



Strategic Plan

2013-2016

Summary of Goals & Objectives

DURANGO ARTS CENTER
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Cristie Scott
Executive Director

Terry Stalker
President, Board of Directors

Making art happen

...

Supporting creative dialogue

...

Enriching our lives

MISSION

Our purpose

The Durango Arts Center provides Durango and surrounding communities opportunities to create, to promote and to participate in diverse arts experiences. DAC brings people together to explore and engage in arts and culture by fostering creative expression through fine art exhibits, performances and educational programs for all ages and abilities.

VISION

The future we truly desire

DAC strives to support a creative dialogue among community members, ensuring that culture informs local decision-making and enriches our lives.

WE VALUE

- » Accessibility to quality arts experiences, both multidisciplinary (the visual and performing arts) and multigenerational in scope.
- » A professionally-managed arts organization and facility.
- » Innovation and diversity in programming.

DAC GOALS & OBJECTIVE HIGHLIGHTS

Major accomplishments in the next 1 to 3 years

1. Increase **COMMUNITY ENGAGEMENT** of DAC programs to remain an active resource for local arts and cultural activities.
 - » Improve relationships with local artists by creating a diverse range of DAC programs.
 - » Create a clear, recognizable DAC identity in all print and electronic materials.
 - » Increase membership base to 1,000 individuals, families and businesses.
2. Support continued **ARTISTIC DIVERSITY** and excellence in visual and performing arts programs.
 - » Curate cutting-edge exhibits and theater programs with complementary educational offerings.
 - » Continue to expand the 10-Minute Play Festival.
 - » Increase engagement of local middle and high school students in DAC's performing and visual art opportunities.
3. Clearly define **DAC HUMAN RESOURCE** policies and staff functions to support an efficient, desirable work environment for employees and volunteers.
 - » Perform annual reviews of staff and executive director, and foster continual feedback between staff and board.
 - » Draft and enact an employee handbook.
 - » Devise a strategy to enact employee benefits.
4. Create a **FACILITY** that is not only functional but considered a hub for quality visual and performing arts experiences.
 - » Address acoustic issues in the theater.
 - » Examine space issues for staff function and efficiency.
 - » Conduct a feasibility study for launching a capital campaign towards a new DAC facility.
5. Diversify **EARNED INCOME** from programs and services to account for at least 70% of operating budget.
 - » Explore creation of additional education studios and artist rental/workshops within DAC's current space.

Approved by DAC Board of Directors on August 1, 2013