

Harstad Fine Arts Series Strategic Plan
Adopted by Board on July 28, 2026

In a July post season meeting, the board brainstormed its hope for the future and developed the following goals and strategy for the immediate and intermediate future

Expand our Audience:

- Continue to publicize through our data base of 1500 subscribers, public posters and banners.
- Actively encourage our subscribers and attendees to be part of our publicity through word of mouth and social media shares.
- Share advertising space with other arts and music organizations
- Combine our efforts with groups of similar size, enhancing attendance for both
- Plan events in genre we have not explored: drama, spoken arts, comedy, movement

Expand our donor base

- Maintain our history of free public events, but help persuade more attendees to be financial partners in our work. Ask for support at every event.
- Develop an annual drive calling for donors to commit on an annual basis
- Participate in Kentucky Gives in the Spring as well as the Good Giving Day each Fall

Increase Diversity of our Board.

- Seek representation from the African American community
- Seek representative from GenZ community

Highlight Local Artists, including one artist each season

- This will help expand these artists local visibility
- It will build our visibility in the Lexington community
- It will save on the costs of travel and housing