



REGIONAL ARTS  
COMMISSION  
OF ST. LOUIS

# STRATEGIC ROADMAP 2026-2030

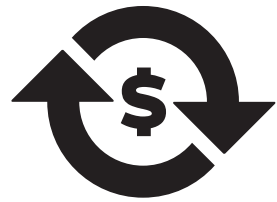
RAC is the leading public investor in arts and culture experiences that add quality to life in the St. Louis region.

## OUR ASSETS



### PEOPLE

We attract the best talent committed to the region



### MONEY

We invest in creatives and organizations



### DATA

We collect, analyze, and share insights

## OUR WORK



### WE INVEST

in individual creatives, arts and culture organizations, and public art through grantmaking



### WE AMPLIFY

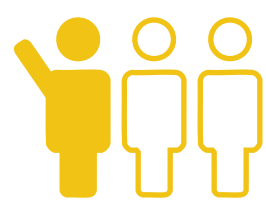
the stories of our creatives and arts and culture organizations through the St. Louis Arts brand



### WE LEAD

by bringing people together to connect, learn, and grow using data and creativity

## OUR GOALS



### 1 IN 3 RESIDENTS

identify arts and culture as a top-3 leisure activity



### 5 MILLION USERS

across the St. Louis Arts brand



### TOP 20

of vibrant arts index cities



### \$325 MILLION

in event-related arts and culture audience spending

## OUR OUTCOMES



### RESIDENTS

will experience welcoming and innovative arts and culture



### VISITORS

will consider St. Louis a go-to arts and culture destination



### THE REGION

will experience increased economic vitality through arts and culture

## OUR IMPACT



STL

**By 2030, St. Louis will be a national model of elevating arts and culture as a catalyst for placemaking.**