



**Michigan Legacy Art Park
Strategic Plan 2012 – 2015
Updated for FY2014-15**

Our Mission:

Michigan Legacy Art Park inspires awareness, appreciation and passion for Michigan's history, culture and environment through the arts.

GOAL 1: Ensure the financial stability of Michigan Legacy Art Park

GOAL 2: Enhance the experience in the Art Park for all visitors

GOAL 3: Ensure the long-term viability of Michigan Legacy Art Park.

GOAL 4: Strengthen the capacity of the organization

GOAL 5: Develop a growing audience for Michigan Legacy Art Park



Goal 1: Ensure the financial stability of Michigan Legacy Art Park

Strategy 1: Strengthen the development process

Action Items	Who	Status
1. Build membership through greater outreach and marketing	Executive Director; Board of Directors	
2. Mail year-end campaign letter to targeted supporters with follow-up mailing	Board President; Executive Director	
3. Identify new and build rapport with foundations; write grant proposals	Executive Director	
4. Use Salesforce to streamline fund development and improve donor relations	Executive Director	

Strategy 2: Meet Art Access for All fundraising goal and benchmarks for success

Action Items	Who	Status
1. Hire consultant to create and manage solicitation plans for each prospect	Campaign Committee	
2. Build inclination of all prospects	Campaign Committee; Board of Directors	
3. Train "askers" to carry out solicitation plans	Fundraising Consultant	
4. Implement solicitation plan	Campaign Committee	

Strategy 3: Maximize income revenue for special events and fundraisers

Action Items	Who	Status
1. Maximize income potential for 20th Anniversary Legacy Gala	Legacy Gala co-chairs	
2. Attract a greater Summer Sounds audience through target marketing	Summer Sounds committee	
3. Increase Summer Sounds sponsorships through research and personal approach	Fundraising Committee	
4. Conduct the Mighty Mac Tower Tour Raffle with broad public participation	Raffle Ad-Hoc Committee	



Goal 2: Enhance the experience in the Art Park for all visitors

Strategy 1: Ensure artistic excellence

Action Items	Who	Status
1. Maintain the sculpture collection	Collection Committee; Sculpture Conservator	
2. Maintain the signage, grounds, and structures	Grounds Maintenance Committee	
3. Install new artworks	Collection Committee	

Strategy 2: Provide mission-driven learning opportunities

Action Items	Who	Status
1. Establish an audio tour of the Art Park	Collection, Marketing and Education Committees	
2. Develop meaningful programs for adults and families	Education Committee	

Strategy 3: Provide curriculum-based programs

Action Items	Who	Status
1. Further develop education programs at the Art Park	Education Committee	
2. Further develop workshops and artist residencies in the schools	Education Committee	
3. Continue to develop Looking to Learn materials for teachers	Education Committee	



Goal 3: Ensure the long-term viability of Michigan Legacy Art Park.

Strategy 1: Implement the Master Plan

Action Items	Who	Status
1. Follow capital campaign benchmarks	Executive Director; Capital Improvement Ad-Hoc Committee; Campaign Committee	

Strategy 2: Ensure the long-term relationship with Crystal Mountain

Action Items	Who	Status
1. Renew a long-term land lease with Crystal Mountain	Special Task Force	
2. Create a long-term plan for office space	Special Task Force	



Goal 4: Strengthen the capacity of the organization

Strategy 1: Maximize board effectiveness

Action Items	Who	Status
1. Recruit qualified board members	Nominating Committee; Board of Directors	
2. Create a well-balanced board	Nominating Committee; Board of Directors	
3. Provide training opportunities for the board	Board President	

Strategy 2: Build volunteer program

Action Items	Who	Status
1. Communicate volunteer opportunities in the community	Executive Director; Marketing and Education Committees	
2. Develop a training, incentive and recognition program	Education Committee	
3. Retain volunteers through good communication	Executive Director; Education Committee	

Strategy 3: Meet staffing needs

Action Items	Who	Status
1. Hire an Artistic Director	Board of Directors	
2. Expand summer communications position	Board of Directors	



Goal 5: Develop a growing audience for Michigan Legacy Art Park

Strategy 1: Implement a consistent and systematic marketing and communications program

Action Items	Who	Status
1. Create annual plan, standards and branding, and story bank	Marketing Committee	
2. Conduct and improve market research	Marketing Committee	
3. Promote the book Michigan Legacy Art Park by David Barr	Marketing Committee	
3. Build awareness	Marketing Committee	

Strategy 2: Gain recognition as a leader in outdoor sculpture and a tourism destination

Action Items	Who	Status
1. Identify and contact art critics, historians and travel writers	Marketing and Collection Committees; Executive Director	

Strategy 3: Strengthen collaborations with other groups and organizations

Action Items	Who	Status
1. Seek out groups and organizations that align with the mission of the Art Park	Executive Director; Education Committee	
2. Create new programs with collaborators	Executive Director; Education Committee	