



EIGHT
STRATEGIES

THREE
YEARS

2022 - 2025



April 2022

Dunedin, FL

It is the ***mission*** of the Dunedin
Fine Art Center to ***enrich lives***
through educational experiences in
the visual arts.





It is our ***vision*** to be a ***leading***
visual art center providing
unparalleled educational, cultural &
creative experiences.





Over the course of sixteen weeks, From December 2021 through March 2022, the Dunedin Fine Art Center Strategic Planning Committee met to discuss the future direction for the Center for the next three years. Their work and conclusions are represented in the pages that follow.

The key ingredient that guided their effort was a dedication to the positive force the Center creates for a better quality of life in Dunedin, the State and beyond. Every Member of the Committee and the Plan's contributors are proud of the Center and aim to see it succeed and thrive in the years ahead. This work represents the manifestation of that goal.

The following is a summary of the Plan.

The Strategic Planning Committee

Volunteer Members

Julie Scales (Chair)
London Bates
Susan Benjamin
Holly Bird
Michael Bowman
Patrick Donoghue
Christine Fredrick
John Freeborn
Karen Hauk
Barbara Hubbard
Fred Miller

Staff Involvement

George Ann Bissett, (President)
Catherine Bergmann
Sara DeLorenzo
Ken Hannon, (Vice President)
Todd Still

Plan Consultant

Tom Dugard

EIGHT
STRATEGIES

THREE
YEARS



one

*Create more valuable and
fulfilling experiences for our
Members and our Community.*

Return to full class size

Restore planning for artist-in-residence

Reinstate and grow young family-focuses
experiences & classes



two

Serve our Community and expand our student base by attracting National and International programming.

Further expand local community partnerships

Acquire topic presenters that expand our definition of artistic expression i.e.,
Gardening for food arts etc....

three

Attract and cultivate the very best instructors.

Develop an instructor hiring and retention program

Examine the benefits of an instructor training program

Develop an instructor recognition program



four

Develop more ways of attracting first time students to help them discover their internal artist.

Add more introductory workshop offerings for first time students

Expand recognition of various scholarship programs that fund young financially challenges youth

Conduct focus group meetings with area educators to foster greater cooperation and young student interest

Create a marketing department





five

Expand our collaborative & cooperative relationships to serve the shared goal of expanding artistic opportunities.

Continue to work with stakeholders to ensure shared communication & improved relationships

Continue to work with Visit Dunedin, the City of Dunedin and other marketing coalition partners to promote the Arts as a core Brand Attribute of the City of Dunedin

six

*Expand the traditional boundaries of visual art by
redefining what is included in creative self-expression.*

Design “out of the box” classes with the help of current & potential instructors

Explore “new mediums programs” in the spirit of the Food Arts program





seven

Seek additional ways to engage young minds in the artistic experience.

Restore Summer Camp program to full enrollment

Restore Family Fun Night and Make-it Take-it Weekend

Restore Teen Arts Club

Continue partnership with Pinellas County Schools (PCS) to ensure a county-wide reach of youth exhibits

Where the ART IS!



The State of Florida
Division of Cultural Affairs
The City of Dunedin
Hon. John G. Hubbard
For His 99th Birthday Dedicated Service

John G. Hubbard
For His 99th Birthday
Dedicated Service

Castle Tr

Exit

eight

Better sustain and grow the impact of DFAC by broadening our donor base, acquiring and retaining the very best staff team and expand revenue streams.

Review as scheduled the employee compensation and benefits program with a particular focus on improvements

Create a facilities plan that addresses expected needs for the next 5 to 10 years

Investigate crypto-currency donor program

Develop a 5-year endowment plan

Review and improve the senior staff succession plan

Develop staffing plan for resource and endowment development



These **eight strategies** created **26 Goals** that will drive the Annual Work Plan for the Dunedin Fine Art Center for the next **three years**.

Universal Values

We shall...

lead by example in the ***inclusion*** of all people.

listen to our Community to plan for our future

honor our founders and supporters by ensuring DFAC's financial future.

adhere to the principles of ***honesty, integrity*** and the preservation of ***self-expression*** through art.

Institutional Values

We believe that...

there is an ***artist*** in every person.

art is one of the most powerful tools for ***self-expression*** and ***inspiration***.

art helps define and preserve our ***diverse culture***.

art in every form, ***enhances*** lives.

We shall...

be ***inclusive*** in our exhibits & educational opportunities.

attract and nurture the ***very best*** educators for our students.

be ***serious*** about art, just ***not stuffy*** about it.

provide ***opportunities*** for artists to share their artwork with the community.



1143 Michigan Blvd.
Dunedin, FL 34698
727.298.DFAC
www.dfac.org