

## Summer of the Arts 2023 - 2026 Strategic Plan

*Mission: To bring people together in the Iowa City Area to experience, learn about, and enjoy free arts and cultural programming*

### GOALS

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| <p>1. Build financial stability through revenue growth and diversity of sources</p> | <p>2. Increase avenues for and access to diverse arts throughout the whole community</p> | <p>3. Maximize operational systems and prioritize resources to ensure sustainable programming and access to the arts for all in the community</p> |
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### INITIATIVES AND ACTIONS

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| <ul style="list-style-type: none"> <li>● Jazz and Arts Festivals will serve as marquee fundraising events</li> <li>● Develop new revenue streams</li> <li>● Develop branding campaign</li> <li>● Expansion of current funding opportunities</li> </ul> | <ul style="list-style-type: none"> <li>● Maintain and grow Downtown programming               <ul style="list-style-type: none"> <li>○ Arts and Jazz Fests</li> <li>○ Friday night concerts</li> </ul> </li> <li>● Maintain and expand neighborhood programming               <ul style="list-style-type: none"> <li>○ Music on the move</li> <li>○ Free movie series</li> <li>○ Northside concerts</li> <li>○ Holiday Thieves Market</li> </ul> </li> <li>● Strengthen partnership with Iowa City Parks &amp; Rec Dept.</li> </ul> | <ul style="list-style-type: none"> <li>● Explore strategic partnerships</li> <li>● Best practices for festivals</li> <li>● Committee Accountability</li> <li>● Be in a position to attract and retain qualified staff</li> <li>● Find a long-term office space for the organization</li> </ul> |
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### KEY METRICS

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| <ul style="list-style-type: none"> <li>● Balanced Annual Budget</li> <li>● Number of new donors and retention of current donors</li> <li>● Increase average donor gift</li> <li>● Marquee event fundraising should increase by 100%</li> <li>● Maintain and increase grant funding by 10% annually</li> <li>● Sponsorship goals (TBD)</li> </ul> | <ul style="list-style-type: none"> <li>● Areas of community hosting events</li> <li>● Number of events</li> <li>● Types of events</li> <li>● Attendance at events</li> <li>● Grow diversity of programming</li> </ul> | <ul style="list-style-type: none"> <li>● Maintain admin ratio vs cost at or below the regional average</li> <li>● Event budget accountability</li> <li>● Update documentation for festival best practices</li> </ul> |
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