



2024-2027

STRATEGIC PLAN

Thank you to the GRCPAC Strategic Plan Committee:



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Maribeth Arena, Dan Busler, Dave Deluca, Stephen Dill, Kathleen Frisbie, Bill Hurley, Jim McCarthy, Justin Melanson, Abigail Marsters, and Connor Quigley.

We appreciate your time, thoughtfulness, creativity and your dedication to our organization!

OUR STRATEGIC PLAN

Our 3-year plan is a comprehensive framework that sets clear goals and objectives, is aligned with the GRCPAC's mission, incorporates an analysis of our current environment with strengths, weaknesses, opportunities, and threats identified by key stakeholders, and outlines initiatives, timelines, and resources needed to achieve the goals.



OUR MISSION



Our mission is to preserve and promote live music by operating an inclusive performing arts center that offers diverse musical experiences to both local and online communities.

OUR VISION

Our vision is to cultivate a diverse and inclusive global community where art thrives, fostering creativity, appreciation, and access to transformative experiences.



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OUR VALUES

Community: We commit to providing exciting and engaging interactions with artists for our patrons, fostering a vibrant community where creativity and collaboration thrive.

Preservation: We strive to record, share, and preserve memorable experiences to share with the world.

Culture: We are deeply committed to preserving the grassroots culture that has always defined and enriched our work with artists, ensuring it remains the heart and soul of everything we do.

Professionalism: We will excel across every facet of our operations, ensuring an exceptional experience for all who engage with our staff and volunteers.

Collaboration: We provide opportunities for artists, staff, volunteers, and patrons to thrive together creatively, thereby encouraging inspiration, education, and growth.

Authenticity: We are dedicated to delivering an authentic experience for all stakeholders, shaped by the artistry of our performers and the craftsmanship of our production teams.

OUR THREE-YEAR VISION



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Over the next three years, the GRCPAC will diversify its funding streams, expand outreach initiatives, and enhance operations to ensure greater financial stability and broaden our impact.

OUR STRATEGIES



I. DIVERSIFY FUNDING

Tactics

1. Establish Development Committee, Plan, Calendar – 2025
 - Establish Grant Application Cycle – 2024-2025
 - Establish End of Year Fundraising Drive – 2024
 - Develop Corporate Partners and Sponsor Program – 2025-2026
2. Secure promoter to get work played by larger media world – 2025-2026

II. DEVELOP OUTREACH

Tactics

1. Establish outreach programs with youth – 2025
2. Establish outreach programs with communities in need – 2025
3. Be open to other outreach opportunities – 2025-2026

III. STRENGTHEN OPERATIONS

Tactics

1. Develop staff skills/redundancy for all senior staff – 2025-2026
2. Identify and train substitute staff – 2025
3. Document staff procedures and protocols to establish training resources – 2025-2026
4. Increase salaries for paid staff – 2025-2026

STRATEGIC PROCESS & IMPLEMENTATION

The GRCPAC followed a comprehensive strategic planning process:

1. Conducted a survey of the Board of Directors, staff and key stakeholders to assess perspectives on the three-year vision, goals, and priorities, and to initiate a SWOT analysis.
2. Held a series of regular meetings with the Strategic Plan Committee to develop recommended mission, vision, and values, as well as three-year vision statement, strategies, tactics and KPI's.
3. Reviewed and received approval for the Strategic Plan with the full Board of Directors.

Following steps to ensure effective implementation of the plan:

1. Present the plan to staff and integrate the updated framework into all communications and management tools.
2. Communicate the plan to donors, funders, and other key partners.
3. Maintain the role of the Strategic Planning Committee as an Advisory Committee to oversee the plan's implementation and review progress at quarterly meetings.
4. Conduct a comprehensive review of the plan annually with the Board and executive staff to assess progress, evaluate resource availability, and make necessary adjustments.

This structured approach will help ensure the Strategic Plan is effectively implemented and aligned with the organization's goals and priorities.

THANK YOU!



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