



AMERICANS FOR THE ARTS

# National Arts Marketing Project (NAMP)



***Strategic Plan 2016-2019***

*Executive Summary*

# Introduction

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Eighteen years after its inception, the National Arts Marketing Project (NAMPP) is at an exciting and expansive stage of development, and our potential to transform and modernize the program is limitless. As we embark on the future, we conducted a significant process to guide this next stage of growth: the first comprehensive strategic planning process in the history of the program. We solicited input and feedback from a range of individuals and constituencies, including Americans for the Arts staff and external stakeholders, collected and analyzed data, and reviewed our performance.

Based on this process, we developed a three-year Strategic Plan focused on five board goals for expanding the scope, impact, and visibility of our work. At its core, it charts our course through 2019, and serves as a roadmap that defines our priorities, which in turn, will help guide the future of the program and (importantly) will direct the allocation of individual and financial resources.

Moving forward, we remain committed to putting this plan into action to guarantee that the individuals, organizations, and communities that we serve have a unique space to take in the full landscape of arts marketing and audience engagement.



# Who We Are

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The National Arts Marketing Project (NAMP) is dedicated to serving arts professionals and individual artists who seek to market the arts, engage audiences, and serve their communities effectively. We believe the arts have the power to transform individuals, organizations, and communities and we have seen that power at work across America. When arts professionals and artists are provided the necessary skills to effectively market the arts and engage audiences, they have greater opportunity to not only strengthen their fiscal health and sustainability but also creating lasting impact their communities.

NAMP serves a broad group of arts professionals and individual artists of various skill levels who work to promote the arts as a vital part of an enriched, healthy lifestyle and community. While NAMP is inclusive and welcoming to all, our primary stakeholders include:

- Presenting and Performing Organizations
- Museums and Visual Art Centers
- Multi-Discipline Arts Centers
- Consultants
- Local, Regional, and State Arts Agencies and Arts Service Organizations
- Individual Artists
- Funding Organizations
- Universities and graduate Students
- Creative Districts
- Public Art Administrators





## **MISSION**

*The mission of the National Arts Marketing Project is to empower, strengthen, and connect a national community of arts marketers by providing tools and services necessary for increasing capacity, reaching audiences, and increasing revenue.*

## **VISION**

*Our vision is that the arts marketing community of America will have a strong and healthy national platform that empowers them to strongly market arts experiences and engage their communities more effectively.*

## **BRAND STATEMENT**

*We connect, strengthen, and advance our nation's arts marketing community with innovative programs, services, and tools.*

# Strategic Plan Goals

1. Deliver innovative, accessible, and valuable professional development to those working to marketing the arts and engage audiences across the professional spectrum.
2. Engage the national arts marketing community by providing them a mechanism for connecting and by soliciting their participation, feedback, and brain power to ensure the growth, relevance, and sustainability NAMP.
3. Ensure the National Arts Marketing Project's own agility in responding to trends facing the future of the field, including technological advancements, new digital engagement initiatives, and cultural and demographic shifts in America.
4. Increase the visibility, reach, and impact of the National Arts Marketing Project (NAMP), with a particular focus on strengthening the link between NAMP and its umbrella brand, Americans for the Arts.
5. Support vibrant and healthy communities by providing effective marketing and audience engagement skill training and resources to Local Arts Agencies and Individual Artists.

