

# Marketing Committee 2016/17 Strategic Planning Document

## Vision

To support, highlight and make the community and the regional aware of the activities and programs of the Reno Arts and Culture Commission.

### Objective

Teach the public and business about the RACC as a vehicle of connectivity and source of information.

#### Actionable Items

- Create a video that will educate on the RACC, the importance of public art and how to support the arts.
- Create a shorter PSA for social media and free on-air advertising.
- Use the video for speaking engagements to local and regional groups.
- Train members of the RACC and Committees on how to present and create corresponding materials to assist.
- Support the Arts HUB concept of having a location for the RACC and other arts orgs to appeal to arts organizations, the community and tourists.

### Objective

Make the RACC a leader in the arts and in the Reno community.

#### Actionable Items

- Report on upcoming events and keep an event calendar/roster for RACC and Committee members to follow and sign up for events.
- Require RACC members and Committee members to go to one arts event a year - always having representation at RACC grantee events.
  - Create nametags done for every member on the RACC Committees.

### Objective

Highlight the large public art collections of the City of Reno.

#### Actionable Items

- Create a visual guided art tour with an app or collateral.
- Sponsor COR gallery openings in cooperations with ArtSpot Reno.

### Objective

Recognize artists/arts organizations/businesses for excellence and support of the arts.

#### Actionable Items

- Create a artist/arts appreciation program - research other similar programs in other cities.

### Objective

Leverage public-private partnerships to leverage additional funding for the RACC.

#### Actionable Items

- Reach out to businesses to create a matching program for arts organizations and arts education programs.