

# Ludington Area Center for the Arts

Strategic Plan Adopted October 28, 2014

## 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.

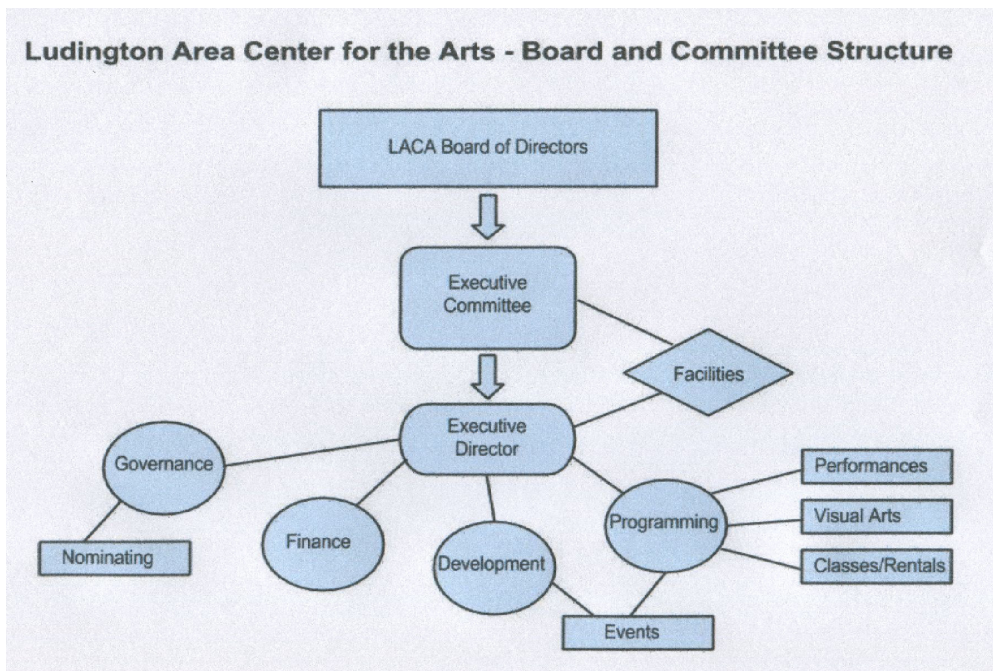
The Ludington Area Center for the Arts is committed to excellence through:

- 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