



San Pedro Waterfront Arts District

Strategic Goals for 2022-2025
Adopted by the Arts District Board – April 30th, 2022

Revised Mission Statement

To support, advocate, and promote San Pedro arts and artists in all genres. We celebrate diversity and inspire appreciation of cultural and artistic expression.

Strategic Goals 2022-2025

1. Achieve financial stability and sustainability through multiple facets.
2. Develop an organizational infrastructure to support our strategic goals.
3. Fortify the organization with measurable and sustainable growth.
4. Become an arts and cultural resource to support creative expression and enrich the community at large.
5. Identify who we are and our unique role in the community.
Cultivate our brand and amplify our impact.
6. Exert influence on key decision makers and inspire stakeholders to advance the goals of the Arts District in tangible ways.