



Strategic Planning Document (V2.0)

Guiding Our Mission & Goals

Live Version 2.0 - as of January 1, 2025

Note: Addenda Include: Headlines of Latest Six-Month Review-Dec 2024



OCD Strategic Planning Document Components

1. OCD Strategic Planning Document – Purpose
 2. Background: What is a Cultural District?
 3. Orleans Cultural District – History So Far *to 2024 Edition*
 4. OCD Mission
 5. Cultural Asset/Partner Groups – Definition Under Review – Update by end of Q1/25
 6. Strategic Goals – Four Primary Categories & Validation Process & Strategic Goals Table
 7. Summarize/Set Quarterly Goals Timeline
 8. Budget Process & Reporting
 9. Sources of Funds/Fundraising
 10. Obstacles & Challenges
 11. Measuring Success – Metrics & Data Gathering
 12. OCD Stakeholders
 13. OCD Committee (OCDC)
 14. Six Monthly Review – Results vs Goals Set
- Addenda:**
- Latest Six-Month Review Decisions**
 - Current Cultural Assets (Partners)**
 - Projects/Events History - 2019 to 2024
 - History So Far – More Detail

1. OCD Strategic Planning Document - Purpose

This document is intended to drive, support, and justify the ongoing activities of the Orleans Cultural District Committee (OCDC).

It is a practical, *active* document, updated every 6 months, that allows the OCDC to measure & communicate value and progress to the various stakeholders that support, fund and benefit from its programs and projects.

It defines the **Mission and Goals** that guide our work.

The Projects & Programs we define and promote *should* align with our stated Mission and Goals.

1. OCD Strategic Planning Document – Purpose (cont.)

It highlights current obstacles and challenges that may impair our ability to fully realize the Mission.

The OCDC will endeavor to review and update this document *bi-annually* to measure progress, success, obstacles & challenges – considering new and revised goals and activities. This document includes a Strategic Goals Table that highlights ***representative*** projects and programs within a goal to give context.

An Addendum to this document will list all programs and projects as a cross reference and to show history.

2. Background: What is a Cultural District?

“Cultural Districts were Launched in 2011 by an act of the state legislature, Cultural Districts drive economic growth, strengthen our distinctive local character, and improve the quality of life of families across Massachusetts. By supporting arts, humanities, and science organizations, Cultural Districts attract tourists and entrepreneurs, which in turn help communities foster their cultural sector and expand their tax base. And that benefits everyone.” Source: <https://massculturalcouncil.org/communities/cultural-districts/>

- Applications to become a Cultural District are sought, approved and initially funded by the **Mass Cultural Council (MCC)**. *Note: New applications on hold until 2026 pending program redesign.*
- Orleans was designated the State’s 7th Cultural District in 2013 and re-designated in 2018.
- The **Orleans Cultural District (OCD)** is overseen by a committee of volunteers championing the arts. Local groups and a host of volunteers help make the artistic vision a reality.

3. OCD – History So Far

Designated the State's 7th Cultural District in 2013.

Established as the Village Center Cultural District, affiliated with Orleans Community Partnership(OCP), in collaboration with the Orleans Planning Dept. Expanded OCD Boundaries to include the entire Town, as we were redesignated in 2018.

Formation of OCD Committee to support growth and drive new programs in 2019

Limited ability to expand Programs during pandemic in 2020 thru 2021

OCD received a \$750 post-Covid grant to help reopening and provided supplies to asset partners – like sanitizers – from MCC Funds.

Created a 3-day music event in June called Solstice Stomp, scheduling three consecutive days of collaborative outdoor concerts in different venues with local musicians.”

2021 First Pop Up Practice Events at 44 Main Street.

2022 -2024 Dramatically Expanded fundraising, programs and event management - and 3rd party sponsorship/support

Significantly increased focus on PR/Communication/Exposure in 2023:

- Website, Social Media, PR via local press etc. Highlighting OCD Events, Cultural Asset Partner Activity & Events
- Facebook and Instagram pages approaching 1800 followers with dozens of posts every week.
- Dozens of Featured Articles/Interviews in Cape Cod Times, Cape Cod Chronicle, WOMR etc.

Strengthened & Diversified Partnerships – Town, Chamber, Many Community Groups

Grown to 50+ Cultural Assets (Partners) by 2024.

Recognized need for Strategic Planning and Operational Process to guide us and manage growth! Began by interviewing cross-section of Orleans Community – 40+ interviews.

3. OCD – 2024 Edition!

Sponsored 2-day **C. C. Toy Library Pop-Up** Free Family event- **over 25 families attended**

Funded seed money for yearlong **Eco Arts Project**- **over 100 attended kickoff event**

Orleans Arts Week-organized, sponsored, funded and/or promoted **over 30 cultural events, hundreds of attendees with dozens of partners throughout town**

New banner and pole purchase- **French Cable Museum**

Seed \$ funding for **Sea Call Farm archiving project**. Partner with **CHO**

Marketing: Purchased Art Week Banner and signage, **Facebook and Instagram pages approaching 1800 followers with dozens of posts every week.** planned for Rack Card, placed ad in Chronicle supplement “Second Summer”. Articles in Cape Cod Times/Chronicle.

Celebrate Our Waters- Organized/funded Family events at Rock Harbor-music and art making -in collaboration with OPC, OCC

Sponsor **Community Art Workshops @ 44 Main St.**-partner with Orleans Rec. Dept.

Police Block Party -Free Family Eco art making table/merchandise table

Purchased **Board in the Store**- supported **Chamber of Commerce** and local **High School Art Student**

Dedication ceremony for Dave Holbrook ‘s Public Sculpture “Ripple Effect”- collaborated with DPW on installation and funding of plaque

PopUp Practices Milestone: 80+ Events, 3500+ total attendees (average 80+/week) with Over 250+ Musicians and Performance Artists since initial event in 2021.

Funded **Arts Week Event Planner** position

See Full History of the Dozens of Projects/Events in Addenda

ARTS

Floral pastel class, art shows and ukeleles: What you'll see at the first Orleans Art Week

[Frankie Rowley](#)

Cape Cod Times Published April 18, 2024

The Orleans Cultural District launches its first Orleans Art Week full of events and activities around the town to celebrate local creatives and businesses.

The week, which runs April 20-27, features over 30 events, ranging from workshops to gallery events to concerts and more.

“This is just a homegrown Orleans event to celebrate the people who live in the area, work in the area, the creative people in the area and to support that,” Bonny Campbell-Runyon, chair of the Orleans Cultural District said.

Exhibitions, like the Orleans Arts Exhibit at Garvey Rita Arts and Antiques, concerts and outdoor events fill the day on April 20 with the Addison Art Gallery officially kicking off the festival at 4 p.m. At the kickoff, a new exhibition featuring works from Paul Schulenburg, Karri Allrich and other artists debuts alongside art demonstrations, book signings and music from Natalia Bonfini, according to a release for the event.

Orleans Pop Up Practices returns for fourth year of free concerts

[Frankie Rowley](#)

Cape Cod Times Published April 9, 2024

If you happen to be taking a stroll through Parish Park in Orleans this spring and summer, don't be surprised to hear music wafting through the air and crowds gathering on the grass as Pop Up Practices in Parish Park returns for its fourth year.

This year's series is sponsored by the Orleans Cultural District in part with the Massachusetts Cultural Council, the Orleans Community Partnership, and the Arts Foundation of Cape Cod. It kicks off with a performance by Tim Sweeney on April 13. Shows run every Saturday through June 29, featuring local acts such as Sarah Burrill, Chandler Travis and Stephen Russell, and are free to attend. Each performance runs from 1 to 2 p.m., providing Orleans with an hour of musical entertainment and an excuse to get out of the house and into the community.

4. OCD Mission

The Orleans Cultural District, as a State designated area, promotes arts and culture, enabling and investing in a broad array of arts and cultural experiences and culturally-focused businesses.

By creating new programs and events while supporting and collaborating with local and regional organizations, the Orleans Cultural District Committee (OCDC) strives to incite joyful arts experiences that educate and entertain while stimulating local business, encouraging recreation, and supporting activities that explore and protect our natural features and environment, ultimately driving a multi-faceted creative economy.

As an active facilitator, the OCDC encourages and inspires visitors and residents, of all ages, to gather and share cultural experiences that build a healthier, more vital, connected community.

Approved: OCDC – February 2024

5. Cultural Asset/Partner Groups

At Q4/25 Review the Committee Recognized the Need to Clarify & Update the Definition of Cultural Assets vs Cultural Partners.

A Working Group was convened and will report and recommend new definition and how we recognize and support Assets vs Partners by end of Q1/2025

UNIQUE
GIFTS, BOOKS
& OTHER
GEMS OF
INTEREST

ARTIST &
ARTISAN
STUDIOS

PERFORMING
ARTS VENUES

ART GALLERIES

MUSEUMS
AND DISPLAYS

6. OCD Strategic Goals – Four Primary Categories

1. Elevate the Visibility of Orleans as a Unique Arts & Cultural Destination
2. Continue to Strive to Build a Well-Defined & Connected Cultural Campus
3. Recognize and Support All Cultures that make up Orleans History
4. Develop and support programs that bridge Arts and Nature, stimulating local businesses, environmental appreciation and the creative economy.

Detailed Definition of Goals on Following Pages – including Representative Projects for Context

6. OCD Strategic Goals: Process to Validate & Prioritize

1. Validate four goal categories against our stated mission.
2. Prioritize bulleted goals by most impact supporting our mission and availability of resources to achieve.

Priority 1: High and/or short-term impact. Identified/designated project/program.

Available human & financial resources – directly or via partner.

Priority 2: Medium/Long-term impact and/or avail human & financial resources soon.

Project/Program to start this calendar year.

Priority 3: Will support our Mission. Considered for future project/program. Likely for next calendar year.

3. OCD Committee Review and Vote on Goals

4. Determine programs/projects, *resources** and elapsed time to implement Priority 1 goals & assign OCDC owner to document short plan.

5. Plot Priority 1, 2 & 3 goals on a simple calendar timeline - month/qtr/year - for 2024 and 2025.

* *Resources = \$\$, OCDC member(s), partners, volunteers and Town staff.*

6. Strategic Goals Table – Incl. Representative Projects & Programs

STRATEGIC GOAL	PRIORITY	REPRESENTATIVE PROJECTS & PROGRAMS <i>(See Full List Programs/Projects)</i>	REPRESENTATIVE COMMUNITY PARTNERS <i>(See Full List Partner List)</i>	FUNDING SOURCE
1. Elevate visibility of Orleans as unique arts & cultural destination.				
1.1 Sponsor and promote events alongside creative “placemaking” like banners, Giant Lighted Sculptures and public art, branding Orleans as a destination for arts and culture.	P1	Pop-Up Music/Performance Series Spring/Fall since 2021. XXX Events YYY Artists/Performers: Music, Spoken Word, Performance Art, Theater Solstice – Dec 24 ----- Arts Week- 8 Days from April 20, 2024. XX Events, YY Locations Highlight PR 2024 –Social Media	WOMR Radio, Cultural Partners ----- XX Total partners - see full list.	MCC Grant AFCC ----- -Warrant Funds
1.2 Support Streetscape and Wayfinding Program to extend & promote banners in areas like Old Colony Way, pocket parks and proximate walkable venues.	P1	OCD Banner & Sign Program - X Banners Placed & Maintained across Town. ----- Ripple Effect Sculpture – Brewster Crossroads	DPW Town Planning Dept ----- Public Art Task Force	MCC Grant ----- Orleans Planning Dept
1.3 Build a supportive environment for artists/performers/musicians in tandem with the town and non-profit entities.	P1	Promote/Support First Fridays. Pop-Up Music Program. (see above) Publish list/promote Artists/Musicians to Public/Small Businesses.	Town of Orleans Rec Cultural Partners. Chamber.	N/A MCC Grant AFCC
1.4 Promote art and music production studios now in town.	P2	Under Evaluation. Consider Open Studio Event. Complete in Q1.	TBD Becky – List for Website	TBD

Priority 1 Goals:
high or short-term impact, identified/designated project or program, available human & financial resources directly or via a partner.

Priority 2 Goals:
Medium/longer-term impact and/or human and financial resources available soon. Project/Program starts this calendar year.

Priority 3 Goals:
committed to support and advance our Mission. Considered for a future program or project. Likely for 2025.

6. Strategic Goals Table

STRATEGIC GOAL	PRIORITY	REPRESENTATIVE PROJECTS & PROGRAMS <i>(See Full List of Programs/Projects)</i>	COMMUNITY PARTNER <i>(See Full Partner List)</i>	FUNDING SOURCE
1. Elevate visibility of Orleans as unique arts & cultural destination. (cont.)				
1.5 Create opportunities with new and existing partners (media, co-workshops, shared studio, foundations) to stretch OCDC resources.	P1/P2	Fund Nauset RMS Band T shirts. ECO Arts New: Sea Call Farm - Fiske Diaries Archive Project.	Nauset Middle School Supporter of Sea Call Farm	MCC Grant MCC Grant & CHO
1.6 Embrace Pop-Up concept for artistic endeavors - hands-on art to performing arts. Celebrate Pop-Up informality that allows playfulness and reciprocity amongst audience, performer, or presenter.	P1	Toy Library 2 day pop up for families. April Arts Week. 8 days of pop ups. See full list attached. ECO Art. Story Hour, demos/classes.	Cape Cod Toy Library XX Partners – see full list attached. Creative Cape Cod	MCC Grant & Warrant Funds
2. Continue to build a well-defined and connected cultural campus.				
2.1 Consider Cultural Campus opportunities - redefine & expand town core linking arts, cultural assets, and “recreation for the body and soul” with extraordinary natural assets surrounding us, using pathways to connect public art and places in a walkable village.	P1	ECO Arts I-Spy Map – Walking Guide to Art Installations around Orleans Abstract Map connecting locations, assets, events etc. (P1)	Creative Cape Cod Orleans Cultural District Committee	MCC Grant MCC Grant

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2. Continue to build a well-defined and connected cultural campus (cont.)				
2.2 Seek out a diversity of venues in town to celebrate artistic/cultural/historical assets through events, exhibits and experiences (consider Beaches, Old Firehouse, Northwest Schoolhouse, CHO, Lower Cape TV, Town Green, Middle School Auditorium, Snow Library, etc.). Town Hall	P1	Arts week – CHO Event OCC at Old fire House – Multiple Gallery Exhibits e.g. Kristin Hoffman Photo Exhibit Parish Park Pop-Ups – 8 Events DATA	CHO Project OCDC OCDC	CHO N/A AFCC MCC
2.3 Use branding and promotion to unite the many elements of the Cultural District to overcome geography of town as entire district (consider using signs within promotional materials and explaining state origins on website)	Elevate P2 to P1	“MAP” the Cultural Campus for broader context. Under Development FUNDING? OCD Banner & Sign Program. (see 1.2 above) BUDGET REVIEW for More Banners PR Coverage – Cape Cod Times, Chronicle	TBD See 1.2 above	TBD See 1.2 above
2.4 Support and leverage an integrated calendar in collaboration with the Recreation Department and the Chamber of Commerce for Cultural District promotion.	P1	Post OCD Events on Chamber and Town Rec Calendar & AFCC – Q1 25 Calendar? Recreation, Culture & Community Events (REC- Tom)	Chamber & Rec Dept AFCC	N/A

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6. Strategic Goals Table

STRATEGIC GOAL	PRIORITY	REPRESENTATIVE PROJECTS & PROGRAMS <i>(See Full List of Programs/Projects)</i>	COMMUNITY PARTNER <i>(See Full Partner List)</i>	FUNDING SOURCE
3. Recognize all cultures that make up the history of Orleans.				
3.1 Use Cultural District funding to “seed” and stimulate a diversity of local groups and businesses via small grants to create and manage events that attract tourists and enhance local experiences, in support of the 2022 Economic Plan.	P1	Duke of Orleans Portrait Restoration New: Sea Call Farm Fisk Diaries Archive Project. <i>Phase II? CHO Duke – Renovate Lighted Sculpture – Funding. CHO Host</i>	OCC Supporters for Sea Call Farm	OCC/OCDC MCC Grant
3.2 Ensure that activities supported by Orleans Cultural District promote and respect understanding and appreciation of the culture and history of those whose lands we inhabit. Consult with appropriate town and regional groups and representatives of the Wampanoag community.	P2-P1	<i>Potential for Q4-24: Red Hawk Singers & Dancers Q2/Q3 25? Middle School – Wetu? Funding? REED B Scholars – Plimoth Plantation Speaking GRANTS?</i>	OCDC	TBD
3.3 Highlight the town’s “social history” Historical importance of agriculture and the fishing industry which has inspired artists of all genres over time (especially “spoken word” and visual celebrations). Make achievements a theme to initiate and connect events in concert with local groups (such as the CHO did with their Vernon Smith exhibit in 2022.)	P3	New: Sea Call Farm Fisk Diaries Archive Project. Time More TBD??? Time/Funding	Orleans Cultural Council & CHO/OCDC	

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committed to support and advance our Mission. Considered for a future program or project. Likely for 2025.

6. Strategic Goals Table

STRATEGIC GOAL	PRIORITY	REPRESENTATIVE PROJECTS & PROGRAMS (See Programs/Projects Doc for full list)	COMMUNITY PARTNER/	FUNDING SOURCE
4 Develop and support programs that bridge Arts and Nature, stimulating local businesses, environmental appreciation and the creative economy.				
4.1 Build on existing collaborations to create alliances and opportunity, emphasizing arts as catalyst and economic driver for creative economy, including those that cross town boundaries.	P1	Academy of Performing Arts Rehearsal Space at OCC-Old Firehouse. Celebrate Our Waters – Summer 2024 Support First Friday’s initiative. ECO Arts Program. See above SOLSTICE	Academy PA. Pond Coalition Chamber	MCC Grant OCC/OCDC MCC Grant MCC Grant
4.2 Encourage participation and support for locals interested in the Love Live Local program used by many Cape towns for support of makers and artists and branding.	P3	TO BE DETERMINED ON HOLD	TBD	TBD
4.3 Seek arts grants from many sources to promote and assist local artists and their businesses.	P3-P1	TO BE DETERMINED - ELEVATE	TBD	TBD
4.4 Open arts experiences to all levels: local families, schools, and visitors, to solidify the Cultural District as educational resource and partner for businesses and town assets.	P1	Toy Library Project. Nauset High School Band T-Shirt Project SOLSTICE? HIRE OCD PROJECTS COORDINATOR 2025	Cape Cod Toy Library	Warrant Funds MCC Grant
4.5 Maintain communication with local and regional organizations, including their supporters, and cultivate local media	P1	Various Articles Cape Cod Times Cape Cod Chronicle Orleans Chamber & Merchant Assoc WCAI/WOMR Interviews MORE	Various Media Outlets	

Priority 1 Goals:
high or short-term impact, identified/designated project or program, available human & financial resources directly or via a partner.

Priority 2 Goals:
Medium/longer-term impact and/or human and financial resources available soon. Project/Program starts this calendar year.

Priority 3 Goals:
committed to support and advance our Mission. Considered for a future program or project. Likely for 2025.

7. Summarize/Set Quarterly Goals/Timeline

Q2-Q4 '24 P1 Goals:

** EXAMPLE **

1.1 Sponsor and promote events alongside creative “placemaking” like banners, Giant Lighted Sculptures and public art, branding Orleans as a destination for arts and culture.

1.2 Support Streetscape and Wayfinding Program

1.3 Build a supportive environment for artists/performers/musicians

2.2 Seek out a diversity of venues in town to celebrate artistic/cultural/historical assets

etc..

Note: See in Section 14. **Six Month Goals Review** . First Official Review in December '24.

-Evaluation of performance and potential changes/additions to goals.

-Define Actions to address “highest impact” challenges and obstacles.

-Consider addition and/or rotation to Strategic Plan Work Group

8. Process - Budget/Project Reporting

New Treasurer for 2025. Updating process – with new reporting.

Summary by Fund:

- Grant Name/Fund Source
- Total Funds/Grant \$
- Balance as of Last Report:
- Spent/Encumbered
- Current Available Balance

Body of Report highlights same and “one-line” detail by Fund & Specific Project/Event.

Consideration to be given for Town to take on financial reporting – particularly as our budget and fundraising has grown substantially over past two years. New OCD Treasurer Report developed during Q1/25.

Sample of Monthly Report on Following Page

8. Financial/Project Reporting – Summary -

*** Example Only ***

ORLEANS CULTURAL DISTRICT COMMITTEE - MONTHLY FIN/PROJ REPORT SUMMARY							
as of 8/27/2024							
Grant/Account	Town Acct #	Original Grant	Spent	Encumbered	Balance		
		or Funds	Prev Spent	Last Mo	Available	Notes	
Cultural District Gift Account		\$1,629.50		\$0.00	\$0.00	\$1,629.50	New \$313
AFCC 22- Cult District 2022 Grant	24KV175	\$2,600.00	\$2,597.61	\$2.39	\$0.00	\$0.00	
FY 23 Dist Initiative State Grant	24KU175	\$15,000.00	\$14,997.51	\$2.49	\$0.00	\$0.00	
FY23 Festival Grant	24LB175	\$2,500.00	\$710.00	\$0.00	\$1,790.00	\$0.00	
FY Cult District Investment State Grant	24LI175	\$15,000.00	\$5,200.00	\$1,775.00	\$8,025.00	\$0.00	
FY24 ATM Funds Warrant	01696002 542703	\$10,000.00	\$4,666.34	\$46.13	\$5,490.89	-\$203.36	
FY24 Committee Appreciation Fund	01122002-579801	\$10,000.00	\$0.00	\$0.00	\$0.00	\$10,000.00	
	Total	\$56,729.50	\$28,171.46	\$1,826.01	\$15,305.89	\$9,796.64	

8. Sample Reporting – Grant/Project Detail

ORLEANS CULTURAL DISTRICT COMMITTEE - MONTHLY FIN/PROJECT REPORT DETAIL							
Grant/Account	Town Acct #	Original Grant or Funds	Prev Spent	Spent Last Mo	Encumbered	Balance Available	Notes
Cultural District Gift Account							
New Gifts \$313.00		\$1,629.50		\$0.00	\$0.00	\$1,629.50	Prev Bal \$1,316.50
AFCC 22- Cult District 2022 Grant	24KV175	\$2,600.00	\$2,597.61				
Gas Card				\$2.39	\$0.00	\$0.00	
FY 23 Dist Initiative State Grant	24KU175	\$15,000.00	\$14,997.51				
Gas Card				\$2.49	\$0.00	\$0.00	
FY23 Festival Grant	24LB175	\$2,500.00	\$710.00	\$0.00	\$1,790.00	\$0.00	
FA33:160Y Cult District Investment State Grant	24LI175	\$15,000.00	\$5,200.00	\$2,635.18	\$8,025.00	\$0.00	
Cape Museum Flag Pole	S/R			\$775.00	\$225.00		
SeaCall Farm Survey	S			\$1,000.00	\$0.00	\$0.00	
Replace Cultural District Banners	R				\$1,100.00		
Website Management Maintenance	R			\$300.00	\$700.00		
Redesign/Reprint I-Spy/Edit	R			560.18	\$39.82		
AFCC Membership Renew	R				\$100.00		
Academy Rehearsal Jul 25	R				\$500.00		
Celebrate Our Waters 24	R				\$1,000.00		
Branding/Logo Decals Rack Cards	R				\$700.00		
Fall Series Pop-Up-Extra	R				\$400.00		
Community Art Workshop Fall 24	R				\$1,000.00		
Aug Block Party (Police)	R				\$400.00		
Orleans Business Stroll	R				\$500.00		
Arts Week Planning 25	R				\$500.00		

* Example Only *

9. Sources of Funds/Fundraising

Mass Cultural Council (MCC)

Orleans Cultural Council (OCC)

Town of Orleans – OCD Town Committee Funding

Arts Foundation of Cape Cod (AFCC)

Cape Cod Foundation (Not used so far)

Miscellaneous Grants

Gift Account: Individual donations/merchandise

Potential for Corporate Sponsorships

Need Grants-writing/review/approval process.

10. Current Obstacles & Challenges

- Human Resources – Limited Availability of Committee/Volunteer Resources are a challenge given recent acceleration of projects/programs and improved funding.
- Need to define a resources/partnership structure that will maximize program offerings & management.
- Need a process to attract and facilitate volunteers
- More Clearly Defined Roles & Responsibilities of Committee Members
- Definition of the metrics needed to demonstrate the value of our programs – and a practical method to gather data.
- Diversity: clearly define our goals to reflect the full scope of our community.
- Visibility of the Purpose & Value of the OCD in the Orleans Community

11. Measuring Success – Metrics & Gathering Data

Define the metrics needed to demonstrate the value of our programs – and a practical method to gather data.

Initial Thoughts:

- Number of People Attending/Exposed/Volunteering
- Demographics – Diversity, Age etc.
- Potential Economic \$ Generated
- Town Visibility/PR – number of articles/PR References generated
- Number of business supported/impacted
- Scope of Cultural Groups Promoted/Supported
- Social Media & Website Metrics

12. OCD Stakeholders

Orleans Select Board

Recreation, Culture, Community Events Department

Orleans Residents & Visitors

Orleans Chamber of Commerce

Local & Regional Businesses

Local & Regional Artists (broad definition)

Cultural Practitioners & Partners

Orleans Economic Development Committee

Orleans Conservation Trust

Orleans Pond Coalition

Mass Cultural Council

Orleans Cultural Council

AFCC

13. OCD Committee

Bonny Campbell-Runyon* (Chair)

Craig Oliveira* (Treasurer)

Louis Yarmosky*

Joanna Keeley*

Paul Shorthose* (Plan Scribe/Facilitator)

Debbie Winnick (Clerk)

Peter Brown

Jo Del Negro

John Didsbury

Donna Rowe-Korn

Honah Lee Milne (Feb 2025)

Mariah Fidalgo (in process)

Andrea Shaw Reed (Select Board Liaison)

Tom DeSiervo (RCCE Head)

* OCD Strategic Plan Working Group

14. Six Monthly Review - Results vs Goals Set

Six Month Goals Review in December & June – First Official Review in December ‘24.

- Evaluation of performance and potential changes/additions to goals.
- Define Actions to address “highest impact” challenges and obstacles.
- Consider addition and/or rotation to Strategic Plan Work Group

Q1-Q4 ‘24 P1 Goals: * EXAMPLE *

1.1 Sponsor and promote events alongside creative “placemaking” like banners, Giant Lighted Sculptures and public art, branding Orleans as a destination for arts and culture.

- Continued growth and consistency of Pop-Up Practice Programs, Attendance consistently grown from 1st year average of 25+ to 75+ attendees in Fall 24 Series.
- Orleans Arts Week-organized, sponsored, funded and/or promoted over 30 cultural events throughout town
- PR Coverage Cape Cod Chronicle, Times, WOMR etc.

1.2 Support Streetscape and Wayfinding Program

- Added several more OCD Banners including French Cable Museum. Replacing worn banners and evaluating additional locations. For Q4 24 and Q1 25.

1.3 Build a supportive environment for artists/performers/musicians

- Continued success of Spring/Fall Pop-Up Practice Programs. See above.
- Support of Academy Theater via Rehearsal Space support.

2.2 Seek out a diversity of venues in town to celebrate artistic/cultural/historical assets

- Orleans Arts Week-organized, sponsored, funded and/or promoted over 30 cultural events throughout town

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Q1-Q4 ‘24 P1 Goals:* EXAMPLE *

2.3 Use branding and promotion to unite the many elements of the Cultural District to overcome geography of town as entire district

- ????????

1.2 Support Streetscape and Wayfinding Program

- Added several more OCD Banners including French Cable Museum. Replacing worn banners and evaluating additional locations. For Q4 24 and Q1 25.

1.3 Build a supportive environment for artists/performers/musicians

- Continued success of Spring/Fall Pop-Up Practice Programs. See above.
- Support of Academy Theater via Rehearsal Space support.

2.2 Seek out a diversity of venues in town to celebrate artistic/cultural/historical assets

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MISSION CHECK: Reflect on internal or external changes in organization, vision, support, funding?

- Town alignment. Reporting - Relationship with Tom/Rec Dept, etc. Financial Controls/Funding.
- New Relationship with Economic Development Committee
- Continue to Improve Analysis/Reporting to Demonstrate Economic Impact
- MCC Reviewing redesigning their Programs in 2025 for 2026 – so may need to consider moving forward.
- Mission still valid? YES. No change needed for now.

GOALS

- Summary of Performance Against Goals & Approach for 2025
- Evaluate 2024 performance and set changes/additions to goals for 2025.

OBSTACLES & CHALLENGES

- Consider actions to address “highest impact” challenges and obstacles. (Not Ready for Today’s Agenda)

OTHER CONSIDERATIONS

- Vision Upgrade? No.
- Consider addition and/or rotation to Strategic Plan Work Group
- Asset Partner Changes

Bonny, Paul, JoAnna met Dec 2, 2024.

Summary of Performance Against Goals- Approach for 2025

OCD Branded, Directly Managed Projects – Have Impact – Here to Stay!

- Learn from and Build on the four CORE OCD-Branded Programs established or continued in 2024
 - *Pop-Up Music*
 - *Arts Week*
 - *Eco Arts*
 - *Solstice*
 - Establish as Annual (?) Unique Orleans-Branded Events
 - Continue to Improve on Exposure, PR/Communication, Efficiency/Event Management, Attendance
- Prioritize/Fund Key Ongoing OCD Initiatives that Support Mission - as Funding and Resources Allow**
- ISpy Walking Map, OCD Banners, Public Art, Cultural Asset Projects/Events, etc. once proposed, funded and approved.

Fund/Support Complementary Organization/Cultural Asset Projects & Events

- Indirect: Via Funding and Promotional Initiatives – Social Media, PR etc.
- Facilitate Volunteer Support?

Operational Initiatives-Measure and Report Soft and Hard Benefits for the Town & Residents

- Building Community
- Economic Impact – particularly to OCD Asset Partners (Traffic and \$\$\$\$)
- Requires more focus on consistent data gathering and documented analysis
- Invest time in operational initiatives for data gathering, analysis and reporting,
- Explore/Pursue New Grants – Consider OCD Committee Grants Project Mgr?

Current Cultural Assets (Partners) ** Addenda **

ART GALLERIES

Addison Art Gallery
Alias Gallery
Coastal Craft Gallery
Collins Galleries
Craine Gallery / Snow Library
Eastwind Gallery
Frying Pan Gallery
Gallery 31 Fine Art
Galley West Art Gallery

Garvey Rita Art & Antiques
Left Bank Gallery
Old Firehouse Gallery
Orleans Modern Art
READYMADE Gallery
The Gallery at Orleans Camera
Tree's Place Gallery

ARTIST & ARTISAN STUDIOS

Artist Cottages
Goody's Tattoo
Knowles Fine Art
Kemp Pottery
Wild Water Collective

MUSEUMS AND DISPLAYS

Centers for Culture and History in Orleans
CG 36500 Lifeboat @Rock Harbor *
French Cable Station Museum *
Nauset Model Railroad Club *

Current Cultural Assets (Partners)

** Addenda **

UNIQUE
GIFTS, BOOKS
& OTHER
GEMS OF
INTEREST

Adorn
Birdwatcher's General Store
Blake & Co – Closed
Cape Cod Photography &
Art (added)
Cape Cod Lanterns (?)
Cottage
Designs by S & R
Earth House
Farmers Market (Saturdays)
Hidden Gem
Honey Candle
Marks Music
Memento *at Artworks!*
Academy Playhouse
Arts Empowering Life
Elements Theatre Company

Oceana
Priory Books and Gifts
Sandbar Denim
Sea Howl Bookshop
The Gallery at Post Office
Square
The Nauset Lantern Shop
The Sparrow Store
Trove Art Gallery and Boutique
Washashore Music –
AddedNew Photo
Weekend
Yak Arts

PERFORMING
ARTS VENUES

2019

1st meeting of OCDC in Jan.

Sponsored **4 Art Week** events

Purchased **seasonal lighted sculpture** (Michael Magyar, artist) “Duke of Orleans”, gifted to CHO

2020

Installed new MCC Cultural District signs

Voted to fund **17 OCD banners**- Main St. corridor and beyond, collaborated w/ DPW on installation

Seasonal lighted sculpture “Play Ball”/ funding partners: MCC, OCC/gifted to Orleans Firebirds

Release of revised **Cultural District map** @ gathering with Cultural Partners

Art classes in partnership with Coastal Craft Gallery plus other Art Week events

Sculpture competition for **public sculpture** @ Brewster Cross Rd. and Main St. as part of Town Streetscape project

2021

Initiated Fall **Pop-Up Practices**-free, outdoor, live music series

Organized 2 Free Outdoor Live Music concerts in June (**Solstice Stomp**), funded through a MCC festival mini grant

Participated in lighting a **seasonal lighted sculpture** “Townie Bike” funded by OIA

Initiated **free programs**, partnering with bookstore, music studios, theater, school programs and Chamber of Commerce

Marketing: Updated and printed Cultural District Brochure (grew from 39 to 45), created Spotlight on Storefront Video of Cultural Assets, updated and reprinted I Spy! walking map, maintained OCD website, merchandise with OCD logo available at events for a donation to ODC

Projects/Events History - by Year

** Addenda **

2022

Supported and helped facilitate white **holiday lights** downtown and blue lights for the winter months
Hired **web designer/social media professional** to revamp website
Partnered with local bookstore for **family storytelling** events

2023

Free **outdoor play rehearsal** “American Idiot” -partnered with Academy Playhouse
Formed working group to create **Strategic Plan**
Free Community Pop-Up **Printmaking Workshop**- 10 weeks (62 adults/42 youth)
Free Family **Earth Day event**- “Pollinator Printing”
Sandwich **Big Band concert**-collaborated w/ Snow Library as co-sponsor
Purchase of **Band T-Shirts** w/ logo for Nauset Reg. Middle Sch. Music Dept.- partnered with OCC
Each \$1 spent on cultural event yields \$38.46 supporting town’s economic development(figure is higher now)

Projects/Events History - by Year ** Addenda **

2024

Sponsored 2-day **C. C. Toy Library Pop-Up** Free Family event- over 25 families attended

Funded seed money for yearlong **Eco Arts Project**- over 100 attended kickoff event

Orleans Arts Week-organized, sponsored, funded and/or promoted over 30 cultural events throughout town

New banner and pole purchase- French Cable Museum & Veterans Park

Seed \$ funding for **Sea Call Farm archiving project**. Partner with CHO

Marketing: Purchased Art Week Banner and signage, continued social media/website postings, planned for Rack Card, placed ad in Chronicle supplement “Second Summer”

Celebrate Our Waters- Organized and funded Family events at Rock Harbor-music and art making -in collaboration with OPC, OCC

Pop-Up Practices Spring & Fall – Live Music, Spoken Word etc

Sponsor **community art workshops** @ 44 Main St.-partner with Orleans Rec. Dept.

Police Block Party -Free Family Eco art making table/merchandise table

Purchased **Board in the Store**- supported Chamber of Commerce and local High School Art Student

Organized and promoted dedication ceremony for **Dave Holbrook ‘s Public Sculpture “Ripple Effect”**- collaborated with DPW on installation and funding of plaque

Funded **Arts Week Event Planner** position & **Projects Coordinator**

Solstice Sparkle – Dec 24

Orleans Chamber First Fridays – Musicians Funding

I-Spy – Public Art Walking Map

- **2013:** Originally Designated the State’s 7th Cultural District in 2013. Re-designated in 2018 fyi got 5 K funding Currently, one of just over 50 55 in the State 2 on hold
- Established as the Village Center Cultural District, affiliated with the non-profit Orleans Community Partnership(OCP), in collaboration with the Orleans Planning Dept. concentrating primarily on the Main St. area. Began work of Logo Development and Branding. All activities were collaborative as part of the OCP. Weekly Social Media presence and PR for the District was pro bono by one of the gallery members. Tagline “It’s All In Orleans”.
- **2014** Participated in Cape Cod Commission Study of Orleans Comprehensive Plan through 3 Interactive Exhibits of a Streetscape Visionary Design Charette: “Imagine” “What it could be” Large architectural renderings of the possibilities for Orleans, resulting in specific documentation of public response to Streetscape Plans including lighting, public art and walkways .
- **2016** OCP and the District worked hand in hand, the cultural arm met to plan Live Music on the Green, in stores, Seasonal Flags, Historic Markers, group meetings tackled infrastructure and, next steps.
- **2018** Initiated and received State permission to expand boundaries of the District from Bay to Ocean, Skaket Corner to Rt. 6 Rotary. to include All of the Cultural entities in the Town. Initiated Banner Design project to identify the separate neighborhoods in Orleans and to help visually link the entire District. Began compilation of all Cultural Assets throughout the Town. State(MCC) provided 5 new . “Orleans Cultural District”. signs to be placed at the key road ways. Planning Dept. provided oversight. Completed research of site locations and final banner design approval to be placed in key locations. Created power point to include addition of future banners .
- Initiated meeting with Planning Dept. and Select Board to request change in affiliation with the OCP to the Town of Orleans and to form a new Committee. Participated in Cape Cod Commission study of Rte. 6A Corridor between Main St. and Skaket Corner. Created First brochure of Cultural Assets with 42 listings.
- to support growth and drive new programs in **2019** Partnered with the Orleans Historical Society (was not CHO then) and the Orleans Cultural Council to commission a Lighted Seasonal Sculpture of the Duc d’ Orleans. Designed, facilitated and attached lighting to the 14 ft. x 8 ft. wide Sculpture, using the old Hurd Chapel as the Assembling Studio.
- Limited ability to expand Programs during pandemic in **2020 thru 2021** Partnered with Orleans Improvement Association, the DPW and the Firebirds Baseball League to commission and light a 13 ft. seasonal sculpture of a baseball player at bat for the North side of the PA building at Eldredge field. Began Pop up Practices with an MCC Initiative Grant to bring music out into the open and to provide local musicians a venue to gather in a public space.
- Significantly increased focus on PR/Communication/Exposure:
 - Website, Social Media, PR via local press etc.
- Built Stronger Partnerships – Town, Chamber, Many Community Groups
- Grown to 50+ Cultural Assets (Partners) by **2024**.
- Dramatically Expanded fundraising, programs and event management - and 3rd party sponsorship/support. **2024** Funding approx. \$55,000.
- Recognized need for Strategic Planning and Operational Process



Live Music!
POP-UP PRACTICES FREE!
 in Parish Park (The Old Firehouse)
 44 Main Street, Orleans, MA
Saturdays • 1-2 pm
 Rain Date: Sunday



Orleans Art Week
2024

AIR FIRE
 WATER EARTH

APRIL 20 - 27

FOR EVENT AND PROGRAM LINE-UP
 PLEASE VISIT
www.orleansculturaldistrict.org
Orleansartweek2024@gmail.com

Broad Scope of Events
 Growing Each Year



YOU'RE INVITED
 TO DISCOVER
 ORLEANS
 CULTURAL DISTRICT
 DON'T MISS A THING!





ORLEANS
CULTURAL DISTRICT

Strategic Planning Document (V1.0)

Guiding Our Mission & Goals

OCDC Review

September 24, 2024

- END -