

MT Arts Council FY 2011 Q3

Plan Status 1.0: Turning the Montana Tourism and recreation Vision into reality

Cinda Holt of MAC is the Stakeholder Reporter

Review Status Symbols Legend

First Column:

Strategy Status: ★ Ahead of Plan ○ On Track ⊗ Behind Plan ● Off Track ➡ Change

Tactic Start Status: ○ Started on Time ⊗ Started Late ● Incomplete

Second Column:

Strategy Trend: ↑ Getting Better → Staying the Same ↓ Getting Worse

Tactic Current Status: ○ On Track ⊗ Behind Plan ● Off Track

Third Column:

Strategy Future Concern: L Low Concern M Medium Concern H High Concern

Tactic Final Status: ○ Completed on Time ⊗ Completed Late ● Incomplete

✓ Completed ○ On Hold ✗ Cancelled

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
1.4.1.2.10: MAC develop artisan/craftsmen trails to highlight Montana's history and culture.	○	Victor Bjornberg	○	→	L
1.4.1.2.10.1: Identify artisans, craftsmen, annual art/craft events and define regional Artisan Trails to be promoted, develop marketing opportunities and funding sources.	<i>Tactic</i>	Victor Bjornberg	○	○	
1.4.1.2.10.2: Hands of Harvest: Craft Heritage Trails of North Central MT - monthly meetings assisting with website upgrades, distribution plan for current guidebook and involvement in Made in MT Marketplace	<i>Tactic</i>	Victor Bjornberg	○	○	
1.4.1.2.10.3: Alpine Artisans, Seeley/Swan Valley Cultural Trail: provide technical assist, involve in LINC cohort project and other MAC workshops	<i>Tactic</i>	Victor Bjornberg	○	○	
1.4.1.2.10.4: Sage & Stone, SW MT Cultural Trail: provide tech assistance to MT Preservation	<i>Tactic</i>	Victor Bjornberg	○	○	✓

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
Alliance (project leader) on loop tour development and lay groundwork for LINC cohort in SW MT					
1.4.1.2.10.5: Bitterroot Area: tech assist for development of studio tours & workshops along with planning of an annual craft show & sale in the Bitterrot	<i>Tactic</i>	Victor Bjornberg	○	○	
1.4.1.2.10.6: MT Circle of American Masters: Goal to identify visual folk and traditional artists in MT; 16 artists endorsed for program to date, photos & information displayed in State Capitol Rotunda, news releases and future publications	<i>Tactic</i>	Victor Bjornberg	○	○	
1.4.1.2.10.7: Revising Arts Database to add fields identifying and describing folk and traditional artists to help identify in future marketing efforts, institute Market Ready Tools into Arts Database	<i>Tactic</i>	Victor Bjornberg	○	○	
1.4.1.3.4: MAC enhance the online statewide calendar of arts/culture/historical/tribal events.	○	Victor Bjornberg	○	→	L
1.4.1.3.4.1: Maximize arts/cultural/historical events promotion by creating a comprehensive online calendar that is searchable by topic, date, or location.	<i>Tactic</i>	Victor Bjornberg	●	○	
1.4.1.3.4.2: Encourage regional, local, and tribal stakeholders to contribute to and use the online calendar.	<i>Tactic</i>	Victor Bjornberg	○	○	
1.9.4.2: MAC provide technical assistance and resources to bolster the capacity of local arts and historical organizations and facilities, to help them increase funding for programming, maintenance, and operations.	○	Victor Bjornberg	○	→	L
1.9.4.2.1: Offer training and technical assistance for local attractions (museums, theaters, parks, etc.) about potential revenue opportunities and partnerships to support their programs,	<i>Tactic</i>	Victor Bjornberg	○	○	

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
maintenance and operations.					
1.9.4.2.2: LINC Cohort Development: establish folk & traditional arts market ready development workshop groups around the state.	<i>Tactic</i>	Victor Bjornberg	○	○	
1.9.4.2.3: Increase capacity and funding for historic and cultural organizations/attractions, while improving visitor experiences.	<i>Tactic</i>	Victor Bjornberg	○	○	
1.9.4.2.4: Sponsor Creative Capital Workshops	<i>Tactic</i>	Victor Bjornberg	○	?	
1.9.4.2.5: Prepare Made in Montana folks and traditional artists for Kentucky Marketplace showing	<i>Tactic</i>	Victor Bjornberg	○	○	✓
1.9.4.2.6: Two Day Marketing & Legal Issue workshop at MIBA Conference, April 2009, in Missoula; organize artists showcase at conference	<i>Tactic</i>	Victor Bjornberg			✓
1.9.4.2.7: Provide Professional and business development workshops for Artists	<i>Tactic</i>	Victor Bjornberg	○	○	✓

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