



# URBAN ARTWORKS

2025-2030 Strategic Plan  
Mission impact.  
Intentional growth.



# BREAKING BARRIERS ONE WALL AT A TIME

## VISION

We envision a world where all people have access to the transformative power of creating public art.

## MISSION

Urban ArtWorks' mission is to engage youth, artists, and communities in the creation of public art that inspires connections and honors their voices.

## STRATEGIC PRIORITIES

**CREATING  
AN ENVIRONMENT WHERE  
STAFF, ARTISTS AND  
YOUTH THRIVE**

**COMMUNICATING  
AN INTEGRATED  
AND ALIGNED STORY**

**INITIATING  
MISSION-ALIGNED  
OUTREACH**

**INCREASING  
ADAPTABLE AND  
SUSTAINABLE FUNDING**



# URBAN ARTWORKS

## CREATING

AN ENVIRONMENT WHERE STAFF, ARTISTS AND YOUTH THRIVE

- Supporting staff effectiveness and well-being
- Grow professional development pathways for youth, artists, and staff
- Ensure equitable compensation and opportunities for youth, artists, and staff
- Elevate Youth Voice

## COMMUNICATING

AN INTEGRATED AND ALIGNED STORY

- Elevate awareness of the impact of Urban Artworks on youth and communities
- Equip all members of UA (staff, board, artist or youth) to be able to clearly articulate what Urban Artworks brings to the community

## INITIATING

MISSION-ALIGNED OUTREACH

- Invest in systems and processes that support proactive outreach
- Work with Mission Aligned Entities on Larger Community Driven Projects
- Center youth facing barriers in our outreach efforts

## INCREASING

ADAPTABLE AND SUSTAINABLE FUNDING

- Invest in skills, systems and processes to build sustainable and robust donor relationships
- Cultivate multi-year and/or renewable funding
- Develop resources and systems to pursue projects with youth, artists, and communities facing barriers.



