

Preparing

Building

Opening

Maturing

Through July 2020

Next full fiscal year

July 2020 through Nov. 2021

Est. construction timing of ~14 months

Nov. 2021 to July 2022

Partial year of programming delivery

Through July 2023

First full year of programming delivery

Primary Objectives by Year


- ▶ Meet / Exceed Fundraising Targets (*115% Pledges, 80% Cash*)
- ▶ Develop Initial Programming Plan (*Hire PT Program Coordinator*)
- ▶ Establish an Outreach Network (*Volunteer management*)


- ▶ Scale up Staffing (*Tech/Ops Dir., Volunteer Coordinator, etc.*)
- ▶ Refine the Program Plan (*Fixed v. Variable Options*)
- ▶ Implement Technology Requirements (*e.g. Ticketing platform*)
- ▶ Manage Construction Completion (*e.g., Timeframe, Cost Overrun*)


- ▶ Capitalize on Marketing and Outreach (*Generate and act on early interest*)
- ▶ Launch the Center (*Strong, but not unrepeatable, opening events*)
- ▶ Implement Program Plan (*Presentations and Partnerships*)


- ▶ Manage for Brand Growth (*Reputation and customer service focus*)
- ▶ Become a Tourism Destination (*seek to expand regional influence and determine county / state funding options*)
- ▶ Push for Subscriptions / Endowments (*continued funding channels*)


Potential Talent Initiatives

 Hire Program Director (FT)


 Hire Technical / Operations Director

 Implement Quality Workplace Initiative

 Realign Board

 Hire Outreach Manager (PT)
(establish volunteer network)

 Hire Box Office Manager

 Conduct Compensation Study

 Realign Advisory Board

 Hire Marketing Director

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Potential Program Initiatives

Develop Program Strategy

- Community priorities in order: Music (Concerts), Theatre (Musical, Comedy, Drama), Film (Mainstream, Independent), Speakers (Comedy, Industry), Dance (Ballet, Modern, Jazz), Visual Arts (Painting, Photography), Education (Photography, Painting, Ceramics, Glassblowing)



Develop Program Plan

- Partnering
- Presenting
- Fixed (Performances)
- Variable (Education)
- Contracting / Pricing Approach and Integration to Technology Requirements and Space Rentals



Concert Opener (potential Holiday tie-in)



Theatre and Dance Partnerships; Painting and Photography Presentations



Arts Education Programs (Regular Rentals)



Expand the Program Strategy

- Transition from point-in-time events to ongoing series
- Seek out novelty / higher-draw partnership opportunities (few but impactful) to supplement ongoing series and attract new audiences
- Establish and implement quarterly themes, to align higher draw point-in-time efforts to complementary offerings