



STRATEGIC PLAN INITIATIVES



THE PLANNING PROCESS

In the summer of 2016, the Cultural Council of Palm Beach County selected The Wunderlin Company to take the organization through a comprehensive strategic planning process. The Council's board and staff chose Wunderlin due to their rigorous process, which focuses on change management. As a result, this plan focuses on nine strategic initiatives that require significant change over the coming five years, rather than on all of the Council's operational and tactical work. Important ongoing projects will continue in the areas of grantmaking, advocacy, capacity building in the cultural sector, arts education, cultural tourism marketing and artist services.



VALUE PROPOSITION

Develop a compelling "What's in it for you" with and for the business sector.

STRATEGIC PRIORITIES:



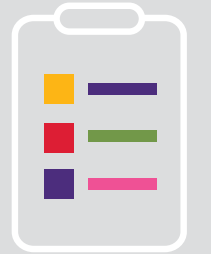
BUSINESS ENGAGEMENT

Establish and actively seek new relationships with local businesses to drive economic development.



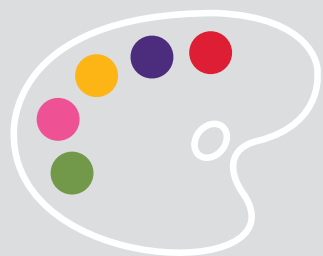
PROMOTE CULTURAL SECTOR

Partner with cultural organizations on a campaign that will educate county officials and influencers about the value of the cultural sector.



ENHANCE GRANTMAKING PROCESS

Co-design a more efficient grants process in collaboration with cultural organizations and Palm Beach County.



INSTITUTIONALIZE CULTURAL COALITION

Establish and nurture an organization-driven program to influence the political process.



DIVERSIFY SOURCES OF FUNDS

Generate unrestricted funds through major private donor efforts.



DEVELOP CONSISTENT PLANNED GIVING EFFORT

Set a goal for committed bequests/gifts and reach that goal through relationships and effective communication tactics.



STRENGTHEN CULTURAL COUNCIL BRAND

Measure current brand understanding and refocus to encourage engagement across constituencies and audiences.



INTENTIONALLY PROMOTE CULTURAL COUNCIL

Boost efforts to communicate our mission and goals to targeted audiences.

CHAMPION.

ENGAGE.

GROW.

**Fulfilling the need for arts
and cultural experiences
in Palm Beach County.**

The Cultural Council is at the forefront of growth in population and tourism in Palm Beach County.

These initiatives define the Council's promise to unite the cultural sector and reinforce the ties between the arts, business, government and tourism.

We are stronger together!

Key stakeholders

Cultural organizations and their leaders
Professional artists
Educators
Public officials
Cultural Council members and donors
Business and community leaders
Council board members
Council staff members

Palm Beach County Commissioners

Melissa McKinlay , Mayor
Mack Bernard , Vice Mayor
Hal R. Valeche
Paulette Burdick
Dave Kerner
Steven L. Abrams
Mary Lou Berger

Board Members

Nathan Slack, Chair
Bill Parmelee, Vice Chair
Jean Sharf, Secretary
Christopher D. Caneles, Treasurer
Bert Korman, Immediate Past Chair
Peg Anderson
Bruce A. Beal
Elizabeth Bowers
Phil DiComo
Donald M. Ephraim
Roe Green
Gail Horvath
Michele Jacobs
Daryn M. Kirchfeld
Robin B. Martin

Suzanne Niedland
Kelly W. Rooney
Christine Stiller
Caroline Villanueva
Gil Walsh
Ethel Isaacs Williams

Ex-Officio Members

Mary Lou Berger
Glenn P. Jergensen
Jack Lighton
Debra Robinson
John Tolbert



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