



STRATEGIC FOCUSES 2025 - 2027

EXPAND & DEEPEN ARTISTIC EXPERIENCES

CHAMPION PEOPLE

FINANCIAL FREEDOM

OPTIMIZE OPERATIONS



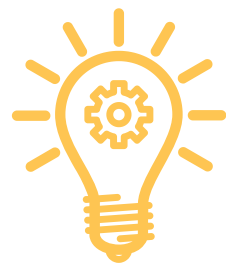
WHAT

Provide new and innovative arts experiences that engage diverse audiences and strengthen cultural vitality

Foster an inclusive culture, empower internal teams, and build meaningful external relationships that reflect and celebrate diverse communities.

Achieve a sustainable, diversified financial model that supports long-term growth and innovation.

Strengthen organizational infrastructure and resource use to operate more efficiently and sustainably.



HOW

1. Explore Immersive Experiences
2. Build Galleries Engagement
3. Establish Longer-Term Artist Residencies

1. Build Overture Visibility & Deepen Community Relationships
2. Cultivate an inclusive, high performing team

1. Expand or Refresh Physical Footprint
2. Optimize Revenue

1. Modernize & Integrate IT Systems
2. Advance Environmental Sustainability



WHY

- drives new ticket sales and participation, and differentiates our artistic offerings
- broadens awareness of exhibits, encourages repeat visits, and attracts new audiences and artists.
- nurtures artistic exchange, builds local community connections, and creates fresh, high-quality programming.

- promoting transparency, and showcasing impact help grow trust, audience engagement, and philanthropic support.
- strong leadership drives clarity, accountability, and a supportive culture—critical factors in retaining top talent and guiding the organization’s strategic vision.

- drives new revenue streams, enhances brand visibility, and supports the organization’s artistic mission
- increases efficiency, profitability, and audience satisfaction.
- ensures strong donor relationships, efficient use of staff time, and increased contributed revenue.

- Streamlined and integrated IT systems improve data-driven decision-making, reduce duplication, and enhance staff collaboration
- Reducing the carbon footprint supports environmental responsibility and appeals to stakeholders who value sustainability and operational excellence.