photographic printing (see Development Goal G).
2. Improve Gallery facilities.
  - 2.1. Update facade.
    - 2.1.1. Buy a new awning.
    - 2.1.2. Update the Gallery identification on the window (new lettering, relocate lettering to make it visible to passersby on Main Street).
    - 2.1.3. Update window display area.
  - 2.2. Develop and implement a cost-effective plan to improve the internal appearance of the Gallery (see Gallery Goal D1.5).
    - 2.2.1. Find alternative to pegboard such as wallboard or gallery panels.
    - 2.2.2. Improve lighting.
  - 2.3. Develop and implement a cost-effective plan to improve the display capabilities of the Gallery.
    - 2.3.1. Increase/install display areas for 3-D art and large pieces of art.
  - 2.4. Expand display space into meeting area when other venue for Association activities is secured.
    - 2.4.1. Renovate present meeting area to match Gallery.
    - 2.4.2. Replace tile with carpet as needed.
3. Provide display panels and lighting as required to allow Gallery members to display at designated offsite locations.