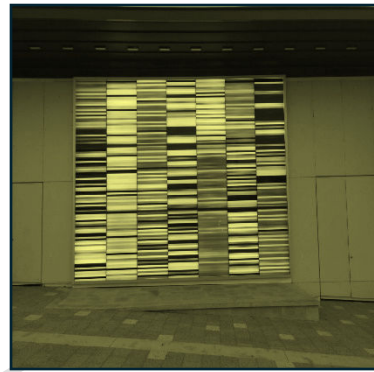


2025-2028


STRATEGIC FRAMEWORK



PUBLIC FOUNDATION
GREATER **ART**
DES MOINES



About The Greater Des Moines Public Art Foundation (GDMPAF)

<p><u>Overview</u></p> <p>GDMPAF is the “go to” resource, the lead organization and advocate for “advancing public art” in Greater Des Moines. It is dedicated to envisioning, developing, advancing and promoting public art projects in the community. GDMPAF recognizes that art belongs in streetscapes, parks, buildings and infrastructures of a thriving community, not just in galleries and museums. Thus, it actively seeks opportunities for art integration throughout the community with the goal of establishing a world-class destination for public art.</p> <p><u>GDMPAF Quick Facts</u></p> <ul style="list-style-type: none"> • Established in 2004 • Administers public art for the City of Des Moines • 501 (c) 3 – nonprofit status • 21-member Board of Directors • 15+ Public Art Installations by artists from Iowa and around the world • Over \$5,000,000 raised for public art <p>Two projects initiated to activate public art in all four city wards</p>	<p><u>GDMPAF Vision Statement</u></p> <p>Serve as a catalyst for outstanding public art projects with the power to inspire and engage people who reside in, work in, and visit Greater Des Moines.</p> <p><u>GDMPAF Mission Statement</u></p> <p>Advance the best of public art in the community through public and private collaborations, enhancing community access and understanding, and adding to the cultural record through its installations.</p> <p><u>GDMPAF Organizational Strengths</u></p> <p>GDMPAF stakeholders and the Board of Directors were surveyed during strategic planning to assess critical organizational strengths. Their responses are noted in priority order below:</p> <ol style="list-style-type: none"> 1. Leadership Expertise (Board, Staff & Volunteer) 2. Demand for More Public Art & Programming 3. Support from the Community 4. High-Quality Art Installations 5. Positive Reputation and Credibility 	<p><u>GDMPAF Board of Directors</u></p> <ul style="list-style-type: none"> • Bruce Hentshel, President • Jeff Fleming, Vice President • Ardis Kelley, Secretary and Treasurer • Isaac Bracher • Mary Louise Sconiers Chapman, EDD • Jonathan deLima • Lois Fingerman • Jann Freed, PhD • Martha Graham James, PhD • Randall H. Hamilton, MD • Darren R. Jirsa DDS • John M. Krantz • Helen Miller • Katherine M. Murphy • David L. Phillips • Anastasia Polydorou • Kimerly Chauncey Shadur • Jessica Terrill • Jill Wells • The Honorable Linda Westergaard • Annabel Wimer 
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STRATEGIC PRIORITY:

Public Art that Inspires Meaningful Community Engagement: Maximize the role of GDMPAF in community planning, the Greater Des Moines public art collection and educational programming to create opportunities for people to participate in, learn about, and experience public art.

Key Impact Areas:

Be the Public Art Subject Matter Expert: GDMPAF aims to serve as the leading model for public art, recognized as the first source for public art expertise and thought leadership, shaping expectations for high quality public art and setting the standard for others to follow.

Build Community Collaboration: Build and maintain positive community relationships, keeping partners informed and involved, strengthening public-private partnerships for public art.

Connect Public Art with Education: Provide learning experiences for audiences of all ages, backgrounds and cultures increasing the understanding and appreciation of public art.

Desired Outcomes:

- The GDMPAF becomes an organic part of the process of any public art installation in Greater Des Moines, serving as a knowledge partner and planning resource.
- Increase in the number of collaborative projects across all four wards of the city, leveraging resources and expertise to enhance public art initiatives.
- Engage more people through education increasing awareness of public art opportunities in Des Moines and accessibility to art for everyone.
- Serve as meaningful partner supporting surrounding communities in their own efforts to expand public-art.

STRATEGIC PRIORITY:

Scaling GDMPAF for a Thriving, Growing Community: Through intentional planning, promotion and placement, expand the reach and ability of GDMPAF to enrich more lives with transformative public art through intentional planning, promotion and placement.

Key Impact Areas:

Empowered Governance: The GDMPAF Board of Directors will create clear channels for board succession seeking recruitment of diverse skill sets and seamless transition of responsibilities providing continuity to support the work.

Strategic Leadership: Plan for necessary infrastructure to manage a growing inventory of projects, resources and community needs ensuring a well-structured organization that can grow alongside its ambition, and efficiently deliver on its mission.

Elevate the Profile of GDMPAF: Increase visibility of GDMPAF work in the community through intentional marketing and promotional efforts to draw larger audiences and stakeholders to public art, inspiring a more vibrant and cohesive community.

High-Impact Public Art Installations: Expand access to public art with more high-quality, inclusive and accessible installations that broaden horizons and spark dialogue, redefining what public art can achieve and igniting community pride.

Desired Outcomes:

- GDMPAF will have an elevated profile in the region, attracting more support and engagement from stakeholders.
 - Increase the number of public art installations in the Greater Des Moines region.
 - Better equipped organization able to maximize the impact of its efforts and resources.
 - Draw larger audiences to public art through new installations, inspiring a more vibrant and cohesive community.
 - Expanded connections with other related organizations, business leaders, and corporate involvement.
 - Added staff to support expanded programming and public art initiatives.
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STRATEGIC PRIORITY:

Building a Sustainable Future: Focus financial strategies to support growth and progress, adjusting to changing needs and trends while continuing to deliver impactful public art.

Key Impact Areas:

Increase Revenue and Diversify Funding: Explore innovative revenue concepts including new methodologies to expand the base of annual donors, secure grants and sponsorships and identify unique income streams, maintaining a balanced budget while achieving strategic objectives.

Expand GDMPAF Endowment: Develop a robust endowment engaging donors to provide long-term, reliable support needed to manage the growing inventory of projects and expand the community impact of GDMPAF.

Desired Outcomes:

- Demonstrate growth in the balance of endowment annually.
 - Implement a new fundraising structure that drives continuous growth and diversity of revenue sources.
 - Strengthen GDMPAF's operational (funds and staff) capacity to support continued growth.
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