**GOALS**

**SERVE AS A CHANGE AGENT TO INCREASE VISIBILITY, RELEVANCE AND SUPPORT FOR THE ARTS**

- Artsburgh pushes content to other event listings, increasing visibility and reducing user workload
- More people with disabilities are engaging with arts and culture in the region
- Organizations and artists grow interest and capacity to make research-informed and evaluation-based decisions

- Marketing and development data is used to increase ticket sales and individual contributions
- Health insurance is available to all, at lower costs, with predictable increases and greater services available
- Grants are distributed to a diverse, inclusive, representative group of artists and organizations
- Arts and culture community works better together and across sectors

**CREATE AN ENVIRONMENT AND OPPORTUNITIES THAT ARE SUPPORTIVE OF INDIVIDUAL ARTISTS**

- Artist know where to find the resources they need to succeed
- Artists (and teaching artists) increasingly look to GPAC as a great place for support
- Artists increasingly feel that Pittsburgh is a good place to work and live

**SERVE AS A MODEL ORGANIZATION THAT STRIVES TO INCORPORATE BEST PRACTICES, INCREASE INTERNAL EFFICIENCY, AND ENSURE ORGANIZATIONAL SUSTAINABILITY**

- Diversified income and funding ensures sustainability and opportunities for growth of services
- GPAC is a catalyst in building an increasingly diverse, equitable and inclusive arts and culture community

**MISSION**

To expand the reach and impact of the region’s diverse and vibrant arts and culture community by providing leadership, advocacy, capacity building, and connections

**VISION**

An equitable, innovative, and flourishing arts and culture community that shapes our thriving region

**GUIDING PRINCIPLE**

The arts transform lives and communities.