Table of Contents

Mandate

Artistic Vision

Value Propositions & CORE VALUES

Background

Recognition

Collaboration

Structure

Stories!

current programming

past programming

Marketing

FINANCIAL INFORMATION

**STRATEGIC PLAN**

History

# Mandate

# Artistic Vision

# Value Proposition and Core Values

What does the organization offer to its constituents? Use Return on Investment as a guideline.

What is important to the organization and governs how it operates and relates to its core stakeholders, i.e. members.

# Impact

What impact or contribution does the organization make in the following areas?

The Arts Sector

The Community

Nationally

Internationally

# Background

Key and or catalytic events in the lifespan of the organization?

#

# Recognition

Has the organization received any awards or recognition of the work that it does?

# Collaboration or Key Partnerships

How has the organization demonstrated a willingness to work with other partners both within and beyond the arts sector?

Demonstrates whether the organization is an active contributor to the community.

#

# Structure

# How is the organization governed? Are there any staff? What are the lines of responsibility?

# Stories!

Illustrations of the organization and its impact on the community

# Current Programming

What is planned for the current year? Why, what governed the choice(s)?

# Past Programming

Significant programming of the past

# Financial

Updated annually – the budget

# Marketing

Goals:

Outline specific goals and targets and how expected to be achieved, particularly new approaches.

# Strategic Plan

An executive summary of the plan

# History

As appropriate, often a yearly summary of programming highlights