



Action Plan

Creative Flagstaff FY22 Action Plan

Adopted by the Board of Directors
May 26, 2021 to support Phase 1 of
Discover Creativity, Discover Opportunity.

Creative Flagstaff FY22 Action Plan

Initiative	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Collaborative Investment & Capacity Building (Responsive Training Program)	<p>Create Development Committee and Development Director and Recruitment Plan <i>(ED, Board)</i></p> <p>Issue survey to stakeholders to prioritize training opportunities, schedule training opportunities. <i>(Staff)</i></p> <p>Project 2022 Grant Cycle. <i>(Grant Committee, Staff)</i></p> <p>GOS21 Final Reports, Stories of Impact. <i>(Staff)</i></p>	<p>Form Development Committee. Implement Development Director Recruitment Plan (includes fundraising for any reserve requirement) <i>(ED, Dev Committee)</i></p> <p>Host 2-3 trainings Q2-Q4. <i>(Staff)</i></p> <p>Project 2022 Grant Cycle. <i>(Grant Committee, Staff)</i></p> <p>Prepare for FY23 GOS Grant Cycle. <i>(</i></p>	<p>Implement Development Director Recruitment Plan (includes fundraising for any reserve requirement) <i>(ED, Dev Committee)</i></p> <p>Development Plan to support FY23 operations. <i>(ED, Dev Committee, DD if onboarded)</i></p> <p>Consider collaborative cultivation event.</p> <p>Host 2-3 trainings Q2-Q4. <i>(Staff)</i></p>	<p>Goal to have Development Director onboarded in Q3 or Q4, funding dependent.</p> <p>Implement Development Plan. <i>(ED, Dev Committee, DD if onboarded)</i></p> <p>Consider collaborative cultivation event.</p> <p>Host 2-3 trainings Q2-Q4. <i>(Staff)</i></p>
Build Arts & Ideas Framework	<p><u>Negotiate</u> ArtWins Agreement for Festival <i>(Committee, ED, ArtWins)</i></p> <p>Identify 2-4 Arts & Ideas Events (Industry and/or Community)</p>	<p><u>Finalize</u> ArtWins Agreement or No Agreement <i>(Board, ArtWins)</i></p> <p>Arts & Ideas Community/Industry Event(s) <i>(Staff)</i></p>	<p><u>Implement</u> ArtWins Agreement <i>(Staff, ArtWins, As Assigned)</i></p> <p>Arts & Ideas Community/Industry Event(s) <i>(CF Staff)</i></p>	<p><u>Implement</u> ArtWins Agreement <i>(Staff, ArtWins, As Assigned)</i></p> <p>Arts & Ideas Community/Industry Event(s) <i>(Staff)</i></p>
Expand Sector Awards & Recognition	<p>Evaluate/finalize future Viola Awards format <i>(Staff, Viola Committee, Board)</i></p>	<p>Form 14th Annual Viola Awards Committee</p>	<p>Produce 14th Annual Viola Awards. <i>(Staff, Viola Committee)</i></p>	
Sustainable Coconino Center for the Arts	<p>Lease renewal; procure govt. liquor license; County internet or alternate <i>(County, Staff)</i></p> <p>Finalize CCA Strategic Plan <i>(CCAAB, DIRCCA, Approved by Board)</i></p> <p>Design CCA Membership Program. <i>(CCAAB, DIRCCA)</i></p> <p>Ongoing regular CCA Programming <i>(Staff)</i></p> <p>Identify and schedule FY22 dedicated fundraising activity. <i>(CCAAB, DIRCCA)</i></p>		<p>Implement CCA Strategic Plan <i>(CCAAB, DIRCCA, Staff)</i></p> <p>Implement FY22 dedicated fundraiser. <i>(CCAAB, DIRCCA, Staff)</i></p> <p>Ongoing regular CCA Programming <i>(Staff)</i></p>	
Focused Advocacy & Outreach	<p>Develop Digital Resource & Education Center Project Plan <i>(ED, CCADIR)</i></p>	<p>Form Advocacy Council <i>(Board, ED)</i></p> <p>1st Brand Content Focus Period <i>(Staff)</i></p>	<p>Initial Advocacy Council meetings. <i>(Staff, AC)</i></p> <p>2nd Brand Content Focus Period <i>(Staff)</i></p>	<p>Establish Advocacy Agenda. <i>(Staff, AC, Board)</i></p> <p>3rd Brand Content Focus Period <i>(Staff)</i></p>

Initiative	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Resiliency Fund	Adopt reserve policy for CF Operations. <i>(Finance Committee, Due before Development Director Recruitment Plan is finalized)</i>		Discuss resiliency fund objectives with City for FY23 Grant Cycle.	
Other Organizational Development	Align roles of current staff with strategic plan. <i>(ED)</i> Begin board development plan. <i>(Governance Committee)</i> Identify training needs for board and staff. <i>(Board, Staff Task Force)</i> Annual board retreat. <i>(ED, Board, CCAB)</i> Negotiate partnership agreement with NAU. <i>(ED, Exec/Governance Comm)</i>	Finalize board development plan, begin recruitment. <i>(Governance Committee)</i> Begin partnership discussions with CCC, Chamber, FUSD. <i>(ED, Exec/Governance Comm)</i>	Finalize partnership discussions with CCC, Chamber, FUSD. <i>(ED, Exec/Governance Comm)</i> Begin partnership/agreement renewal discussions with City. <i>(ED, Exec/Governance Comm)</i>	
Facility Strategy	Initiative not part of current phase 1.			
Evaluation & Assessment			Begin to develop evaluation & assessment plan <i>(Task Force of Staff, Grantmaking, Board, and Community Members)</i>	Finalize evaluation & assessment plan. <i>(Board adoption.)</i>

Program Intersections

To simplify program delivery, the following intersections/overlaps should be considered:

1. Festival pilot events.
2. Trainings.
3. Networking.
4. Brand content focus areas. (e.g. Mountain is a Gathering Place is about diverse people, perhaps DEI training and roundtables can occur relative to this content period)