

CITY OF HIGH POINT

AGENDA ITEM



TITLE: High Point Arts Council Update	
FROM: Eric Olmedo, Assistant City Manager	MEETING DATE: March 7, 2024
PUBLIC HEARING: N/A	ADVERTISED DATE/BY: N/A
ATTACHMENTS: Presentation	

PURPOSE:

The High Point Arts Council will provide an update regarding their recent rebrand and strategic plan launch.

BACKGROUND:

For over sixty years the High Point Arts Council has funded, programmed, and advocated the arts in our community. As a non-profit organization, the mission of the Arts Council is to keep art alive, accessible, and advance the arts in our community. Located at historic Centennial Station in downtown High Point, the Arts Council serves as the cultural center for the arts in the area.

BUDGET IMPACT:

None.

RECOMMENDATION / ACTIONS REQUESTED:

Information item only.





HPAC City Council Updates

Strategic Framework

Meet the new face of the High Point Arts Council (HPAC)



MISSION

Enriching lives through the arts.

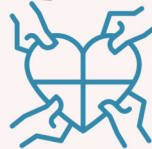


VISION

Our vision is to create a community where art unites people from all walks of life.

Core Focus Areas

Unite



Refers to uniting the creative community on multiple fronts – nurturing bonds between artists, creators, artistic disciplines, and fostering an environment of collaboration and cross-pollination.

Excite

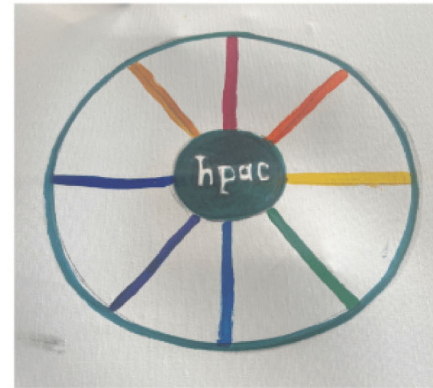
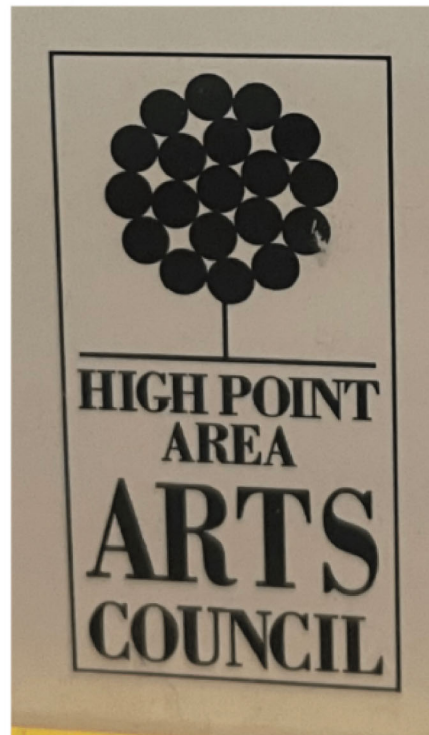


Refers to bringing engaging art in the community and highlighting artistic excellence in a myriad of forms.

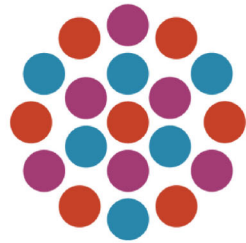
Ignite



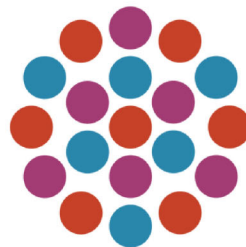
Refers to our commitment to unwavering advocacy for recognition and support at local, state, and national levels, including sparking the arts through grants and resources.



This logomark was crafted to honor the council's history by repurposing a previously created mark and transforming it into a new generation. Its round shape and numerous components represents the many things that make up High Point Arts Council. The colors were chosen to visually represent the new brand objectives, unite, ignite, and excite.



HIGH POINT
ARTS COUNCIL



HIGH POINT
ARTS COUNCIL
AT CENTENNIAL STATION ARTS CENTER



HIGH POINT
ARTS COUNCIL



UNITE • EXCITE
IGNITE •



We had a **45% increase** in programs held in 2023 which translated to **45 events**. We reinstated Day in the Park, Guilford's longest running arts festival.



We **tripled** youth enrollment for the John Coltrane Jazz Workshop.

We reached residents **235,123 times** through the arts which is **nearly twice** the population of High Point.



We hired **258 artists** in 2023 and **60 musicians** were involved in our new community band, the Titan Civic Band with GTCC.



We donated **\$144,000** worth of in-kind space to local arts organizations and raised **\$130,000** in grants awarded to our arts community.



HIGH POINT
ARTS COUNCIL





**HOME OF THE HIGH POINT
COMMUNITY THEATER**



**H O M E O F T H E
H I G H P O I N T B A L L E T**



**OUR NEW 2023-2024
GRANTEE, TAG!**



MEET THE GRANTEE

INTERNATIONAL SOCIETY OF FURNITURE DESIGNERS

"THIS PODCAST IS ONLY ABLE TO CONTINUED THROUGH THE SUPPORT OF FUNDING AND GRANTS. THIS GRANT SHOWS HPAC'S COMMITMENT TO UPLIFTING THE HIGH POINT COMMUNITY."

- DAVID BLAIR



**OUR NEW 2023-2024
GRANTEE, VINMARK
INTERNATIONAL DANCE**



MEET THE GRANTEE

THE M.I.N.D GROUP

"BECAUSE THE MIND GROUP IS STILL UP AND COMING, THIS PROJECT SHOW'S THEIR VISION TO HELP UPLIFT FUTURE GENERATIONS OF HIGH POINT'S YOUTH. THIS GRANT SHOWS HPAC'S COMMITMENT TO NEW CREATIVE ENDEAVOURS! "

-BRIAN STRICKLAND



**OUR NEW COMMUNITY BAND
THE TITAN CIVIC BAND**



**OUR NEW PROGRAM,
THE ARTFUL BUSINESS COHORT**

Zsuzsi Winn

“The High Point Arts Council, alongside the invaluable mentorship of Sabrina Tillman, has proven to be a nurturing incubator for local artists like myself to thrive creatively and run a successful art business full-time.”



“[The ABC] Cohort helped me re-discover my passion for oil painting. As a result, I created a small collection for a group show and successfully sold some of my art. This positive experience positioned me on a new, promising artistic path where I can see selling more of my paintings in the near future. It gave me the confidence that I can be a successful ArtEntrepreneur.”

- ABC Cohort Participant





**DAY IN THE PARK
SINCE 1970**



DAY IN THE PARK IS THE
LONGEST RUNNING ARTS
FESTIVAL IN GUILFORD COUNTY



**H O M E O F T H E
S O N G W R I T E R S C I R C L E**



**HOME OF THE
PULLMAN POET'S SOCIETY**



**RUNNING THE ARTS SPLASH
SUMMER CONCERT SERIES
SINCE 2003**



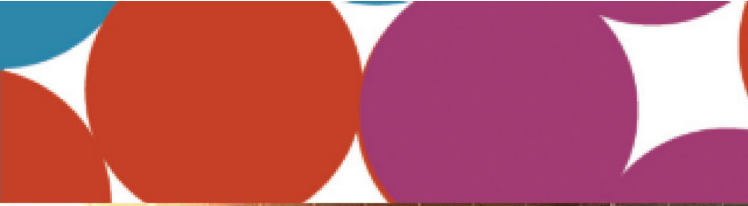
**RUNNING THE JOHN
COLTRANE JAZZ WORKSHOP
SINCE 2002**



**HOME OF THE ELEGANT
BRIDE BRIDAL EXPO**



NEW THIS YEAR -
CHRISTMAS AT MOTOWN



**NEW THIS YEAR -
MAKER'S MARKETS**





100% of parents surveyed agree, this program helps to encourage early literacy.

NEW THIS YEAR -
PAGE TO STAGE SENSORY
FRIENDLY CHILDREN'S THEATER

**"The enthusiasm was electric!
We love the book and the team
brought it to life!"**

- Parent



**"I LOVE THAT THE SHOW WAS
INTERACTIVE! I WASN'T SURE
WHAT TO EXPECT BUT I HOPE
THERE ARE MORE SHOWS!!"**

- PARENT

**VIEW OUR
STRATEGIC PLAN**



Strategic Priorities

In HPAC's 2024-2028 Strategic Plan, we identify four major priorities: Amplify Community Impact, Foster Brand Identity and Visibility, Establish Financial and Human Resource Sustainability, and Enhance and Strengthen Corporate Infrastructure. These set our two strategic domains for the next five years – Community Empowerment and Organizational Resilience.



Priority 1: Amplify Community Engagement

This strategic priority is to elevate the arts experience across communities through multifaceted objectives. The priority seeks to build a vibrant and inclusive arts community while fostering economic growth and cultural enrichment. This includes establishing new arts programs and events, generating new partnerships, understanding community demographics, diversifying event attendance and engagement, fostering arts educational opportunities, creating valuable arts related resources, advocating for artists, and driving economic development impact. The anticipated outcome of this priority is to amplify HPAC's community footprint, diversify event offerings, build patron engagement, and develop sustainable arts-related initiatives.



PRIORITY 2: FOSTER BRAND IDENTITY AND VISIBILITY

Establish a distinct brand identity as a central hub for all things arts in our community of High Point over the next five years. Increase brand awareness over the course of five years based on a current state brand audit and brand audit at year five. Further assessments include percentage growth in brand awareness based on pre-campaign benchmarks and ongoing monitoring.



Priority 3: Financial and Human Resources Sustainability

There are dual goals related to the enhancement of our financial and human resource sustainability. The first is to secure financial stability and sustainability for the Arts Council over the next five years. This means increasing annual fundraising sources, diversifying fundraising sources, and increasing earned revenue through program growth. The second is to secure human resource sustainability for the Arts Council over the next five years. This means there is enough staffing resources to successfully run the business of the arts council, that staff are operating within a performance improvement framework, training needs are addressed, and plans are in place for succession planning.



Priority 4: Enhance and Strengthen Operational Infrastructure

This strategic priority focuses on enhancing the organization's foundational elements to ensure smooth functioning and increased efficiency. The emphasis is on building robust business processes that establish as well as enhance internal efficiency. The emphasis is further actively creating necessary policies and procedures for staff, volunteers, the board, and external stakeholders, including building use for organizational arts affiliates and private rentals. Efficient policies and procedures contribute to the organization's ability to deliver value consistently, positively impacting artists, the community, and affiliate partners.



THANK YOU!

