



LONG ISLAND ARTS ALLIANCE (LIAA) STRATEGIC GOALS 2022-2024

Our Vision:

A vibrant and representative Long Island through empowered artists and arts and culture organizations.

Strategic Goals and Plans:

Help make arts and culture accessible to everyone across Long Island

- Listen to under-resourced communities and artists to identify gaps and opportunities for inclusion
- Lift up the voices of small and medium-sized arts organizations by providing marketing and development opportunities
- Work with Long Island tourism sector to include the arts in their own strategic plans
- Develop an island-wide arts and culture microsite and advertising campaign to spotlight Long Island artists, venues, public art, arts education, as well as events and programs.

Encourage regional collaboration

- Create space for conversations and networking to build connections among the sector
- Encourage cross-sector collaborations to increase cultural equity in Nassau and Suffolk Counties.
- Facilitate quarterly “Town Halls” for arts administrators to engage with each other and share best practices, projects, and advice.

Increase capacity and economic impact of the arts on the Island

- Collect and share data showing the positive impact of arts and culture on our local economy through our partnership with Americans for the Arts and the Arts and Economic Prosperity Study
- Explore developing shared services and technical support opportunities to increase capacity of organizations
- Make promotional tools available to members of the creative economy

Strengthen LIAA internally to help achieve these strategic goals

- Ensure our mission and vision are clear to new and existing stakeholders
- Diversify our income streams to increase the sustainability of the organization
- Ensure we are properly resourced to achieve our strategic goals
- Facilitate an inclusive and vibrant culture of board engagement