

In order to establish a successful artists-run centre with strong community support, the following steps must be taken to create a viable long term plan.

1. Getting Started

- Establishing a steering committee with regular meetings
- Creating a business plan determining our goals, mandates, and finances.
- Create a catchy and effective mission and vision statement
 - o i.e. "ASAP : Dedicated to the advancement of contemporary art practice, presentation, and promotion in Northeastern Nova Scotia."
- Identify and contact main community advocates/supporters
 1. Artists
 2. Town/County/Municipal
 3. Community Culture Groups
 4. Business
 5. University

2. Information

- Conduct a community poll
- Create an efficient online survey
- Use this information in the formation of strategies and long term goals (3-5 years)

3. Find a Fit for Antigonish

- Determine artistic focus
 - o Visual arts only/ other mediums/non profit/co-op/education/other programs/gallery or studio/exhibition or workshops etc.
- Determine local artists skills, wants, and needs
 - o Facilities, fees, opportunities,
 - o Desire for creation of ARC
 - o Enthusiasm for becoming active/involved
- Community expectations
 - o Town and county

- Community arts groups
- Community non arts groups
 - Non profit
- Business expectations and desire
 - Determine possible sponsors and supporters
 - Create strong connections with key groups
 - Exhibition opportunities

4. Legalities

- Establish and Maintain financial records
- Determine our best option for facilities
- Conduct fundraisers
- Obtain charitable status
- Grants and other income sources
- Determine membership forms, liabilities, insurance, and other requirements for our activities.

5. Promotion

- Build a professional web presence
- Apply for official recognition in provincial and federal program
- Plan in advance for future events , establish a standard procedure for planning / creating events
- Provide extensive promotion for ourselves, our artists, and our events
 - Advertise events on local media (print, radio, tv)
 - Create handouts, business cards, brochures, posters
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