**Learning**: education for the public about contemporary art practices through our exhibitions, artist talks, gallery tours, and exhibit materials; the opportunities available to artists to develop their practice, gain exposure to new ideas, and to broaden their professional horizons; explicitly pedagogical programs such as Teen Nights and the College Show; the institutional knowledge acquired as we work, and the application of that learning to the improvement and strengthening of our own programs and community impact.

**Inclusivity and Accessibility**: that all artists are welcome as members, regardless of background, experience, and financial resources; that we continue to work towards a facility that is completely physically accessible, meanwhile making all possible accommodations; our work to provide meaningful results for artists out of their memberships; that our gallery hours are open and free to all, and that we ensure an unrestricted and celebratory experience of art in a public setting; that we greet and integrate all visitors and possible partners warmly; and we engage new artists and the public further by operating in transparent, comprehensible, and welcoming ways.

**Competence**: what we ask from our artists in order to maintain a membership, respond to a call for art, meet deadlines, and adhere to exhibition standards. What we actively advance in artists through exhibits, workshops, mentorship, and informal consultancy. What we ask of ourselves in responsible management and strategic growth, and in fulfilling our obligations to our artists, our supporters, the city and its region.

**Relationships**: the affiliation of members to this organization; our relationships with donors; the connections we make between artists and between artists and patrons; the friendships sparked by participating in our programs; our conscious efforts to foster mentorship among artists and connections between audience members; our external relationships with museum partners, corporate supporters, satellite gallery hosts, sponsoring restaurants, and non-profit partners.

**Risk-taking**: recognizing that presenting one’s art is a risky endeavor; that to support an artist is to take a risk on the creative process; that we constantly encourage artists to try new techniques, subject matter, or media; that we actively reward the creation of new work in both traditional and avant-garde media; that we as an organization take risks in new programming for artists, new partnerships, and new approaches to exhibiting and experiencing art.