



Dunedin
Fine Art
Center

Strategic Plan

Snapshot

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2026 – 2031

Table of Contents

Mission & Vision Statement	1
Strategic Planning Committee	2
Pillar #1 Creative Experiences and Artistic Excellence	3
Strategy 1 – Focus on Exhibitions and Impact	
Strategy 2 – Grow Inclusive and Accessible Arts Experiences	
Strategy 3 – Strengthen Workshops and Short-Format Creative Engagement	
Strategy 4 – Tiered Learning and Creative Progression	
Pillar #2 Financial Sustainability	4
Strategy 1 – Build Financial Resilience	
Strategy 2 – Diversify Earned Revenue	
Strategy 3 – Expand Institutional Funding	
Strategy 4 – Modernize Fundraising	
Strategy 5 – Strengthen Membership Model	
Pillar #3 Strategic Partnerships	5
Strategy 1 – Build Corporate and Business Partnerships	
Strategy 2 – Expand Community Partnerships	
Strategy 3 – Leverage Partnerships for Visibility and Impact	
Strategy 4 – Strengthen Cultural and Institutional Collaborations	
Pillar #4 Community Engagement	6
Strategy 1 Deepen Audience Engagement and Participation	
Strategy 2 Enhance Community-centered Programming and Events	
Strategy 3 Expand Digital Engagement and Reach	
Strategy 4 Strengthen Brand Awareness and Visibility	
Pillar #5 Resource Optimization	7
Strategy 1 Improve Systems, Technology, and Processes	
Strategy 2 Maximize Facility and Space Utilization	
Strategy 3 Optimize Staffing and Organizational Structure	
Strategy 4 Strengthen Internal Culture, Communication, and Data-Driven Decision Making	

Our Mission

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



The **vision** is to make the Dunedin Fine Art Center a **leading visual art center** providing unparalleled educational, cultural & creative experiences.

Our Vision



The Strategic Planning Committee

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Strategy 1 – Focus on Exhibitions and Impact

DFAC will reimagine and elevate its exhibitions program as a cornerstone of artistic innovation, community connection, and cultural relevance, creating dynamic experiences that strengthen audience engagement and institutional visibility.

Strategy 2 – Grow Inclusive and Accessible Arts Experiences

DFAC will expand accessibility through a structured initiative that removes barriers, fosters belonging, and creates meaningful pathways for sustained engagement in the arts.

Strategy 3 – Strengthen Workshops and Short-Format Creative Engagement

DFAC will elevate workshop programming from standalone offerings into essential creative experiences that expand participation, support program progression, and strengthen earned revenue.

Strategy 4 – Tiered Learning and Creative Progression

DFAC will implement a structured “Ladder of Engagement” to broaden access, deepen participation, and strengthen sustainable earned revenue through intentional educational pathways and elevated learning experiences.



Strategy 1 – Build Financial Resilience

DFAC will strengthen its financial resilience by building reserves, improving long-term financial planning, and increasing the organization’s ability to adapt to changing economic conditions and operational demands.

Strategy 2 – Diversify Earned Revenue

DFAC will expand and diversify earned revenue streams to strengthen financial stability, reduce reliance on any single source of income, and support long-term organizational growth.

Strategy 3 – Expand Institutional Funding

DFAC will expand institutional funding through strategic growth in grants, sponsorships, and community partnerships to support programs, advance organizational priorities, and strengthen long-term sustainability.

Strategy 4 – Modernize Fundraising

DFAC will strengthen and modernize its fundraising efforts to increase contributed revenue, deepen donor relationships, and support long-term institutional priorities and sustainability.

Strategy 5 – Strengthen Membership Model

DFAC will strengthen and modernize its membership model to increase retention, grow participation, and build a more engaged and reliable base of recurring community support.



Strategy 1 – Build Corporate and Business Partnerships

DFAC will strengthen corporate and business partnerships to increase revenue, expand community visibility, and create meaningful relationships that support both organizational and regional impact.

Strategy 2 – Expand Community Partnerships

DFAC will expand community partnerships to increase access, broaden participation, and deepen its connection to diverse audiences and organizations throughout the region.

Strategy 3 – Leverage Partnerships for Visibility and Impact

DFAC will leverage strategic partnerships to increase visibility, expand audience reach, and strengthen its position as a leading cultural institution within the region.

Strategy 4 – Strengthen Cultural and Institutional Collaborations

DFAC will strengthen collaborations with cultural, educational, and institutional partners to enhance programming, expand audiences, and elevate its role within the regional arts and education landscape.



Strategy 1 – Deepen Audience Engagement and Participation

DFAC will deepen audience engagement by creating meaningful, responsive, and inclusive experiences that encourage participation, foster connection, and support long-term community involvement.

Strategy 2 – Enhance Community-Centered Programming and Events

DFAC will expand community-centered programming and events to increase participation, strengthen community relationships, and reinforce its role as a welcoming and vibrant cultural hub.

Strategy 3 – Expand Digital Engagement and Reach

DFAC will elevate workshop programming from standalone offerings into essential creative experiences that expand participation, support program progression, and strengthen earned revenue.

Strategy 4 – Strengthen Brand Awareness and Visibility

DFAC will strengthen its brand awareness and public visibility to expand audiences, increase participation, and reinforce its position as a leading cultural destination within the region.



Strategy 1 – Improve Systems, Technology, and Processes

DFAC will strengthen its systems, technology, and operational processes to improve efficiency, support data-informed decision-making, and thoughtfully integrate innovative tools that enhance organizational effectiveness and audience engagement.

Strategy 2 – Maximize Facility and Space Utilization

DFAC will maximize the use of its facilities and campus to improve operational efficiency, support program growth, enhance visitor experience, and generate additional earned revenue.

Strategy 3 – Optimize Staffing and Organizational Structure

DFAC will align its staffing structure and organizational resources with strategic priorities in order to improve operational efficiency, clarify responsibilities, and support sustainable organizational growth.

Strategy 4 – Strengthen Internal Culture, Communication, and Data-Driven Decision Making

DFAC will strengthen its internal culture, communication systems, and data-informed practices in order to improve organizational alignment, staff engagement, operational effectiveness, and strategic decision-making.