



## Iowa Cultural Corridor Alliance: Mission, Vision, and Values

### **Mission**

The Iowa Cultural Corridor Alliance strengthens the Eastern Iowa region by promoting the varied cultural activities of its partners and nurturing a sustainable cultural community.

### **Vision**

The Iowa Cultural Corridor Alliance (ICCA) is a vital resource to the Eastern Iowa region. The corridor is recognized as a cultural hub, and ICCA is recognized as a model for cultural organizing. ICCA's primary purpose is to promote the cultural brand of the region and ensure that community members and visitors have ready access to relevant information about cultural opportunities. ICCA advocates for the value of the creative community, the development of partnerships with economic and community development agencies, and collaborations between cultural organizations.

### **Values**

***Awareness*** – ICCA promotes opportunities to engage in arts and culture, seeks to bring cultural tourism to the corridor, and advocates for the value of the cultural community.

***Cooperation*** – ICCA collaborates with other organizations and individuals to address the needs of our partners.

***Equity*** – Recognizing that a diverse cultural ecology is vital to the health of the corridor, ICCA seeks to provide opportunities and services to all partners equally, regardless of artistic discipline, size, or geographic location.

***Influence*** – As a voice for the creative community, ICCA cultivates strong and effective relationships with business, political, and economic development leaders.

***Stewardship*** – In striving to enable the creative community to be both sustainable and innovative, ICCA ensures that its programs are responsive, thoughtfully planned, and fiscally sound.