

Arts Alliance of Northern New Hampshire - Results Framework

AANNH Mission: To promote, support, and sustain culture, heritage, and the arts in Northern New Hampshire.

DESIRED RESULTS

To reach **all people** in Northern NH, particularly **underserved populations**, with arts, cultural events, and learning activities.

To support, promote, connect, and create more exposure for Northern New Hampshire **artists**

To be an available partner for Northern New Hampshire **arts organizations and other institutions**

To serve as a “bridge” for **others within and outside** Northern New Hampshire

STRATEGIES

APPROACHES

- Improving quality of life through arts & culture*
- Providing training, technical assistance, and peer networking*
- Promoting cultural tourism & creative economy*
- Creating a sustainable infrastructure for arts & culture in Northern NH*
- Increasing awareness of arts & cultural activity in Northern New Hampshire*

- Host and produce community events in NNH that celebrate arts, culture, and heritage.
- Serve as a North Country “clearinghouse” for arts & cultural information.
- Enhance tourism and business development by promoting arts and culture.
- Develop a network of volunteers who carry out arts activities in NNH.
- Disseminate AANNH calendar, website, posters, and information.

- Design & deliver arts/ cultural programs to reach children, youth, elderly, and people with disabilities.
- Provide training, networking opportunities for K-12 educators, health providers, and social service agencies.
- Explore youth workforce development & young adult entrepreneurship in creative economy of North Country.
- Develop a volunteer network uniquely committed to reaching underserved groups.
- Design targeted marketing materials for reaching underserved groups.

- Work with local artists to provide opportunities for artist “showcasing” in local events.
- Host peer networking and programming opportunities in response to artists’ needs.
- Create inventory of artists’ needs & creative spaces.
- Establish a searchable, central database & archive for artists & arts/culture organizations in the region.
- Work with media to highlight local artists’ work and programs.

- Integrate cultural programming into community events.
- Serve as a “mentor” in developing models & arts/non-arts programs.
- Create/ promote cultural programming & creative businesses w/chambers, hospitality/tourism.
- Promote new income streams via arts sales and entrepreneurial activity.
- Use AANNH website & tech-tools to highlight partner activities.

- Feature/promote North Country heritage/lifestyle through arts & culture.
- Offer cross-sector technical assistance & training (e.g., marketing).
- Document & measure arts/culture in region by using replicable tools
- Connect with regional cultural database; connect w/other arts databases.
- Work with realtors and others (AANNH PPT presentations, speeches); connect with national trends.

