Mission Statement

Vision: The Ludington Area Center for the Arts fosters a community where arts and culture bring us together, feed the creative spirit, and fuel community growth.

Mission: The Ludington Area Center for the Arts will engage, inspire and strengthen our community through arts advocacy.

The Ludington Area Center for the Arts is committed to excellence through:

- Events
- Exhibits
- Programming
- Performances
- Arts education
- Fiscal responsibility
- Cultural collaboration
- Support for local artists
- Facility utilization and preservation

Strategic Snap Shot

Fundraising
Build Strong Relationships with Community Arts Providers and Supporters
Achieve High Efficiency and Quality Arts Programming
Maintain and Update the Facilities and Infrastructure of the Center
LACA Organization Chart

**Executive Committee**

Routine Responsibilities
- Protect the Mission of the LACA
- Oversee Day-to-Day Operations of the LACA
- Hold Board and Committees Accountable for Their Responsibilities
- Prepare and Conduct Board Meetings
- Assist in Recruitment of New Board Members – Strongly Support Mission and Well Connected

Specific Projects
- Facilities task force to conduct an evaluation of the space in relation to the mission - are the spaces outfitted and designed properly for the programming & mission of the organization to develop a plan that is consistent and connected with the programming we want to offer.
- Develop a system for maintenance so anyone can find and utilize the needed information.
- Build a team of volunteers to implement facilities maintenance and improvements
- Develop a 10 year capital improvements plan
- Develop an ADA compliance plan

**Development and PR Committee**

Routine Responsibilities:
- Hold board members accountable for door opening and being actively involved in all fundraising events, via committee, sponsorships, introductions to sponsors/corporate partners, etc…
- Implement Comprehensive Marketing and PR Plan
- Develop plan for membership recruitment and retention

Specific Projects:
- Build Team - reach out and get the players that we want on this committee
- Develop a comprehensive marketing plan with consistent messaging across all elements of the organization
- Develop a donor management and outreach program
- Develop a PR plan to govern how credit for success is distributed

**Governance Committee**

Routine Responsibilities
- Ensure Sound Governance and Management Practices
- Manage Board and Executive Committee Terms

Specific Projects:
- Make by-laws consistent changes in the organization
- Build nominating task force (look for potential new board members for secretary, treasurer, governance chair)
- Develop and implement board member training process
**Finance Committee**

Routine Responsibilities:
- Accurate measurement of money and other statistics relevant to Board decision making (the Profit/loss analysis; the balance sheet analysis; other money metrics; membership metrics)
- Clear communication of same to Executive Committee and Board and membership.
- Recommendations regarding the use of restricted funds and how the money is allocated by fiscal year.
- Recommendations regarding the line-of-credit.
- Monitoring of and recommendations related to bank and Community Fund investments.
- Annual budget development.
- Recommendations to Executive Committee and Board on appropriate GAAP (Generally Acceptable Accounting Practices) practices.
- Formally integrate the Finance Committee into program decision making with regard to the financial aspect. Monitor profitability of individual programs and share with interested parties.

**Programming Committee**

Routine Responsibilities:
- Develop and implement quality (as opposed to quantity) arts exhibits, programs and events,
- Coordinate program and event volunteers
- Conduct w/ Finance Committee financial evaluation and analysis of all programs and event yearly

Specific Projects:
- Survey the public for what type of programming is needed/wanted
- Develop after school programming
- Develop regular class schedule, events and exhibits planned one year out
- Improve marketing for individual programs