

**Leelanau Community Cultural Center
at the Old Art Building
Summary: Three Year Strategic Plan
2015/2016/2017**

Mission	Goals	Action Steps	2015	2016	2017
<p>The Mission of the Leelanau Community Cultural Center (LCCC) is to <u>*Promote</u> cultural enrichment programs and events, <u>*Provide</u> a gathering place for the community, and <u>*Preserve</u> the Old Art Building as a significant part of Leelanau history.</p> <p>“The Old Art Building is a venue to create things together.”</p>	<i>Ensure Financial Sustainability</i>	1. Create Membership Program >> Fund Raising Committee		complete	
		<ul style="list-style-type: none"> Evaluate success @ 6 mo. and one year 		11/16	5/17
		2. Review and update Sponsorship Program for Businesses to sponsor any/all events at OAB >> Fund Raising Committee		complete	
		<ul style="list-style-type: none"> Evaluate success @ 6 mo. and one year 		9/16	3/17
		3. Plan Event(s) to Celebrate 95 th Anniversary – 2017 >> Fund Raising Committee; Full Board			9/16
	4. Get input from donors: small focus groups <ul style="list-style-type: none"> What do they like and not like about existing programs >> Marketing Committee			10/16	
	5. Create annual donor/volunteer recognition event >> Community Visibility Committee			9/16	ongoing
	<i>Expand Partners and Engage talent from local Community</i>	1. Create a Council for Younger People Determine liaison at LPS to work on bringing youth to OAB (who are the kid leaders?) >> Dan Lisuk	ongoing	ongoing	
		2. Collaborate with Interlochen Offer a Second seating for their student shows/concerts >> Program Committee		Fall	winter
	<i>Design Thinking to Deliver Continuous WOW factor</i>	1. Curate programs that will continue to surprise attendees and donors and keep them engaged			ongoing
		2. Create portfolio of new experiences >> Program Committee			ongoing
	<i>Improve/Enhance Building & Grounds</i>	1. Discuss ideas for Amphitheater			Fall
		2. Put up sign out front >> B&G Committee, Marketing Committee	complete		
		3. Explore installation of Solar panels >>B&G Committee	complete		review again
		4. Explore “WayFinder” ideas for better directional signage outside >> B&G Committee			6/16
5. Consider creating a Sculpture Garden				6/16	