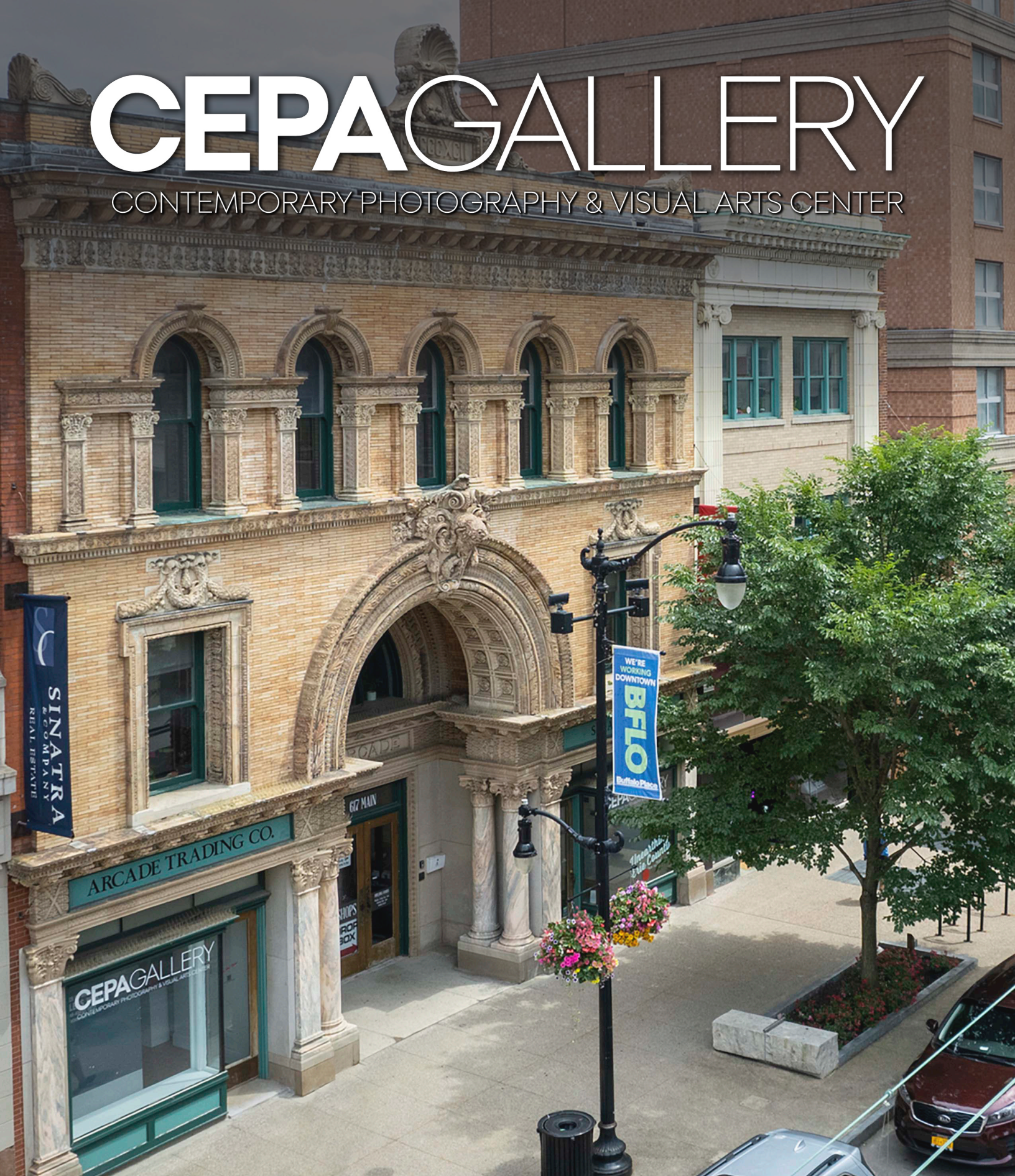


# CEPA GALLERY

CONTEMPORARY PHOTOGRAPHY & VISUAL ARTS CENTER



**Strategic Plan 2023-2025**



Dear Valued Community Members,

Developing a strategic plan has been a labor of love in 2022-2023. Through our work with the staff and board, and input from key stakeholders, we recognize and honor past successes, focus on the present, and envision a bright future.

Thank you to our individual contributors, the New York State Council on the Arts, Erie County, the John R. Oishei Foundation, the Joy of Giving Something Foundation, Fujifilm, and other supporters of CEPA Gallery.

CEPA is more than our space, exhibitions, and classes. We strive to enrich the lives of the Western New York community by shining a light on the artists who share with us the power of photography and the visual arts.

Be with us on this journey,

**Luke Cusack**

President, Board of Directors

**Claire Leggett**

Executive Director

**CEPA Board of Directors**

Aitina Fareed-Cooke

Rachel Marie Good

Melissa Grainger

Valerie Ingold

Erin Jordan

Eric Kunsman

Doug Levere

Jonelle Marchese

Quincey Miracle

Cristin Murray

Paris Roselli

Kim Sholly

**CEPA Staff**

Nate Ely

Lauren Tent

# Mission

CEPA promotes photographic and related media artists of all levels, supporting the cultural arts community through exhibitions, education, and critical public access to image-making resources. CEPA provides individuals, schools, and nonprofits with workshops, classes, and community spaces that are accessible to all ages, abilities, and incomes.

# Vision

To be an incubator of artistic creation where excellence in programming drives connection with art as an essential facet of life and community.

# What We Offer



## Exhibitions



## Education



## Community Space

# Our Values



## Excellence

We strive to present unique exhibitions and arts education programming of the highest quality.



## Enlightenment

We encourage creative exploration, presenting alternative ways of seeing and perceiving the world through traditional and experimental modes of photography.



## Inclusiveness

We work to forge ties between diverse interests, viewpoints, and influences, welcoming people of all ages, races, genders, and abilities.



## Forward-Thinking

We lead by example, showcasing and supporting contemporary visual artists and artistry.



## Collaboration

We proactively seek opportunities for community connection through partnerships.





## Who We Serve

- I. Entry, mid-level, and established artists.
- II. Community members interested in art and attending exhibitions and classes.
- III. Foundations, government, corporations and individuals who support exhibits, programs and services.
- IV. Affinity groups, including schools, veterans, and individuals with disabilities.

## Assets

- I. Longevity and historic resilience.
- II. Professional expertise of staff and teachers.
- III. Public darkroom and mobile darkroom.
- IV. Digital facilities.
- V. Partnerships and collaborations.
- VI. Archives that include catalogs and prints.



# KEY STRATEGIC AREAS

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- #1: LOCATION & SPACE**  
**#2 MARKETING**  
**#3 SUSTAINABILITY**





# #1: LOCATION & SPACE

We will secure CEPA's location for the years to come with an eye to growth and stability while supporting artists, exhibitions, education, and the community.

- I. Space design is clearly identified aligned with mission and vision.
- II. Central location and short-term space options in WNY will support artists and community engagement.
- III. Artist residencies are developed to expand artists' creative voices and impact.





## #2 MARKETING

CEPA has a respected history and brand in WNY. Over the coming years, we will hone, refresh, and build on that foundation to expand awareness of CEPA locally, regionally, and nationally.

- I. CEPA Gallery's mission and vision clearly identify its purpose and future aspirations through its products, services, customers, and assets.
- II. CEPA has a recognized brand that increases awareness of the products and services it provides and its importance on the local and national stage.





## #3 SUSTAINABILITY

Sustainability is achieved through funding diversification, expanded audience reach, collaborations, and partnerships using data-driven metrics.

- I. Our development plan is robust to celebrate our 50th anniversary and beyond.
- II. All programs and services are reviewed to recognize financial and mission impact.
- III. Space and location opportunities have been vetted and support current and future goals.
- IV. Income streams are increasingly diversified.
- V. Our future financial projections provide guidance and direction for our vision.





## IMAGE CREDITS

Cover: Douglas Levere, 2022

Page 2: Lauren Tent, 2021, 2021, 2022

Page 3: Lauren Tent, 2018, 2019, 2022, 2021, 2022

Page 4: Lauren Tent, 2020

Page 5: Alyssa LaMartina, 2022

Page 6: Lauren Tent, 2017

Page 7: Nathan Ely, 2022

Page 8: Lauren Tent, 2022

Page 9: Ruby Merritt, 2021

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