

Velocity Dance Center Goals and Strategies



STRATEGIC PRIORITIES: 2012- 2014

1: DEVISE PROGRAMS FOR ARTISTIC IMPACT AND PUBLIC VALUE

2: SUSTAINABILITY FOR THE NEXT TEN YEARS

GOALS

DEVISE PROGRAMS FOR ARTISTIC IMPACT AND PUBLIC VALUE

GOAL 01: Foster high-quality, forward-thinking artistic and educational programming

GOAL 02: Increase Velocity's public value and deepen Velocity's relationships to its constituents, partners, and the larger community

GOAL 03: Develop Velocity Dance Center as a unique, flexible, and affordable performance space; with increased accessibility and visibility

SUSTAINABILITY FOR THE NEXT TEN YEARS

GOAL 04: Diversify and stabilize earned income model, with a focus on a fiscally healthy balance between earned and contributed income, to build Velocity's infrastructure while remaining flexible and responsive

GOAL 05: Progress a strong identity for Velocity locally and nationally

GOAL 06: Conclude the Velocity Forever Capital Campaign

Goals and Strategies

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STRATEGIC PRIORITIES // GOALS

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STRATEGIC PRIORITIES // GOALS + STRATEGIES

DEVISE PROGRAMS FOR ARTISTIC IMPACT AND PUBLIC VALUE

GOAL 1: Foster high quality, forward-thinking artistic and educational programming that meets the needs of contemporary dance artists at all stages of their careers

Strategy 1: Establish an Artistic Advisory Council

Strategy 2: Evaluate and modify current artistic and research programs for relevancy, effectiveness, economic capacity and alignment with stated vision and values

Strategy 3: Evaluate and modify Velocity's current training and educational offerings for relevancy, effectiveness, economic capacity and alignment with stated vision and values

GOAL 2: Increase Velocity's public value and deepen Velocity's relationships to its constituents, partners, and the larger community

Strategy 1: Cultivate a culture of gratitude and generosity that honors and celebrates Velocity staff, teachers, supporters and constituents

Strategy 2: Improve Velocity's ability to know and communicate with the students, teachers, artists and audiences we serve

Strategy 3: Devise participatory experiences for artist and audiences throughout the year as a regular part of artistic and community programming

Strategy 4: Foster cross-disciplinary dialogue about dance and elevate the discourse around dance in our community

Strategy 5: Create meaningful links between artists and communities through outreach and social justice activities that connect to underserved populations and promote civic engagement

Strategy 6: Invest in partnerships to best leverage and expand our social impact and develop opportunities for artists

Strategy 7: Cultivate ongoing relationship with city, state, and county officials; as well as important dance and arts agencies from the local to national level

Strategy 8: Develop an Annual Report to be published and shared with Velocity constituents, stakeholders and funders

GOAL 3: Develop Velocity as a unique, flexible, and affordable performance space; with increased accessibility and visibility

Strategy 1: Address short and long-term facility issues –to improve the overall performance experience and accessibility of Velocity events

Strategy 2: Evaluate and refine professionalism of staff for Velocity presentations and theater rentals

Strategy 3: Improve visibility and communications about VDC rental options

SUSTAINABILITY FOR THE NEXT TEN YEARS

GOAL 4: Diversify and stabilize earned income model, with a focus on a fiscally healthy balance between earned and contributed income, to build Velocity's infrastructure while remaining flexible and responsive

Strategy 1: Identify Velocity's current "optimal size" operationally and develop a staffing plan to move towards a healthier organizational capacity by 2014

Strategy 2: Diversify Velocity's earned income sources

Strategy 3: Expand and improve Velocity's business studio and class rental models to ensure an active and fully utilized space

Strategy 4: Evaluate earned and contributed revenue potential for each program as part of overall program analysis

Strategy 5: Renew focus on individual donors, especially in the following categories: recurring donations, mid-sized donations, and major gifts

Strategy 6: Give board members adequate tools to play an active role in Velocity's fundraising efforts

GOAL 5: Progress a strong identity for Velocity locally and nationally

Strategy 1: Cultivate relationships with nationally and internationally emerging artists

Strategy 2: Develop and implement comprehensive outreach and messaging strategy, acknowledges the interplay of programming and communications, to galvanize the community, build loyalty and inspire new stakeholders

Strategy 3: Adequately staff communications and outreach efforts

Strategy 4: Select local, regional, and national gatherings and groups for Velocity to actively participate in

GOAL 6: Conclude the Velocity Forever Capital Campaign

Strategy 1: Retire all capital debt

Strategy 2: Transition Capital Campaign donors to support Velocity's general operations

Strategy 3: Create a plan to pay off general operating line of credit and build cash reserves