

Mission Statement

*“The Ark is a non-profit organization dedicated to the enrichment of the human spirit through the presentation, preservation, and encouragement of folk, roots and ethnic music and related arts. The Ark provides a safe and welcoming atmosphere for all people to listen to, learn about, perform and share music.”*

## **VISION STATEMENT for THE ARK 2015-2020**

**Having achieved 50 remarkable years of enriching spirits and creating community through the power of music, The Ark is looking ahead to the next 50 years. We will assure a strong foundation for The Ark’s long-term future as we transition our Mission and Legacy to the next generation of folk and roots artists and music lovers.**

**Our 50<sup>th</sup> Anniversary will be both a milestone celebration of The Ark’s history and a vehicle for launching its future. Our programming and message will strengthen our position as the region’s premier resource for emerging and veteran artists covering the full spectrum of grassroots music.**

**We will solidify our financial stability and sustainability by meeting our Capital Campaign goals, including paying off the full purchase loan and improving our space to make The Ark the best possible experience for our audiences, artists, volunteers and staff.**

**We will continue and expand our current quality programming, developing new initiatives imbued with the spirit and legacy of The Ark and reaching out further to bring in all generations who value the unparalleled experience of live folk, roots, and ethnic music in an intimate listening environment.**

## KEY VISION POINTS for THE ARK 2015-2020

- **Develop and execute the 50<sup>th</sup> Anniversary** as a milestone event that launches the next 50 years for future generations at The Ark.
- **Complete The Ark's Capital Campaign** and achieve its goals, including paying off the purchase loan, improving the facility, funding a maintenance reserve and building The Ark's constituencies. Develop a more robust Annual Giving program from the Campaign's success (major gift program, Planned Giving, donor cultivation and stewardship).
- **Upgrade key priority areas of the facility/equipment/infrastructure** that will improve the Ark experience for its members, audiences, artists, volunteers and staff (e.g., facility improvements; upgraded and expanded office space; technology enhancements at the club and office).
- **Maintain and transition the Legacy** of The Ark to the next generation of patrons, volunteers and stewards. Continue and expand our commitment to fostering new and veteran artists through programming that captures the constantly emerging spectrum of grassroots music.
- **Expand the current high quality programming** to include more educational offerings, creative programming, strategic partnerships, new initiatives for the summer (including possible outdoor/festival programming) and daytime use of The Ark.
- **Advance our communications and marketing efforts and craft our message** in order to better serve our current constituencies, expand our audiences and attract the next generation who will become part of the Ark community.
- **Solidify our brand and expand our presence** in the community and on a regional and national level.
- **Grow the organization by generating net revenue, adding staff as necessary, and continuing to strategically develop strong Board leadership and organizational governance.** Target revenue growth through fundraising, merchandise, marketing, programming to support The Ark and continue its financial stability. Where additional staff is required for the growth and development of the organization, it will be solidly funded by additional revenue.

**The Ark's Board of Directors and Staff have developed a Strategic Plan that outlines the goals, steps and timelines that translate this Vision into action over the next five years. The plan is reviewed regularly and updated annually.**