

Rotary Centre for the Arts
STRATEGIC PRIORITIES & GOALS
2018-2022



The Rotary Centre for the Arts will

1. Demonstrate continued fiscal responsibility to ensure a strong foundation for the Rotary Centre for the Arts.
2. Manage human resources and plan for recruitment, retention and succession of board members, staff, and volunteers to ensure the very best people govern, lead and operate The Centre.
3. Invest in infrastructure that supports the future success of all activities and programs.

The Rotary Centre for the Arts will

1. Further define a brand that will be recognized by and resonate throughout the community.
2. Develop effective communications and outreach strategies to maximize public awareness of The Centre and its Vision and Mission.
3. Advocate for and help artists and arts organizations succeed
4. Support the presentation and development of excellent programming to reflect and attract a broader and more diverse community.