



Michigan *Legacy* Art Park

MICHIGAN LEGACY ART PARK
STRATEGIC PLAN

09/14/2017

Powered by



Vision

"We will gain statewide importance and a national reputation as a distinguished forest sculpture park by committing to artistic excellence, providing enriching learning opportunities, engaging every person who enters the Art Park, and stewarding our natural, human, and economic resources."

Values

Artistic Excellence	Education	Diversity and Inclusion	Stewardship	Wellness
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Focus Area	Organizational Goals	2017	2018	2019	2020	2021	2022
IMPACT. Strengthen the IMPACT of our organization.	Build Visitor Welcome Center on the Art Park grounds by 31st Aug 2022						
	Continue to build the artist-in-residence program by 31st Dec 2020						
	Continue to grow the permanent collection on an ongoing basis. by 31st Oct 2017						
	Create a plan for regularly exhibiting new works on loan by 31st Jan 2019						
	Develop and use systematic evaluation processes to determine effectiveness of all education programs and events by 31st Dec 2020						
	Double the number of youth visiting the Art Park by 2020 by 31st Dec 2020						
	Enrich the visitor experience by broadening and deepening activities and programs by 31st Dec 2020						
	Expand Looking to Learn materials for teachers, further connecting the Art Park to classroom studies by 31st Aug 2018						
	Expand opportunities for inclusion of more ephemeral works by 31st Dec 2018						
	Expand the program for interpreting art works by 31st Dec 2018						
Reinvent Poetry Stone program by 31st Dec 2020							

<p>OUTREACH. Increase visibility through heightened OUTREACH and collaboration.</p>	<p>Create Ambassador's Program (casual/official) by 31st May 2018</p> <p>Develop strategies to increase visibility and reputation as an arts organization of statewide importance and national recognition by 31st Dec 2020</p> <p>Expand digital content by 31st Dec 2020</p> <p>Pursue collaborations with organizations and businesses to expand our audience by 31st Dec 2020</p> <p>Refine brand to match the integrity of our mission by 31st Aug 2022</p>	
<p>DIVERSITY. Commit to comprehensive DIVERSITY and inclusion.</p>	<p>Improve diversity and inclusion in key areas of the organization, including Artists and Artwork, Education Programs, and the Board of Directors by 31st Dec 2020</p>	
<p>GROWTH. Ensure the GROWTH and sustainability of our organization.</p>	<p>Build organizational capacity through database efficiencies, training, staffing, and volunteers by 31st Dec 2018</p> <p>Collect data and create strategy for increased target marketing and donor cultivation by 31st Oct 2018</p> <p>Create Planned Giving program to allow legacy giving by 31st Dec 2018</p> <p>Establish a five-year financial plan by 30th Apr 2019</p> <p>Establish a reserve fund maintaining six months of fixed expenses by 31st Dec 2017</p> <p>Grow annual fund through cultivation of major gifts, corporate sponsorships, grant writing, and memberships by 31st Dec 2020</p> <p>Invest in endowment fund to help sustain operations in perpetuity by 31st Dec 2018</p> <p>Provide a vehicle for memorial giving program by 30th Sep 2017</p>	
<p>STEWARDSHIP. Improve our "sense of place" through active STEWARDSHIP.</p>	<p>Advance the process for condition reporting and maintenance of works by 31st Dec 2018</p> <p>Create a long-term plan for forest management and trail sustainability by 30th Jun 2020</p> <p>Develop a database for documenting the collection by 31st Dec 2018</p> <p>Ensure effective signage throughout Crystal Mountain and within the Art Park by 30th Apr 2018</p> <p>Expand volunteer pool to 100 (including tour guides) by 2020 by 31st Dec 2020</p>	