





Office of
Cultural Affairs
CITY OF MAULDIN

STRATEGIC PLAN | 2013 - 2015



vision

Arts, Culture and the Humanities are vital in creating strong, livable and successful communities. We recognize that the Arts can be leveraged as a beneficial tool for economic, cultural and community development. We acknowledge the important role that the Arts play in our daily lives as citizens and businesses, and that the Arts reflect the cultural history and future of our community.



The OCA's office is located in the Mauldin Cultural Center, right in the heart of Mauldin. The building was completed in 1937 as the community's only school. It became Mauldin Elementary School in the 1950s until a new school opened in 2002. In 2003 the City of Mauldin purchased the school property and repurposed it as a community cultural center. Currently the Center boasts concerts, theatre, arts classes, community meetings and public events. Close to 30,000 people go through its doors every year.

mission

The Office of Cultural Affairs [OCA] will establish, develop and promote a cultural system that celebrates the Mauldin community, leverages the arts for the economic benefit of the City and its citizens, and gives all citizens and visitors the ability to experience and participate in artistic and cultural activities in an effort to continually develop a more vibrant community.

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PREFACE

In July of 2013, the City of Mauldin created an Office of Cultural Affairs [OCA] with the purpose of creating a cultural system that leverages the cultural and artistic assets of the community to bolster economic development and enhance the quality of life in Mauldin. The OCA is charged with creating, promoting and developing programs throughout the community, in a wide variety of venues, that give all community members accessible opportunities to experience, and grow their knowledge in the arts. Furthermore, the OCA focuses on incorporating the arts into the City's economic development and marketing efforts to create a vibrant community that attracts visitors, businesses, and residents alike.

As the Office of Cultural Affairs' mission states, the OCA will "...establish, develop and promote a cultural system." To that end, the OCA has created this Strategic Plan which details an aggressive two-year blueprint for the OCA. This Strategic Plan lays out specific goals, objectives and initiatives that address the needs of the Artist, Resident, Visitor and the Office of Cultural Affairs itself, as well as specific needs for the City's anchoring cultural asset, the Cultural Center.

During this Strategic Plan period, August 2013 through December, 2015, the OCA will assess current programs already in place throughout the community, make necessary adjustments to these programs, and develop new and innovative programs to meet the needs of the 21st century community. The OCA will primarily focus on four areas of need: Resources, Engagement, Opportunities, and Infrastructure. By developing specific initiatives to address each of these needs for the Artist, Resident, Visitor and the OCA, the community will benefit from services not offered by any other Upstate municipality.

Looking towards the future of our community, Mauldin is well positioned for positive and exciting growth. With numerous vibrant neighborhoods; a healthy mix of manufacturing, industrial and small business corporations within and near the City; paired with strong local schools and close proximity to Clemson University (and specifically Clemson University's International Center for Automotive Research) and Furman University; alongside an aggressive community development initiative which includes a Downtown Master Plan, transportation infrastructure growth and strong public services, Mauldin is poised to become a hub for 21st century workforce development. A crucial component to support this workforce is the ability to provide a vibrant and creative atmosphere for residents and visitors to celebrate their creativity and the community's collective culture.

Envisioned for the future of the Office of Cultural Affairs is a wide array of services available to every member of our community that will support their creative endeavors, as well as specific OCA programs focused on celebrating the inherent culture and artistic spirit of the Mauldin community.



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Create a cultural system that provides an environment where the Artist can thrive and develop as an integral part of the community.

- Assemble, provide and distribute pertinent resources to the Artist community.
 - Provide industry updates via email newsletter.
 - Offer training sessions in specific areas (e.g. grant writing, websites, social media).
 - Create informative online tools for website (e.g. news stories, contact info, reports).
 - Allow Artists to submit resources to be used by colleagues.

- Engage the Artist in programs and discussions that further their knowledge and skills.
 - Develop workshops/classes taught by local Artists.
 - Create opportunities for Artists to network with each other and discuss various topics.
 - Feature various Artists through online tools (e.g. guest blog, featured webpage, podcasts/video).
 - Create a “Community Artist Certification” program to engage Artists in the community.

- Provide opportunities for the Artist to present their work to the public at-large.
 - Create performance opportunities (e.g. concerts, theatre, artwork displays).
 - Provide space and resources for Artist-hosted events (private or public).
 - Conduct community outreach projects to showcase local artists.

- Ensure the Artist has access to adequate and necessary infrastructure needs.
 - Continue to develop the Cultural Center.
 - Create Artist “Green Room” near Auditorium.
 - Renovate remaining rooms as “innovative workshops”.



Utilize the artistic and cultural amenities in the community to continually increase the quality of life in Mauldin.

- Assemble, provide and distribute pertinent resources to community members.
 - Create useful marketing materials (e.g. brochures, guides, posters, ads).
 - Maintain a useful, interactive and informative website.
 - Make Artist presentations/lectures/videos available to the public.
 - Use email newsletter to inform the public of upcoming events, industry updates and local arts issues.

- Whenever possible, engage members of the community in various artistic and cultural topics in a meaningful, useful and informative manner.
 - Focus on arts education through an “Adopt A Classroom” program to bring the arts to the classroom.
 - Create a formal Intern Program and Volunteer Program.
 - Host “Community Conversations” so residents/businesses can discuss local issues.
 - Offer “arts integration training” to businesses to improve morale and/or productivity.

- Provide opportunities for members of the Mauldin community to experience, and grow their knowledge in the arts.
 - Offer a variety of performances to the public.
 - Offer a variety of classes/workshops to the public.
 - Host community events that have a focus on the arts.
 - Assess the potential to develop a Public Arts Program to beautify the community.

- Ensure the Mauldin community benefits from a strong and constantly developing cultural infrastructure.
 - Continue to develop the Cultural Center.
 - Provide better ADA access to the Cultural Center.
 - Advocate for the inclusion of arts spaces in future developments.



Attract new and repeat visitors to Mauldin.

- Assemble, provide and distribute pertinent resources to past, present and potential visitors.
 - *Create useful marketing materials (e.g. brochures, guides, posters, ads).*
 - *Maintain a useful, interactive and informative website.*
 - *Make Artist presentations/lectures/videos available to the public.*
 - *Use email newsletter to inform the public of upcoming events, industry updates and local arts issues.*

- Whenever possible, engage visitors in various artistic and cultural topics in a meaningful, useful and informative manner.
 - *Host Artist receptions before and/or after select events.*
 - *Utilize innovative social media strategies to engage the public at-large (e.g. Facebook competitions, using “hashtags” to monitor activity, live Twitter updates).*
 - *Partner with area businesses on special promotions and/or marketing strategies.*

- Provide opportunities for visitors to experience, and easily access, high-quality arts events.
 - *Recruit well-known Artists to attract a larger spectrum of audiences.*
 - *Host public festivals that have a focus on the arts and that appeal to individuals and families outside of Mauldin’s city limits.*

- Ensure visitors to Mauldin enjoy a strong and continually developed cultural infrastructure.
 - *Continue to develop the Cultural Center.*
 - *Provide better ADA access to the Cultural Center.*
 - *Advocate for the inclusion of arts spaces in future developments.*



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Continually strengthen and develop the Office of Cultural Affairs to ensure that it grows as a leader in the field and to better provide necessary services to the Mauldin community and beyond.

- Assemble, provide and distribute pertinent resources for the OCA.
 - *Provide adequate industry publications and tools as references and resources.*
 - *Provide professional, adequate and proper equipment.*
 - *Enlist area Artists and volunteers to provide feedback to the OCA.*
 - *Assess the need for a community-wide Cultural Plan and pursue the creation of such a plan if deemed necessary and useful.*

- Encourage OCA staff to stay engaged in the community.
 - *Provide input for economic development matters in the City of Mauldin.*
 - *Utilize the cultural and artistic amenities as a resource to enhance City marketing efforts.*
 - *Offer OCA resources and skill sets to various City departments as needed.*
 - *Attend and participate in community meetings outside the realm of the arts.*

- Provide opportunities for the OCA to grow in its knowledge of the field and develop new skills to better serve the community.
 - *Encourage and support attendance at relevant conferences, meetings and seminars.*
 - *Participate in advocacy efforts at the local, state, regional and national levels.*
 - *Support networking opportunities with industry colleagues and community members.*
 - *Provide up-to-date training to OCA staff.*

- Provide a cultural infrastructure that allows the OCA to provide its services at the highest level possible.
 - *Continue to develop the Cultural Center.*
 - *Provide professional and adequate production equipment.*
 - *Assess the ability to provide additional staff support.*





Continue to develop the Cultural Center facility and grounds as a community anchor.

■ Approach current facility needs with an innovative strategy.

- Professional Outdoor Stage Cover*
 - Auditorium Stage Power*
 - Renovate Rooms*
 - Indoor/Outdoor Signage*
 - ADA Access
- “Dead-End” Hallway Repair*
 - Bulletin/Message Board
 - Paint/Carpet/Floor Repairs
 - Auditorium A/C*

* high priority

■ Provide adequate and professional equipment and supplies to support the OCA’s services and the needs of the community.

- Projector for Rotary Room*
 - Additional Sound Equipment*
 - Outdoor Stage Lighting*
 - Adequate Copier
- Stock Linens
 - Office Storage
 - Additional Tables/Chairs*
 - Classroom Supplies

* high priority

■ Plan and prepare for future growth and needs of the Cultural Center.

- Implementation of Master Plan facility and landscaping designs (2011).
- Develop maintenance schedule.
- Purchase professional grade equipment to ensure longevity.

A DIFFERENT VIEW

Another way to look at our Strategic Plan is via this chart. Our first four goals focus on distinct segments: the Artist, Resident, Visitor and OCA with common objectives of providing Resources, Engagement, Opportunities and Infrastructure for each. However, the initiatives we use to achieve these goals varies for each segment.

	ARTIST <i>page 3</i>	<i>page 4</i> RESIDENT	VISITOR <i>page 5</i>	<i>page 6</i> OCA
<i>Resources</i>	<ul style="list-style-type: none"> - Industry Updates - Training Sessions - Online Tools - Artist Submissions 	<ul style="list-style-type: none"> - Marketing Materials - Interactive Website - Email Newsletter - Artist Presentations 	<ul style="list-style-type: none"> - Marketing Materials - Website - Email Newsletter - Artist Presentations 	<ul style="list-style-type: none"> - Books/Reports - Proper Equipment - Cultural Plan - Artists
<i>Engagement</i>	<ul style="list-style-type: none"> - Workshops by Artist - Networking - Featured Artists - "Community Artist" 	<ul style="list-style-type: none"> - Adopt A Classroom - Interns & Volunteers - Community Convos - Arts Training for Bus. 	<ul style="list-style-type: none"> - Artist Receptions - Surveys - Social Media 	<ul style="list-style-type: none"> - Input for Econ Dev - Marketing Input - Community Mtgs
<i>Opportunities</i>	<ul style="list-style-type: none"> - Performances - Host Artist Events - Outreach 	<ul style="list-style-type: none"> - Performances - Classes/Workshops - Community Events - Public Art Program 	<ul style="list-style-type: none"> - Well-Known Artists - Public Festivals 	<ul style="list-style-type: none"> - Conferences - Advocacy - Networking - Training
<i>Infrastructure</i>	<ul style="list-style-type: none"> - Cultural Center - Green Room - Innovative Spaces 	<ul style="list-style-type: none"> - Cultural Center - ADA Access - Future Art Spaces 	<ul style="list-style-type: none"> - Cultural Center - ADA Access - Future Art Spaces 	<ul style="list-style-type: none"> - Cultural Center - Production Equip - Staff



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