Executive Summary

About ArtsWorcester

Established in 1979, ArtsWorcester engages artists and the public to sustain and celebrate contemporary art. Through exhibitions and workshops, we advance the careers of contemporary artists in all traditions and mediums, and cultivate excellence through competitive opportunities and prizes. Our exhibiting artists include those just beginning their practice, those with established reputations, and those in between. Public openings, artist talks, events, outreach, and education grow the audiences for art in our region. All are welcome.

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WWW.ARTSWORCESTER.ORG
Contemporary art—the art made here and now, of all kinds and traditions—is fundamental to a vibrant, educated, and diverse city. It shapes and enriches individual lives, while contributing substantively to social, economic, and civic development. With the arts now a key part of our city’s vision of its future, ArtsWorcester’s mission—engaging artists and the public to sustain and celebrate contemporary art—becomes more crucial.

Our ambition is regional, but our current strategy is focused locally on Central Massachusetts. As the only area organization working to advance the careers of artists, we want to articulate their value in our city, foster learning and joy through their work, and reward artists and audiences alike. The strategic goals outlined in this plan get us closer to that vision.

— Juliet Feibel  
Executive Director

MISSION
ArtsWorcester engages artists and the public to sustain and celebrate contemporary art.

VISION
To be a pivotal center for contemporary art in New England.

VALUES
Learning, Inclusivity and Accessibility, Competence, Relationships, and Risk-taking

STRATEGY 2018-2020
To become a consistent and vibrant center in Central Massachusetts for the experience of contemporary art.

IMPERATIVES
- Maximize impact for artist members and supporting members
- Improve financial sustainability
- Increase operational capabilities
- Increase awareness and improve infrastructure

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