

AIKEN CENTER *for the* ARTS

Strategic Plan 2024-2026



Our Mission

The mission of Aiken Center for the Arts (ACA) is to inspire and educate by providing unique visual and performing arts experiences for all ages.



Our Vision

The Aiken Center for the Arts should be a community hub of creative expression and appreciation of the visual and performing arts that inspires, educates and connects artists, students, residents and visitors through exhibitions, performances, arts education and a retail environment. We aspire to be the anchor for the downtown community by providing dynamic and engaging entertainment and cultural experiences six days per week, including evenings, which will encourage, promote and support downtown Aiken and its shops and restaurants. We hope to encourage, promote and support collaboration and partnerships with Aiken Arts and Human Services organizations for the betterment of the community, the mutual growth of our respective organizations and accessibility to the arts for all.

Goal 1: Long-Term Financial Viability

To provide the appropriate resources to keep our mission relevant and to meet community needs and for long-term viability and growth.

Objective 1 To secure and provide the necessary cash flow and expertise to maintain and grow the people, physical assets, and services of the organization

Strategy 1 Maintain annual budget with contributing margin for innovation

Strategy 2 Explore current strategies to meet market needs (i.e. zoom/programs, webinar/business rentals including 1st floor audio/video capabilities)

Strategy 3 Develop strategies to include all donors into membership and to create additional benefits beyond 10% discount on class registrations

Objective 2 Strengthen private giving: Corporate, Foundation, and Individual

Strategy 1 Build philanthropic programs to include annual, major and planned gift strategies for individuals, foundations, and corporations

Strategy 2 Identify unique fundraising opportunities in addition to philanthropy



Goal 2: Board, Staff, and Volunteer Development

To recruit, develop, lead, and retain the right board, staff and volunteer leadership to carry out the mission of the Aiken Center for the Arts.

Objective 1 Recruit, train, and retain a highly-qualified team of board members and staff

Strategy 1 Create personal development plans/programs for staff and board members

Strategy 2 Use self-evaluations to inform training and development opportunities

Strategy 3 Working with the Executive Director, the board shall develop a Succession Plan for key personnel

Objective 2 Achieve continued board development by recruiting and retaining a board with diverse skills, cultural backgrounds, and vocations to bring a broad range of perspectives and expertise to the board

Strategy 1 Create annual commitment pledge process for board members

Strategy 2 Conduct two expanded board meetings per year for partnership building

Strategy 3 Create volunteer database and use it for specific volunteer communications (i.e., Antiques opportunities, committee membership opportunities, serving at summer camp and gallery openings, etc.)



Goal 3: Programming

To create, develop, and deliver programs and exhibitions in the Center that impact a wide cross-section of our community.

Objective 1 To position the ACA as a resource and safe space for artists, teaching artists, staff, and community members to come together and experience art

Strategy 1 Offer variety and diversity in our programs and exhibitions and gallery shop

Strategy 2 Provide opportunities for artists to share their work through teaching, creating, performing, and exhibiting

Strategy 3 Provide and make accessible a broad range of art experiences continuing and growing Joy in the Journey, Special Needs Art and Music Camps, Good Morning Art, Arts Alive, School engagements, and Scholarships

Objective 2 Enhance our partnerships with USC-Aiken, local school districts, other art organizations and our local, county and state governing bodies.

Strategy 1 Execute collaborative community programs that draw from resources identified with our community partners



Goal 4: Marketing/Branding/Communication

To ensure the community knows about us, what we do, what we have to offer and the important contribution we make to the region.

Objective 1 Maximize current and new opportunities to grow our brand identity.

Strategy 1 Refresh all marketing venues available to the ACA continuously.

Strategy 2 Evaluate new marketing tools to expand our reach.

Objective 2 Enhance the effectiveness of our marketing and communications.

Strategy 1 Research, identify and approach new partners who could expand our marketing reach through their channels.

Strategy 2 Utilize partnership with USC-Aiken and our internship program within the Art department.

Objective 3 Identify new marketing strategies that are unique to the arts.

Strategy 1 Assess any opportunity for community engagement off-site: pop-up or art demonstrations or performances at partner sites.

Strategy 2 Collaborate with partners to market our exhibit calendar and educational offerings.

Strategy 3 Open communication with local pastors and music directors to help raise awareness of art and music opportunities and identify scholarship needs in our community





At Aiken Center for the Arts...

- Develop your creative skills and discover new art forms in art classes and workshops
- Be inspired by beautiful art in our exhibition spaces
- Discover original works by local and regional artists in our Gallery Shop
- Hear from relevant speakers, including guest authors giving enriching lectures
- Learn to play a string instrument and join our Ensemble
- Envision our space to use for public and private events

This is **your** arts center!





AIKEN
CENTER
for the
ARTS

122 Laurens Street SW, Aiken, SC 29801

(803) 641.9094

AikenCenterfortheArts.org

Our gallery is free and open to the public
Monday-Saturday, 10am-5pm

