

Over the next five years, South Arts will amplify Southern artists, arts organizations, and communities that celebrate the region’s vibrancy and diversity, and become a leader, critical player, and go-to cultural force here at home in the South, nationally, and globally.

STRATEGIC PRIORITIES



FUND: Work to increase overall funding to the arts in the South by centering artists and modeling grantmaking best practices for the field

- Direct funding to address artists’ needs, elevate relevant, high-quality art, and support artists, arts organizations, and communities focused on the **instrumental value of the arts and sustainability of the arts ecosystem**
- Activate further funding in the field through **modeling artist-centered funding practices** and leveraging South Arts’ reputation and position to **influence other prominent funders**
- Invest in a **strong development operation** with a sustainable development plan and the staff necessary to implement it successfully



BUILD: Build authentic relationships with artists and communities to develop field-level agenda that ensures funding and support go to artists’ most critical needs

- **Convene and connect** key stakeholders across sectors to elevate artists, share best practices, and highlight the importance of arts to address broader societal issues
- Identify and pursue **strategic partnerships** that enable South Arts and others to influence other funders, support targeted advocacy, and learn and advance innovative practices in the arts



AMPLIFY: Provide enabling resources to amplify artists, arts organizations, and communities as key leaders and actors in the work

- Invest in a communications strategy to **amplify South Arts’ work and impact**
- Elevate artists and organizations through grants and other programs that **enable relevant, high-quality art to flourish and amplify the South** as an arts’ cultural hub and leader
- Provide **responsive nonfinancial supports** (e.g., professional development, technical assistance, etc.) that address critical needs of artists and secure their success as key leaders in the field
- Model **best practices for the field** that center and uplift proximate artists, arts organizations, and communities



OPERATIONAL EXCELLENCE: Invest in South Arts’ capacity to be a thriving, financially sustainable organization in the South

- Ensure the entire **South Arts team** is effectively equipped and resourced to execute the vision and strategy
- Implement **organizational assessment recommendations** to strengthen processes and systems that support a thriving work culture
- Invest in **operational capabilities and systems** to support organizational management, coordination, and sustainability (e.g., data management systems)
- Develop **learning orientation and agenda** to support feedback loops that improve organizational capacity to shift with the field (e.g., cross-sector approach to art)