



2020 Strategic Plan

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History

In 2005, master potter Dan Bennett transformed his two-car garage into a studio. He invited a small group of Molokai artists to share his space and equipment. Dan taught, guided, and encouraged this growing group of potters and sculptors.

Five years later, over 20 eager artists were creating and collaborating. Dan's modest space was bursting at the seams. Everyone was limited to two hours studio time per week; kiln space, wheel time and glazing tables became precious resources. More people were waiting to join. Our burgeoning community needed a new home

We needed more space and equipment for ourselves, but as we "talked story" about it, we also realized that we wanted to grow the artistic community on Molokai. Several skilled artists were willing to offer free instruction in visual arts, music, and dance. Artists visiting our island wanted to share their knowledge with the local community, and that needed some structure.

On August 06, 2010, Molokai Arts Center, Inc. was established as a non-profit 501(c)(3) organization in the state of Hawaii.

We wanted to create opportunities for new artists through adult and children's classes. We wanted to make local art more accessible through a small gallery space specifically for local artists. We wanted to create a space where experienced artists visiting our island could share their knowledge with our community. .

Through a partnership with Coffees of Hawaii and many dedicated and skilled volunteers, the Molokai Arts Center Studio opened in February 2012. We started with 1000 square feet of ceramic studio space, 10 pottery wheels, one kiln, and a showroom.

As we celebrate our tenth anniversary in the midst of COVID-19, the MAC as it is affectionately known, continues to grow despite its limited capacity.

We have outgrown our space and have partnered with Molokai Public Library, Office of Hawaiian Affairs, Molokai Community Health Center, Ka Honua Momona, and other agencies to host larger workshops and community events. We employ a Studio Manager and contract teachers who started out as students of the MAC. We hired a part-time Executive Director, born and raised on Molokai, to administer our growing number of programs. Many of our member artists have created small businesses to share their handcrafted works.

We have established programs beyond our original ceramics classes, including Hawaiian Arts Program, visiting artists workshops, Artist in Residence Program, and MAC at the Library. We have held workshops in a variety of media including painting, lauhala weaving, fish net making, stained glass, dance, music, literary arts, printmaking, culinary arts. We have partnered with local schools and agencies to provide art education for all ages, from Keiki to Kupuna.

We are proud to celebrate ten years of growing the arts community on Molokai and look forward with optimism and vigor as we continue to serve our Island home.

Molokai Arts Center Guiding Principles

MAC VISION

Our vision is that MAC will be known as a leading performing and visual arts center in Hawaii

MAC SLOGAN

Bringing the arts to Molokai and Molokai to the arts

MAC MISSION

*Provide art classes, youth programs, studio and gallery space
for adults, children, residents and visitors to our island*

MAC VALUES

- *Teaching and learning*
- *Serving our community*
- *Sharing and giving*
- *Creating*

MAC GOALS

- *Diverse Art Programs*
- *Strong Membership and Leadership*
- *Broad Community Connections*
- *Robust Resource Development*

MAC 2020 Goals, Objectives and Strategies

Diverse Art Programs

- 1. Continue to deliver visual & performing arts programs to people of all ages in at least 8 different media, including the Hawaiian Arts (HA) program.**
 - o Hawaiian Arts Program
 - o Ceramics offerings
 - o Printmaking
 - o Stained Glass
 - o Painting (watercolor/acrylic)
 - o Mosaic
 - o Literary Arts (poetry, short stories)

- 2. Acquire a facility that will serve larger groups with additional visual & performing arts programs and meets MAC's criteria.**
 - o New Facility Committee - setting MAC new facility criteria, timeline, real estate relationship
 - o Explore feasibility of 1753 Limaiki site for acquisition
 - o Explore other potential properties for sale or lease
 - o Explore rental usage of other sites for events and classes

Strong Membership & Leadership

- 3. Increase MAC membership to 100 active annual members, who reflect Molokai's diverse community.**
 - o Create new category of membership for students
 - o Distribute membership information to youth participants in MAC school programs
 - o Distribute membership information to Kupuna participants in MAC partner organizations
 - o Develop a directory of teachers to become members
 - o Offer group discount incentive to Molokai groups: Homestead Associations, various cultural groups, Church Groups, Scout Groups, etc.

- 4. Expand, diversify & strengthen MAC Board to include seven engaged members.**
 - o Complete first Board self-assessment and address at least one top need
 - o Recruit new members to strengthen Board diversity
 - o Provide one professional development opportunity to the Board of Directors annually

- 5. Build staff capacity through expanded hours and/or additional staff and provide professional development opportunities.**
 - o Staff the HA coordinator responsibilities
 - o Support at least two annual staff trainings (individual or group)
 - o Assess the needs for additional staffing
 - o Annual staff job contracts should include staff role and general responsibilities

Broad Community Connections

6. Maintain current program partnerships (currently at 10) & develop at least five new supporting partnerships with policy makers & potential funders, including Maui County partners.

- o Alu Like, Inc
- o Molokai Community Health Center
- o Kualapu'u Conversion Charter School
- o Aka'ula School
- o Molokai Middle School
- o Molokai Public Library
- o Kaunakakai Elementary School
- o 21st Century Learning Program
- o UH - Molokai Education Center
- o Kalaupapa National Historical Park
- o ADD: Maui County Parks and Rec.
- o ADD: State Foundation on Culture and Arts
- o ADD: Maui County Mayor and Council
- o ADD: Hawaii Community Foundation
- o ADD: Bayer

Robust Resource Development

7. Raise funds from diverse sources to support annual operating budget of at least \$200K* by 2021.

- o Engage grant writer
- o Develop new partnerships, State Foundation on Culture and Arts

8. Generate at least \$200K* in capital funds.

- o Assess the effectiveness of current fundraising efforts and events to help achieve MAC's goals & sustainability
- o Identify potential lead donors
- o Plan and implement capital campaign including essential documents, promotional materials, community outreach
- o Diversify funding