



strategic plan

2022

decaturartsalliance.org



MISSION

Decatur Arts Alliance connects residents, businesses, tourists and artists to increase arts access and engagement.

VISION

We imagine a future where Decatur is a national arts destination and all Decaturites engage in creative practice.

VALUES

Equity: We must ensure art is accessible to all regardless of socioeconomic status.

Connection: Decatur has a wealth of resources, and we will be the catalyst for collaboration.

Community: Art benefits everyone who steps foot in Decatur, and we are part of the fabric of the City.



BACKGROUND

Decatur Arts Alliance was founded in 1989. The Decatur Arts Alliance brings a full-spectrum arts experience to the community every day through outdoor installations, live music, art events and festivals, community classes, and exhibitions – all freely available to the public. The DAA sponsors the annual festivals, as well as special art events for members only. It also provides a collaborative environment to coordinate the interests of artists, gallery owners, theater groups, dance groups and performance venues within Decatur and to develop the city as a strong arts community.

THIS MOMENT

With the Legacy Park master plan, we know we will be overseeing affordable housing and studio space. As we work to complete the MOU process with the Legacy Park Foundation and the City of Decatur, getting crystal clear on where we are going feels more important than ever.



THIS PLAN

Rather than launch a plan with an arbitrary timeline, this plan is focused on some tangible goals for the organization:

- Establishing affordable housing and studio space for artists at Legacy Park.
- Launching a digital resource to house information for Decatur so tourists, residents, businesses, and artists know how to engage. Ensure linkages between City of Decatur and VisitDecaturGeorgia.com.
- Creating an asset compilation of all spaces, resources, and expertise that currently exist in Decatur.

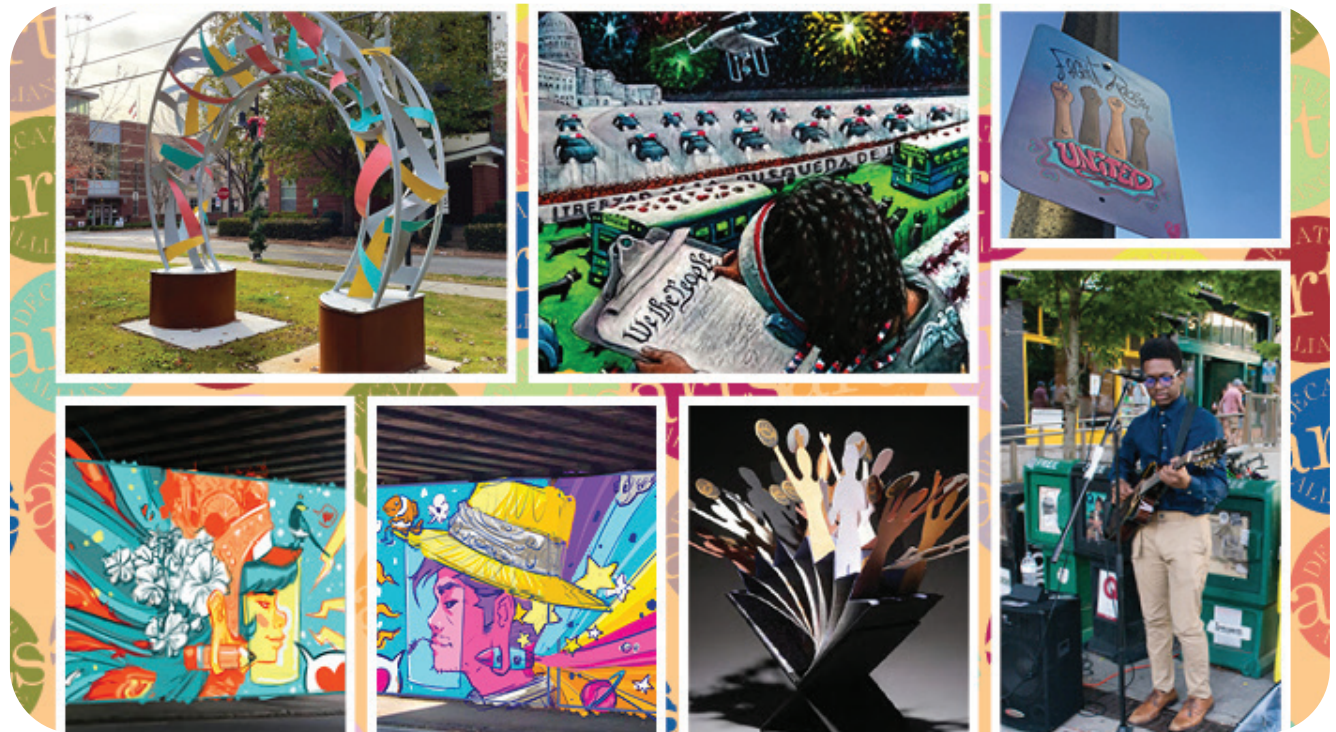
We have created this plan with the pursuit of these items in mind, and any timeline is only meant to support this work. Therefore, with the rapidly changing nature of our world today, we have instead focused on phases for the work. We have targeted timelines but given all of the unknowns tied to Legacy Park, we know we must remain flexible.



THE PILLARS

In order to create a city known for the arts, we have to be the convener, connector, and catalyst. We will focus on this by:

- Finding and creating spaces that can be used by artists. This space might be affordable housing, studio space, performance space, and outdoor arts space.
- Giving access to all. Tourists, residents, businesses, and artists should all know how to connect with each other and create their own partnerships.
- Raising awareness of arts as a whole in Decatur.



space

Decatur Arts Alliance is currently working through an MOU with Legacy Park to oversee artist housing and studio space. But this is just one location – we want to make sure all in Decatur have access to arts and artist spaces.

METRICS

- Artists with different disciplines, backgrounds, and demographics will have affordable housing and studio space at Legacy Park.
- Artists will have access to space throughout Decatur for temporary exhibitions, galleries, performance spaces, etc.
- Artists will have access to affordable housing in existing multi-family complexes.

STRATEGIES

- Discuss sliding scale options for Legacy Park to ensure those with different backgrounds can afford it. This may include different levels of artist giveback to the space.
- Partner with developers and property owners to offer temporary space (prior to leasing) for artists.
- Partner with owners of multi-family complexes to offer discounted housing for artists.

Decatur Arts Alliance will serve as the connector to ensure artists, residents, tourists, and businesses are engaging.

METRICS

- Creating an asset compilation of all spaces, resources, and expertise that currently exist in Decatur.
- Creating a space for this to live digitally so artists, residents, tourists, and businesses can easily access and update their information.
- City of Decatur and VisitDecaturGeorgia.com have obvious links to DAA on their website.

STRATEGIES

- Send out a community survey for folks to identify (and recommend) individuals to be part of the asset map.
- Raise funds to launch and organize digital assets.
- Work with City of Decatur and VisitDecaturGeorgia.com to ensure web users can easily find the Decatur Arts Alliance

awareness

Arts is already a big part of Decatur's brand, and we've seen nearby municipalities implement practices modeled in Decatur. Locally, Decatur is already known as an arts-centric city, but we see that expanding to national awareness.

METRICS

- Number of Decatur residents donating to Decatur Arts Alliance.
- Amount of income from City of Decatur.

STRATEGIES

- Get clear on the economic impact of the work DAA does to tell the story about the need for investment.
- Use the launch of Legacy Park to raise visibility for the funding needed by Decatur Arts Alliance.



STAKEHOLDER FEEDBACK

We engaged elected officials, artists, collaborators, and supporters to get clear on their perceptions of Decatur Arts Alliance and what direction they'd like to see the organization take. This feedback informed our plan, and ranged from general questions about what they want to see to questions specific to DAAs role in Legacy Park. Overarching themes include: need more space for arts, more engagement from Decatur residents and businesses, and ensuring a diversity of artists and arts disciplines are represented. The feedback also acknowledged that modern Decatur is unlikely to be an organic haven for emerging artists so intentional thought has to be put into cultivating, engaging, and retaining artistic talent. The following individuals were either surveyed or interviewed as part of the process. Asterisks indicate a person who was interviewed one-on-one, and the rest were sent an anonymous survey to complete.

Doug Aholt, Past Board Chair

Andrea Arnold, City of Decatur City Manager*

Lisa Bob, Business Owner

Monica Campana, Collaborator through Living Walls

Joe Davich, Collaborator through GA Center for the Book/Book as Art

Katherine Dirga, MARTA Artbound

Scott Doyon, Porchfest Coordinator

Mary Flad, Volunteer

Patti Garrett, City of Decatur Mayor*

Larry Holland, Artist*

Sherry Jackman, Decatur Tourism Bureau*

Lew Lefton, Decatur Makers

Lori Lejeune, Artist

Dr. Leocadia Zak, Agnes Scott

Nick Madden, Arts Educator

Lyn Menne, Legacy Foundation

Tony Powers, City of Decatur Mayor Pro-Tem*

Hugh Saxon, City of Decatur Deputy Assistant Manager

Tammy Washington, Beacon Hill

Greg White, City of Decatur, Decatur Active Living

METHODOLOGY

Executive Director Angie Macon and Project Manager Emily Mottola worked with Purpose Possible (Lara Smith + Emily Gardin) to ensure the process was true to Decatur Arts Alliance's work. The steering committee also ensured all of our work was representative of Decatur Arts Alliance. The steering committee is listed below. Following the survey, we held a retreat with the full board where we used this feedback to identify the most impactful and meaningful work Decatur Arts Alliance could do.

Steering Committee:

Casey Hughes

Lori Ronca

Shawn Vinson

Jerry G. White

