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| **Goal 1****Grow resources for culture in Yamhill County** |
| **Objective A with Priorities:****Create a framework for efficient and realistic use of human capital, engaging appropriate technology as necessary** 1. Develop clear and concise Board member expectations which address meeting attendance, YCCC and other cultural event attendance, committee responsibilities, minimum time expectations, etc.
2. Develop board member orientation for new members.
3. Develop exit process for outgoing board members to more effectively identify and minimize task and knowledge gaps.
4. Continue to cultivate relationships with past board members, donors, grant recipients, volunteers, interns, and cultural providers to enhance the network of those supporting cultural efforts in the county.
 | **Objective B with Priorities:****Increase financial resources for YCCC and local cultural organizations**1. Increase number of donors and contribution amounts through outreach and partners.
2. Expand the cultural campaign to more partners.
3. Continue to apply for grants.
4. Conduct a YCCC specific fundraising campaign in addition to the Cultural Campaign.
5. Increase contributions from businesses.
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| **Benchmarks/Actions**New Ways of engagement to kick off thank you party.Annual new board member orientation.Handbook for board members with officer and committee duties and general expectations.Board members select events they will attend as YCCC ambassadors.Name tags. | **Benchmarks/Actions**# of new business contributors.Increase number of donors by 10% per year.# of outside grants applied for.Get financial support or volunteers or promotion reciprocation from organizations that receive grants from YCCC.Outreach to newly identified organizations from the AFTA study.  |

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| **Goal 2****Maximize county-wide visibility for YCCC and Yamhill County culture** |
| **Objective A with Priorities:****Increase public awareness of YCCC**1. Encourage cultural referrals/reciprocation among organizations and businesses
2. Develop a plan and timeline for public posting of events on calendar (with vetting)
3. Develop a plan and timeline for email blasts and newsletters
4. Fund/support/promote events with high public impact
 | **Objective B with Priorities:****Be more visible at community events and commercial/government/service club gatherings**1. Assign board members to attend meetings/events
2. Make presentations to businesses, service/commercial organizations and local government about the Cultural Campaign and other YCCC initiatives (grants, calendar, inventory)
3. Have a booth presence at community events if appropriate
 | **Objective C with Priorities:****Assess level of visibility (after 2-3 years of Objectives A & B)** 1. Use clicks and analytics on website, social media and newsletter to see progress
2. Use attendance counts at events, survey responses, to see progress and target areas for improvement
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| **Benchmarks/Actions**1. Collect list of publications for YCCC ad to be included in (newspapers, theater programs, partners, etc.)
2. Create universal (no expiration date) rack card for businesses/organizations
3. Create print ad (graphics & paragraph) for distribution
4. Window clings, coasters, other creative ways to get our name out
5. Work with cultural partners to get authorized email lists
6. Coordinate event postings – consolidate on YCCC event calendar
 | **Benchmarks/Actions**1. Develop materials to take to presentations & community events. (Creative, interactive displays – brainstorm ideas for this.)
2. Name tags
3. Elevator speech
4. Engage board members in this strategy- sign up to attend events
5. Target young professionals, wine industry and other craft beverage producers
 | **Benchmarks/Actions**1. Brainstorm ways to evaluate our progress on Objectives A & B: more grant applications? More donations coming in?
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| **Goal 3** **Support existing and emerging cultural organizations, providers and individuals** |
| **Objective A:****Encourage collaboration and communication among culture providers to build a brand for Yamhill County Culture*** Convene a congress of culturalistas
* Share strategies and needs for increasing audiences
* Establish promotion/marketing collaborations
 | **Objective B:****Engage culture providers in the cultural inventory*** Contract workers to implement cultural inventory – year 1
* Promote the cultural inventory through cultural partners and their events
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| **Benchmarks/Actions*** Host a winter (Jan. or Feb.) event for culture providers
* Come up with a catchy name and description of the event- bulid a brand for culture in Yamhill County
* Get a keynote speaker
* Contact the groups on the AFTA list
* Look for people passionate about culture
* Engage communications interns at Linfield, GFU, Chemeketa to help spread the word and run the convention
* Determine the needs of the culture providers: Securing funding, marketing strategies, developing audiences/clients/buyers/volunteers
* Share NAO resources
 | **Benchmarks/Actions*** Beta test online survey summer 2016
* Survey finalized by Sept. 2016
* 200 entries in the cultural inventory by the end of 2016
* Promote the inventory at the cultural convention
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