



Chicopee Cultural Council's 2019 Strategic Plan

The mission of the Chicopee Cultural Council is to advance excellence and access in the arts, humanities and interpretive sciences. Through grants to artists, organizations, public art projects and volunteerism the Council aims to support local artists and enhance meaningful cultural experiences for the entire community. The Council strives to be good stewards of our community by contributing to our overall economic vitality and through Creative Placemaking which leverages the power of the arts, culture and creativity to serve a broader agenda for change, growth and transformation in a way that also builds character and quality of place.



Build Awareness of the Council to Broaden Arts Participation

Launch first Chicopee Cultural Council Website which will allow Council to reach a broader audience with a grantee and events calendar, Arts news and information

Display a bi-annual window at the Chamber of Commerce

Distribute new publicity flyers throughout the City in Government offices, local businesses and organizations

Increase Volunteerism in the Council through community engagement events and awards

Share stories about the Council grantees and events to groups within the city and across the state. Communicate who we are and how we operate

Explore New Resources For The Arts

Continue to hire new Art interns to help with CCC projects and local Not For Profits

Host an Arts Education day for surrounding CCCs

Share a short presentation of the many statewide grants to provide targeted resources and training to increase the depth and quality of creative learning for youth in and out of school at a Teacher's Professional Development Day and Citywide PTO meetings

Present our Strategic Plan to the Mayor and the City Council for consideration to the city budget as a line item with projected goals to allow application for grants and advance cultural opportunities citywide

Continue to develop Village Voices, a documentary style tv series featuring local Arts and Culture and add a Youtube Channel

Report on all Art and Community Development workshops from around the State to Council and City

Continue To Forge New Cross-Discipline Alliances

Collaborate with the Historical Society to research ways to preserve Historical documents and artifacts. And help build awareness of the City's History and the Society's work

Collaborate with Elms College by co-sponsoring lectures/music evenings and other community service events such as a Human Rights Film Festival

Build a stronger alliance with Community Garden groups to grow our *Clean, Green and Garden* project that grows our social capital while beautifying more green spaces. Put Art in the Parks

Through Public Art support building awareness for the River Trails with local Watershed and Conservation Groups and local walking groups

Work with City Departments such as the Planning Department, Mayor's Office and City Council to enhance our Creative Placemaking mission and to increase funding for Cultural Development.



EMPOWER A CREATIVE GENERATION

Enhance creative learning experiences in schools that instill agency in, and support the growth of, creative, productive, independent-minded young people.

Expand opportunities for youth to engage in culture through strategic partnerships. Network with Community Music School to provide lessons and string instruments k-4.

Initiate two new public art projects for Middle and High School students:

Spring 2019: Feature an Art and Writing show of Middle or High School students entries

Fall 2019: Reel Teens: The Art of story telling video project, 5-10 minute shorts using iPhones or cameras with a premier night. for High School Students

Continue to work with the Polish Center for Learning and Discovery in their efforts to thrive and expand

Foster Creative Problem Solving

Design a fair or festival that rotates annually from each village in Chicopee and celebrates it while promoting more diverse and inclusive participation in the cultural events

Engage in a citywide conversation about Creative Placemaking which supports initiatives that integrate arts and creativity into the community planning and development to strengthen the social, physical and economic fabrics of the community

Create Community Cultural events that engage the Police and Fire Department, The Chicopee Water Shed group, Lorraines Kitchen and Elms College, Sunshine Village, River Mills Senior Center



Continue quarterly *Lights On Arts and Culture* with the Chamber of Commerce providing the business community with support through community engagement that builds their social capital profile while expanding opportunities for artist to work and exhibiting their art.

Enhance our outreach to artists, mentor and support their efforts by hosting a grantee party, creating our own awards for encouraging and recognizing their work.

Creativity

A Look at the Long Range Plans

Create quarterly seasonal fundraising events; Maker's projects, Music in the Barn, Stand Up Comedy Night, Grantee Reception

Public input surveys and open meeting community input, along with Benchmarking similar communities across the Commonwealth indicate the need for a community Arts Center. A center for gathering with space for the Arts Council to house its office and organize classes, exhibits and with an open performance venue for concerts, dances, lectures and talks.



