



STRATEGIC PLAN

JANUARY 1, 2023 - DECEMBER 31, 2025



VISION

Bringing Community to the Artist and Art to the Community

MISSION STATEMENT



The Peninsula Art League (PAL) brings together creative people from throughout Pierce and Kitsap Counties to share ideas, explore new techniques, and take part in activities that encourage and promote the arts. PAL brings community to the artist through meetings, workshops, and education.

PAL brings art to the community through art exhibits, a summer art festival and the funding of adult and high school senior scholarships to promote the study of art.

To further PAL's Mission

The Board of Directors will establish a long range and strategic plan, which it will review annually.

STRATEGIC PLAN SUMMARY



STRATEGIC PLANNING PRIORITIES

- 01** GROW the Depth and Reach of Peninsula Art League
- 02** CREATE Places to Gather, Promote and Showcase Art
- 03** FOSTER Knowledge Sharing for Members and the Community
- 04** SEEK Community Partnerships, Sponsorships and Funding
- 05** DEVELOP the Business of the Board

01



GROW DEPTH + REACH OF PENINSULA ART LEAGUE

INCREASE MEMBERSHIP AND /ENGAGEMENT

Current membership includes 150 painters, sculptors, photographers, potters, jewelry designers, and artists. PAL membership is open to anyone 18 years of age and above. Annual dues are \$35 for basic individual membership; \$45 for a household.

IMPROVE PROMOTION AND OUTREACH

One of the most difficult challenges of any organization is to grow its membership. The recent pandemic has challenged all organizations in terms of budget, interest, and relevance. As the Board reimagines what PAL can be, it needs to ensure that once determined, the messaging is clear, consistent, and aimed at the appropriate audiences.

02



CREATE PLACES TO GATHER, PROMOTE + SHOWCASE ART

PAL ANNUAL SUMMER FESTIVAL

Annual two-day summer street fair showcasing 100+ juried artists and craft vendors, literary corner, children's activity tent, music, and food trucks. Proceeds from SAF provide art scholarships for local high school students and PAL members.

FIND A PERMANENT HOME

PAL has been an itinerant group and moved from venue to venue for meetings, shows, and workshops. The leadership has often spoken of buying a permanent home – but given real estate costs and existing funds, the Board believes it is time to explore alternatives to provide a regular place to gather, studio space for workshops, and a co-op gallery..

FOSTER KNOWLEDGE SHARING FOR MEMBERS + COMMUNITY

INCREASE WORKSHOPS

The artist workshop is an opportunity to learn a particular artist's method and approach to their artistic discipline. It can be a dynamic way to enhance membership and continue to grow community engagement. Typically, PAL workshops have been two-day and cost in the \$350 to \$500 price range.

ENHANCE SCHOLARSHIPS

There are currently three types of scholarships awarded by PAL:

- 1) ArtFest poster contest
- 2) High School scholarships
- 3) PAL member scholarships for workshops

There is an interest to increase not only the general participation of the high school students, which has been waning, but the dollars granted.

PRODUCE A CREATIVE RETREAT

An artist retreat brings together a community of individuals in a calming environment to foster creative exploration, offer artistic support, and share inventive experiences. Retreats offer nice accommodations, meals at local restaurants, and wine tastings (or perhaps in PAL's case, a tasting from the local Heritage Distillery!)

04



SEEK COMMUNITY PARTNERSHIPS, SPONSORSHIPS + FUNDING

DEVELOP PARTNERSHIPS

To successfully grow and thrive, it is essential PAL explore and engage in local partnerships with businesses and other regional organizations regarding sponsorships, scholarships, featuring member art, leveraging email lists, gathering spaces, and special promotions.

ENGAGE IN FUNDRAISING + GRANTS

PAL raises funds through membership and the SAF, which also funds PAL scholarships. To fully realize the aspirations outlined in this document, additional funding will be needed.

05



DEVELOP THE BUSINESS OF THE BOARD

CREATE A STRATEGIC PLAN

A strategic plan produced by the Executive Committee and shared with the membership, will provide a thoughtful and transparent roadmap for the Board, the membership, and the community. Highlighting a clear path to group goals will enable the Board to successfully lead and accomplish its goals.

ESTABLISH BEST PRACTICES

What is a best practice? They are sets of effective tasks and methodologies that are proven to work in managing an organization's responsibilities, projects, and procedures. These internal guidelines can help streamline processes and improve efficiency.



SUMMARY OF KEY ACTIONS

FOR 2023

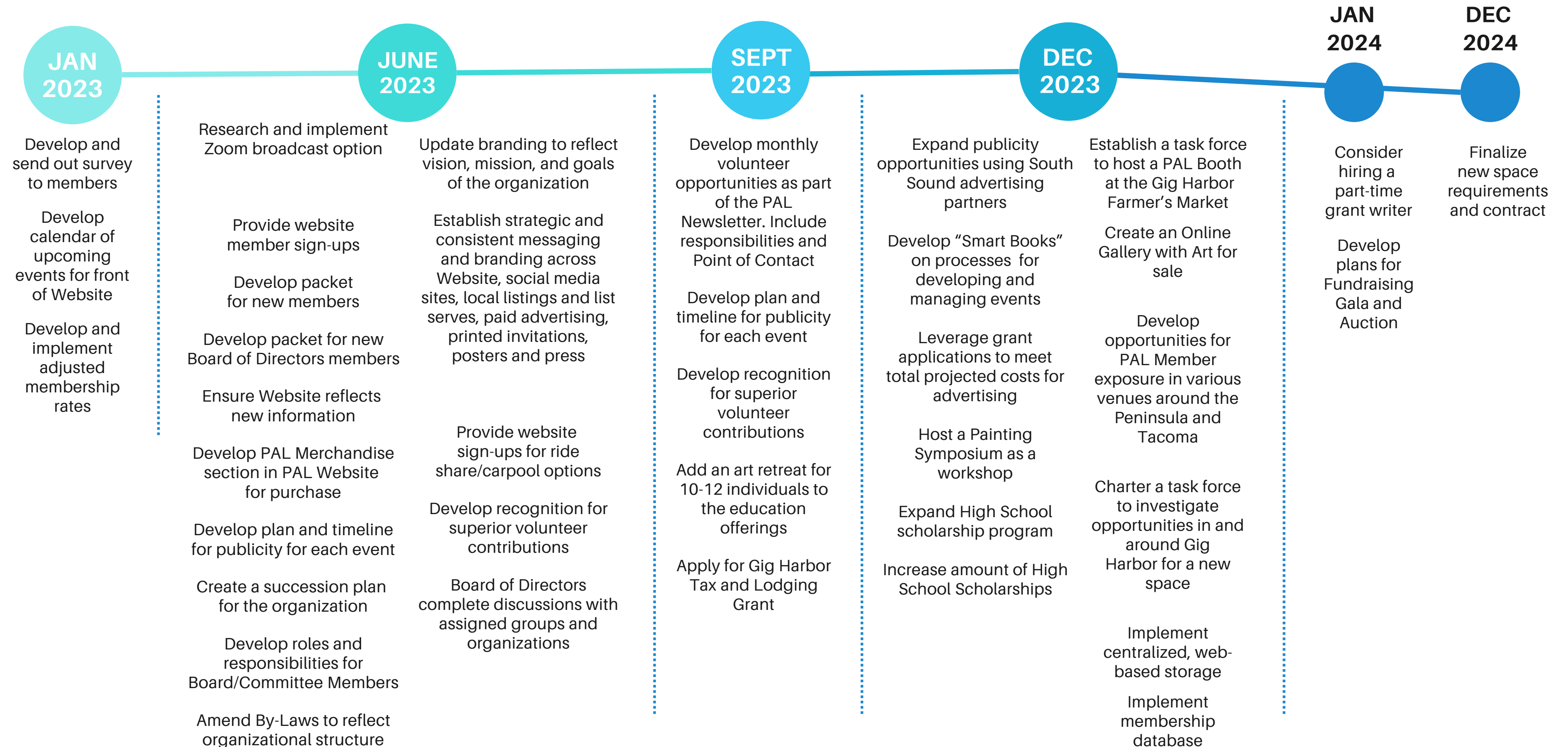
- **INCREASE** attendance at monthly meetings, shows, workshops, and events
- **ESTABLISH** strategic and consistent messaging and branding across Website, social media (Facebook, Instagram), local listings, list serves, paid advertising, printed invitations and posters
- **FOSTER** greater volunteer participation from Members
- **EXPLORE** opportunities to provide exposure for PAL and Members
- **DEVELOP** "Smart Books" for each event to capture corporate knowledge for successful execution of events
- **EXECUTE** successful events in support of PAL and community art
- **ENHANCE** scholarships to give back to the community

FOR 2024

- **CONTINUE** 2023 Actions and mature the solutions
- **INVESTIGATE** renting a space to accommodate all needs: meeting place, studio space, drawing and painting groups, workshops, and a gallery
- **RESEARCH** and submit more grants for support



TIMELINE FOR ACTION ITEMS



STRATEGIC PLAN DETAILS

**GROW THE DEPTH AND REACH
OF PENINSULA ART LEAGUE**



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01

ACTION ITEM

Survey current membership about participation issues, wants, and needs.

02

ACTION ITEM

Increase attendance at monthly meetings, shows, workshops, and events (emails blast reminder, ride shares/carpools, offer Zoom option).

03

ACTION ITEM

Provide new member welcome packet.

04

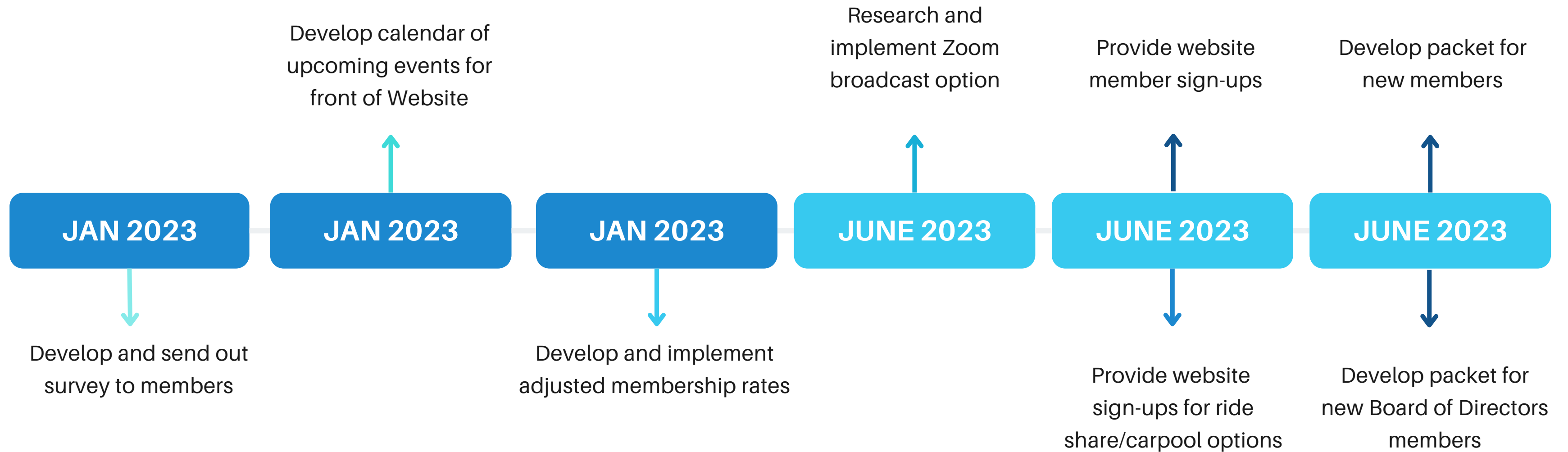
ACTION ITEM

Adjust current membership rates (tiered structure).
Make membership registration and payment available online.



GOALS

INCREASE MEMBERSHIP AND ENGAGEMENT



IMPROVE PROMOTION AND OUTREACH

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01

ACTION ITEM

Determine audiences for appropriately targeted communication for membership, events and shows, local government, art galleries.

02

ACTION ITEM

Increase publicity for events, meetings, shows, membership.

03

ACTION ITEM

Institute event-driven marketing and editorial calendars.

04

ACTION ITEM

Books should include calendar reminders for completion dates.



GOALS

IMPROVE PROMOTION AND OUTREACH



**CREATE PLACES TO GATHER, PROMOTE
AND SHOWCASE ART**



PLACES TO GATHER, PROMOTE AND SHOWCASE ART

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01

ACTION PLAN

Foster greater volunteer participation from PAL Members

02

ACTION ITEM

Improve revenues by increasing all fees, expanding sponsorships, selling PAL merchandise such as enamel pins, tote bags, aprons, card sets.

03

ACTION ITEM

Improve advertising and marketing reach; leverage social media.



GOALS

PAL ANNUAL SUMMMER FESTIVAL





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01

ACTION PLAN

Investigate renting a space that can accommodate all needs: meeting place, studio space, drawing and painting groups, host classes, and a gallery.

02

ACTION ITEM

Explore opportunities to provide exposure for PAL and Members.

03

ACTION ITEM

Develop a task force to host a PAL Booth at the Gig Harbor Farmer's Market.



GOALS

FIND A PERMANENT HOME



**FOSTER KNOWLEDGE SHARING FOR MEMBERS
AND COMMUNITY**



FOSTER KNOWLEDGE SHARING FOR MEMBERS + COMMUNITY

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01

ACTION PLAN

Produce affordable workshops for the community through PenMet Parks that allow non-PAL members to take advantage

02

ACTION ITEM

Offer workshops in other disciplines (Photography, Printmaking, Pottery, Sculpture, Watercolor, Jewelry Making) as well as programs for technology art tools and skills, portfolio building, and show preparation.

03

ACTION ITEM

Engage prominent, well-known artists and artisans as instructors.



GOALS

INCREASE WORKSHOPS

Host a Painting
Symposium as a
workshop

DEC 2023



ENHANCE SCHOLARSHIPS

There is an interest to increase not only the general participation of the high school students, which has been waning, but the dollars granted.

01

ACTION PLAN

Speak with schools to get feedback on scholarship program and type of scholarships needed.

02

ACTION ITEM

Add Scholarship participants and their photos to website and newsletter.

03

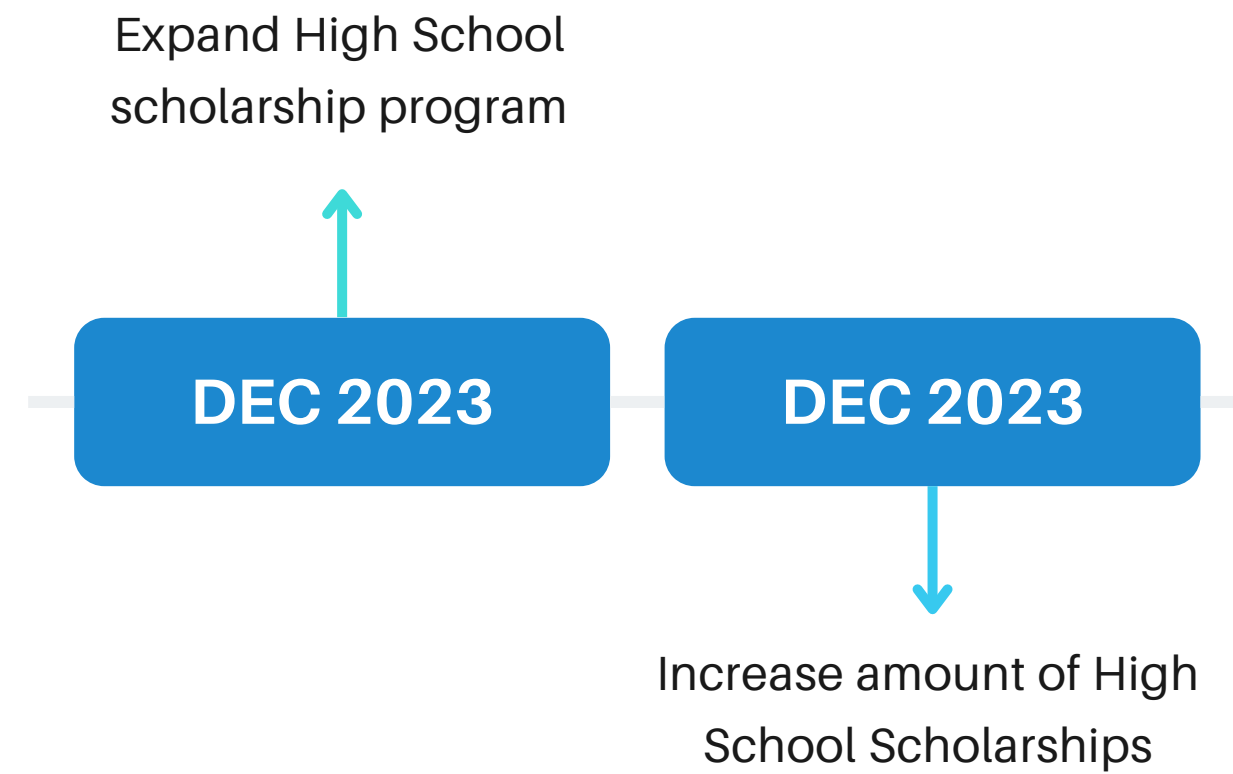
ACTION ITEM

Review concept of PAL member scholarships.



GOALS

ENHANCE SCHOLARSHIPS





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01

ACTION PLAN

Research optimal artistic retreat curriculum that showcases Gig Harbor and PAL

02

ACTION ITEM

Work with the City of Gig Harbor Tax and Lodging Grant to subsidize retreat.

03

ACTION ITEM

Budget as additional revenue stream to support education workshops.



GOALS

PRODUCE A CREATIVE RETREAT

Add an art retreat for
10-12 individuals to
the education offerings

SEPT 2023

SEPT 2023

Apply for Gig Harbor Tax and
Lodging Grant

**SEEK COMMUNITY PARTNERSHIPS, SPONSORSHIPS
AND FUNDING**



COMMUNITY PARTNERSHIPS, SPONSORSHIPS AND FUNDING

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ACTION PLAN

Consider the following organizations:
PenMet Parks
Downtown Waterfront, Alliance,
Tacoma Community College,
Harbor History Museum,
Peninsula School District Art Teachers,
Gig Harbor Film Festival,
Gig Harbor Studio Tour,
YMCA,
Gig Harbor Arts Commission,
ARTSWA,
Peninsula Hands On



ACTION ITEM

Consider the following businesses and retail stores:
Timberland Branches
Paper Luxe
AR Workshop,
Michaels,
Hobby Lobby, Artist +
Craftsman Supply, Daniel Smith,
Gamblin paints (based in Portland,
Golden paints

GOALS

DEVELOP PARTNERSHIPS



Board of Directors
complete discussions
with assigned groups
and organizations

JUNE 2023



FUNDRAISING AND GRANT OPPORTUNITIES

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01

ACTION ITEM

Explore grant options, i.e., ArtsWA, National Endowment of the Art; LTAC, local organization grants that focus on the Arts.

02

ACTION ITEM

Expand sponsorship relationships for events and workshops.

03

ACTION ITEM

Painted "chairs" or other "object" by PAL to place around the City for sale.

04

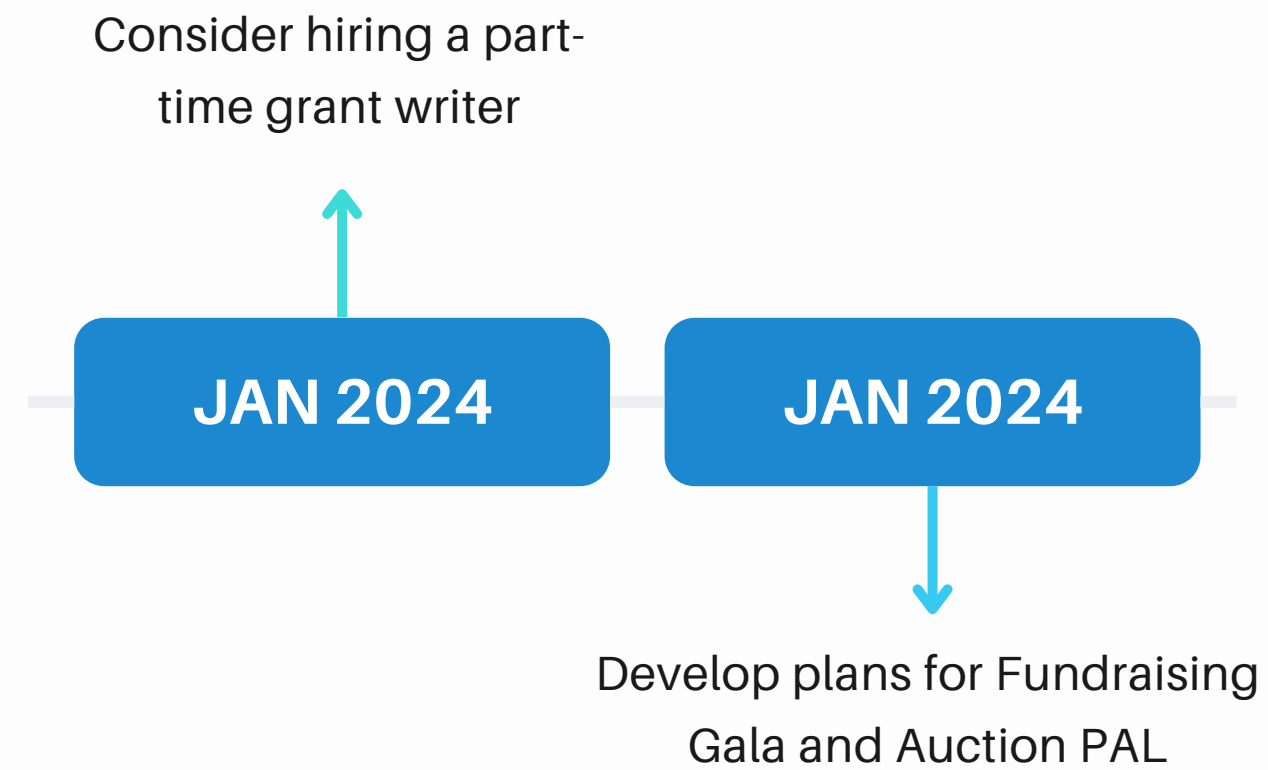
ACTION ITEM

Host a Fundraising Gala and auction that is art-focused and features community art in 2024.



GOALS

FUNDRAISING AND GRANT OPPORTUNITIES



THE BUSINESS OF THE BOARD



DEVELOP THE BUSINESS OF THE BOARD

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01

ACTION ITEM

Evaluate the current organizational structure, including committees and their function; what should be added/edited/deleted.

02

ACTION ITEM

Discuss imposing term limits for Board Members and Officers.

03

ACTION ITEM

Update By-Laws based on results.

04

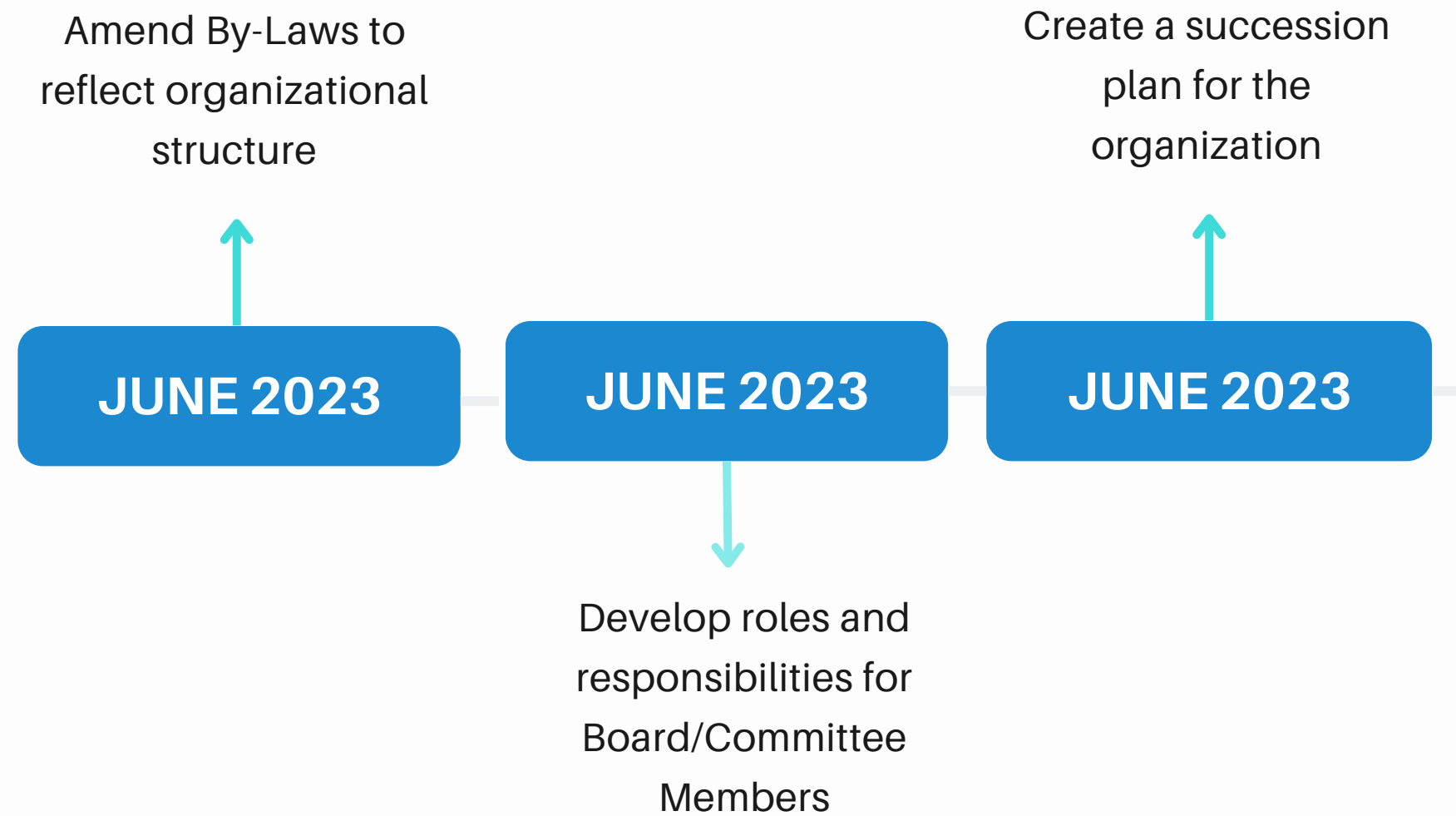
ACTION ITEM

Identify clear roles and responsibilities for board members and committee chairs.



GOALS

CREATE A STRATEGIC PLAN



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01

ACTION ITEM

Determine branding strategy and execution across all brand assets.

02

ACTION ITEM

Research how other groups are growing their membership and volunteer base.

03

ACTION ITEM

Develop a centralized, accessible online location for storage of all PAL's important documentation including committee manuals, art show catalogs, membership lists, email lists, registration forms, show applications, bylaws, expense forms, etc.

04

ACTION ITEM

Create an accurate membership database; include lapsed members in database.



GOALS

ESTABLISH BEST PRACTICES

