

HandMade in America, Inc.

Strategic Plan as approved 11-19-09 with edits to two goals from 4-12-10

Vision

We envision a thriving region that leverages the distinctive cultural assets of its people and the spirit of community.

Mission

HandMade in America's mission is to grow handmade economies through craft, cultural heritage and community assets.

In some contexts it is appropriate to add...

We do this by creating tools, markets, and partnerships.

Guiding Principles

HandMade in America values:

- **The handmade object and the artists who create it.** Craft is an integral part of economic development. The creation and appreciation of the handmade object is transformative to individuals and communities.
- **Cultural heritage.** Honoring arts, artists and cultural traditions in a region preserves and enriches community life.
- **Sustainable development.** The people in communities serve as the best resource to understand their challenges and opportunities and to seek and find solutions.
- **Inclusion.** It is vital, and all are welcome to participate.
- **The regional approach.** All communities come to the "table" with distinct assets and the opportunity to contribute and learn together across perceived "boundaries".
- **Partnerships.** People, the communities and the region are best served by individuals and organizations working cooperatively.
- **Innovation.** Creativity is essential in finding and implementing workable solutions.

❖ **Services for the WNC Region: Deliver integrated services in WNC regions and local communities**

Objectives

- a. Identify communities based upon their interest, practical considerations of delivery, and availability of funds
- b. Identify and develop partners in each community to assist staff and ensure communication from and to community members, while also maintaining HandMade's brand
- c. Designate a staff member to facilitate the development and nurturing of partnerships in each community and for all programs
- d. Through partnerships, facilitate program implementation
- e. Evaluate results and make improvements

❖ **Growing the Craft Economy: Growing the craft economy through technology, education and marketing**

Objectives

- a. Develop robust HandMade website
 - i. Make HandMade resources available online as appropriate and communicate both online resources and other services to stakeholders and partners throughout the region
- b. Re-design, update, and market online craft registry
- c. Launch craft registry campaign to expand enrollment
- d. Completely revise online Trail Guides and work with all regional partners involved in tourism so that there is a database of all regional assets available online and off-line
- e. Deliver products for artists and communities, including resources for web design and hosting and other resources
- f. Research and determine feasibility and, if possible, deliver health insurance plans to artists

❖ **Expansion in other regions: Investigate expansion to five places in five years**

Objectives

- a. Create menu of services to offer to partners in other regions
- b. Develop and implement ways to promote the menu of services to partners in regions in surrounding states and other regions
- c. Explore opportunities in surrounding states and other regions
- d. Identify and cultivate partners
- e. Advocate for and raise public and foundation funds
- f. Once fees for our services have been secured, pursue expansion, evaluate the work, and make improvements