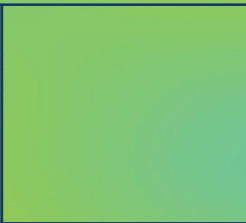
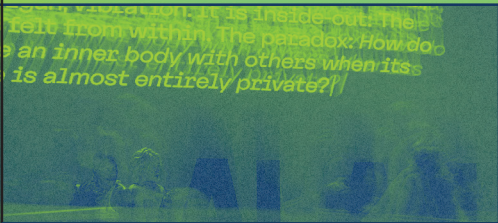


STRATEGIC PLAN SUMMARY

2026 - 2030



OUR PLANNING PROCESS

In 2025, Velocity completed a strategic planning process to guide our work through 2030, working with artists, board members, staff, and community members to imagine our next chapter.

Our **Artist Circle** shaped program goals and defined impact; **staff** contributed programmatic and operational knowledge from experience; our **Board and Strategic Planning Committee** set organizational priorities; and a **public Town Hall and community survey** offered clear insight into what people value about Velocity and what they want to see next.

WHY VELOCITY NEEDS TO GROW

Seattle's dance community is thriving, but both artists and Velocity face growing challenges: rising costs, shifting funding landscapes, and systemic inequities that shape who can create and share work. **At the same time, enormous opportunities exist.** Our shows and classes are sold out, artists are applying to our programs at record levels, and our community is eager to create, connect, and invest.

To meet this moment, **Velocity must expand programs, deepen support for artists, and strengthen our long-term sustainability**, ensuring that dance remains a vibrant and accessible part of Seattle's cultural landscape.

KEY PRIORITIES

1. **Impact more artists.**
2. **Increase resources for Seattle dance-making.**
Stronger support leads to stronger work and more sustainable artists.
3. **Create more opportunities to see and participate in dance.**
4. **Invest in a permanent home and sustainable operations** so the community has a stable foundation to build upon.

OUR GOALS*

Program Growth

- Provide opportunities for 50% more artists.
- Increase artist fees, including cost-of-living adjustments and larger increases for incubator programs.
- Grow audience and participant engagement by 40% through performances, classes, and events.
- Secure a long-term creative and operational home with permanent, sustainable studio space.

Capacity Building

- Expand staff by 1.5 full-time employees and increase compensation to meet local non-profit wage standards.
- Grow contributed and earned income by ~7% annually, diversifying revenue through rentals and classes once a permanent space is established.
- Increase operational budget to \$1.2M.



*LEARN MORE AT VELOCITY
DANCECENTER.ORG/STRATEGICPLAN