

BAY arts

STRATEGIC PLAN

2018 - 2020



Mary Deutschman "BAYarts Campus"

MISSION

The Mission of BAYarts is to provide a welcoming lakeside environment to stimulate, encourage and support professional and aspiring artists of all ages through collaboration, education and exhibition.

VISION

BAYarts will be a valuable and supportive arts center, serving as a respected and acknowledged resource for Northeast Ohio residents and for visitors to the Cleveland Metroparks Huntington Reservation. BAYarts work will be performed by visionary leaders, inspirational educators, friendly and competent staff, and generous volunteers. BAYarts will:

- Create high quality and relevant art education and enrichment programs for adults and children without discrimination
- Support established and emerging artists through exhibition, employment and services.
- Present high caliber gallery exhibitions featuring local, regional, national and international artists and collaborations.
- Offer accessible and enjoyable community events.
- Welcome groups to utilize BAYarts campus environment.
- Manage the scope and size of our operations and facilities to support existing and expanded programming opportunities.
- Respect and carry forward a 70-year arts heritage (founded 1948).
- Support diversity in management, programming, and participation.
- Participate in the development and promotion of the arts community in Northeast Ohio.

V ALUES

The values that we embrace, as evident in our interactions with the community and amongst ourselves, provide a foundation for our success.

BAYarts' core values are:

- Community inclusivity
- Programming excellence and innovation
- Transparency
- Diversity
- Integrity
- Collaboration
- Respect

GOALS

BAYarts believes goals are a starting point to propel forward movement, providing a roadmap and course of action. BAYarts goals provide measures of progress, and accountability.

Short Term

- Manage finances to insure the organization's longevity.
- Increase education programming, capacity and attendance.
- Fund, plan and execute the renovation of the expansion.
- Develop additional sustainable funding sources.
- Participate in diverse regional events.
- Succession Planning and staff development.

- Long-term planning for facilities development and maintenance.
- Become a destination for social meetings, clubs and organizations.
- Expand BAYarts reach across Northeast Ohio
- Provide meaningful role for seniors and underserved constituencies.
- Artist in Residency, Visiting Artist, International Exchange programs
- Recruit qualified board and staff members
- Develop enhanced analytics to measure and grow the business.

HISTORY

Founded in 1948 as “Baycrafters”, the organization was a popular and influential hub of visual arts education and events on Cleveland’s west shore. By 2005, dwindling attendance and dated programming ignited a revitalization campaign. A new board was formed and the organization was rebranded as BAYarts. BAYarts has significantly expanded and updated programming and reach since 2005, increasing revenue and meeting financial goals every year since 2006.

CAMPUS

BAYarts is in the Huntington Reservation in Cleveland Metroparks, in Bay Village near the border of Cuyahoga and Lorain Counties. Until 1927 when the land was purchased by the Cleveland Metroparks, the property was the summer estate of John Huntington, inventor, industrialist and co-founder of the Cleveland Museum of Art. BAYarts is within walking distance of Lake Erie Nature & Science Center and Huntington Beach. BAYarts welcomed over 80,000 visitors to the campus in 2017, over 1 million visited the 3 acre park and beach.

FACILITIES

John Huntington House

This classic bungalow style house was once home to the Huntington estate's caretaker. In 1927 the Cleveland Metropolitan Parks purchased the country estate (now known as the Huntington Reservation) to be used as a place of rest and relaxation. BAYarts adopted it in 1969. Today, it houses the main office, Artist Consignment Shop, Education Gallery and 3 classrooms.

Karen Ryel Ceramic Arts & Education Studio

The 3,000 sq. ft. Ceramics Studio was added to the Huntington House in 2016, thanks to a generous \$500,000 grant from a private donor. The studio features state of the arts wheels, tables, kilns and workspace. The vibrant curriculum includes ceramics for all age levels, workshops, visiting artist, and team building opportunities.

The Irene Lawrence Fuller House

The 125 year-old Fuller House was once located approximately 2 miles from its current location on BAYarts campus. Notorious for its connection to the famous doctor Sam Sheppard, where he was arrested while visiting his vacationing parents, it was saved from destruction in 1984 and donated to this organization, making international news when it was floated via barge along the Lake Erie shore to its current location. A major renovation in 2010, funded by generous donations from the community and the State of Ohio, resulted in the beautiful community hub, gallery and classroom space it is now.

The Station/Vento Trattoria

Purchased for one dollar and moved to the campus in the 60's, the former Train Depot is now leased from BAYarts by our partner, Vento, a sophisticated yet casual dining experience with an open air patio and great wine selection.

BAYarts expansion: Formerly Huntington Playhouse

Adjacent to BAYarts campus, is the Huntington Playhouse, which closed in 2015. BAYarts assumed the lease, a welcome solution to the need for more classrooms and event space for a growing community. The phased renovation of the 12,500 sq. ft. space is expected to cost approximately \$2,000,000 and will be funded with private and public funds with a goal of 2019 occupancy of the first phase.

PEOPLE

Staff

BAYarts Executive Director of 13 years and skilled managers, teachers and support staff are dedicated to the mission and value of BAYarts, especially collaboration within departments and outside of the BAYarts community.

Board of Directors

BAYarts Board of Directors consists of community members, artists and business leaders with a wide variety of professional and personal strengths. The Board is dedicated to working with management and staff to implement BAYarts' Vision and Goals.

Volunteers

BAYarts volunteers are encouraged to use unique skills and interests to find their niche at BAYarts; BAYarts has over 60 active volunteers, many who have been with the organization for years.