

MT Arts Council (MAC) Strategic Plan Report FY 2012 Q1

Reporter: Cinda Holt

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

FY 2012 Q1 (July-Sept 2011) Review 1.4.1.2.10: MAC develop artisan/craftsmen trails to highlight Montana's history and culture.

Business Unit	Function	Plan Owner	Plan Year(s)											
		Victor Bjornberg	Jul 2007 - Jun 2012											
Business Situation														
Achieve the Montana Tourism and Recreation Vision														
Objective/Strategy (Owner)	Metrics (Actual / Target)		Status	Reason for Difference	Corrective Action									
1.4.1.2.10: MAC develop artisan/craftsmen trails to highlight Montana's history and culture. (Victor Bjornberg)	# of artisan/craftsmen/heritage tourism trails developed during strategic plan period: (no targets)		○ → L											
Tactic (Owner)	Jul 11	Aug 11	Sep 11	Oct 11	Nov 11	Dec 11	Jan 12	Feb 12	Mar 12	Apr 12	May 12	Jun 12	Status St-Cu-Fi	Remarks
1.4.1.2.10.1: Identify artisans, craftsmen, annual art/craft events and define regional Artisan Trails to be promoted, develop marketing													○ ○	4 cohorts established: Bitterroot & Flathead Valley, Melstone & Fort Belknap. With USDA \$, MAP training 10 new "coaches" to teach MAP curriculum; Sept.

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opportunities and funding sources. (Victor Bjornberg)													45 artists went to Jackson Hole to tour wholesale exhibition/retail galleries	
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 (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 (Victor Bjornberg)												○ ○		
1.4.1.2.10.4: Sage & Stone, SW MT Cultural Trail: provide tech assistance to MT Preservation Alliance (project leader) on loop tour development and lay groundwork for LINC cohort in SW MT (Victor Bjornberg)													✓	Cohort moved to Bitterroot Valley. Sage & Stone Project completed.
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												○ ○		Provided tech assistance to interested studio tour artists and/or the resource managers involved (museums). Working with Bitterroot Cultural

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the Bitterrot (Victor Bjornberg)													& Heritage Trust NEA Your Town Grant to develop resources.
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 (Victor Bjornberg)												○ ○	29 artists endorsed for program to date. 5 are expected to be endorsed in Dec. 2011.
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 (Victor Bjornberg)												○ ○	for traditional and folk artists and Indian artists

FY 2012 Q1 (July-Sept) Review 1.4.1.3.4: MAC enhance the online statewide calendar of arts/culture/historical/tribal events.

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Objective/Strategy (Owner)	Metrics (Actual / Target)	Status	Reason for Difference	Corrective Action										
1.4.1.3.4: MAC enhance the online statewide calendar of arts/culture/historical/tribal events. (Victor Bjornberg)	MAC events provided for the searchable calendar and partners educated on how to use this calendar? Yes, No: <i>(no targets)</i>	○ → L												
Tactic (Owner)	Jul 11	Aug 11	Sep 11	Oct 11	Nov 11	Dec 11	Jan 12	Feb 12	Mar 12	Apr 12	May 12	Jun 12	Status St-Cu-Fi	Remarks
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. (Victor Bjornberg)													● ●	Printed calendar available through MAC's State of the Arts newspaper
1.4.1.3.4.2: Encourage regional, local, and tribal stakeholders to contribute to and use the online calendar. (Victor Bjornberg)													○ ○	powwows continue to use it

FY 2012 Q1 Review 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.

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		Victor Bjornberg	Jul 2007 - Jun 2012	
Business Situation				
Achieve the Montana Tourism and Recreation Vision				
Objective/Strategy (Owner)	Metrics (Actual / Target)	Status	Reason for Difference	Corrective Action
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	# participants in technical assistance and resource training programs annually: <i>(no targets)</i>	○ → L		

Objective/Strategy (Owner)			Metrics (Actual / Target)												Status	Reason for Difference	Corrective Action
Tactic (Owner)	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Status St-Cu- Fi		Remarks		
	11	11	11	11	11	11	12	12	12	12	12	12					
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, maintenance and operations. (Victor Bjornberg)														○	○	Thru MAC Grant programs and technical assistance	
1.9.4.2.2: LINC Cohort Development: establish folk & traditional arts market ready development workshop groups around the state. (Victor Bjornberg)														○	○	cohorts of artists established in the Bitterroot Valley, Flathead Valley, Melstone and Ft. Belknap. Second grant from LINC received to continue market-expansion work in 2011 & 2012.	
1.9.4.2.3: Increase capacity and funding for historic and cultural organizations/attractions, while improving visitor experiences. (Victor Bjornberg)														○	○	Thru MAC grant programs and technical assistance	
1.9.4.2.4: Sponsor Creative Capital Workshops (Victor Bjornberg)																✓ sponsored two more workshops in October 2010	
1.9.4.2.5: Prepare Made in Montana folks and traditional artists for																✓ Continue to provide technical resources to	

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Kentucky Marketplace showing (Victor Bjornberg)													artists interested in the Made In Montana marketplace
1.9.4.2.6: Two Day Marketing & Legal Issue workshop at MIBA Conference, April 2009, in Missoula; organize artists showcase at conference (Victor Bjornberg)												✓	Done Q4 2009
1.9.4.2.7: Provide Professional and business development workshops for Artists (Victor Bjornberg)												✓	October 2010 workshop for artists providing internet training, improved verbal communications, strategic planning and legal workshops