



Building community through music.

Pillars of the 2019-2020 Strategic Plan

Mission: Building Community through Music

Big Goal: Impact lives through music performance, education, and engagement by leading the community to grow through music.

Strategies

Strategy 1: Financially sustainable with \$10,000 surplus by June 30, 2020.

By achieving this strategy, we will be able to concentrate on the rest of the pillars.

Strategy 2: Expand classes, music venues, and offerings to attract all people.

This is our diversity pillar.

Strategy 3: Investigate needs and what the community will support. This will allow us to create new programming and enhance current programming, to fill niches with demographics we want to attract. This will also ensure relevancy of The Music Center for years to come.

This strategy focuses on the individual.

Strategy 4: Determine the impact TMC is having on the community.

This strategy focuses on the community.

Strategy 5: Research creating a youth orchestra and/or other ensemble outlets to serve area students.

This strategy will create a new program.

Note: May 19, 2020

In March of 2020, The Music Center board and staff was poised to meet for their annual planning meeting to expand on this new outline of our strategic plan (above). Due to the COVID-19 outbreak, the retreat was canceled. At this point, task forces have been created for each strategy but minimal work has taken place due to the current situation we are in.