FIVE YEAR LONG RANGE PLAN
2017 Through 2022

MISSION

The Mission of the Cheboygan Area Arts Council is to promote and encourage cultural and educational activities within the Straits Area of Northern Michigan; to provide services that stimulate and encourage participation and appreciation of the arts within all segments of the community; and to showcase the historic Opera House.

GOAL I

To Broaden the Base of Support to the Cheboygan Area Arts Council and Opera House throughout the Northern Michigan Area.

A. EXPAND MEMBERSHIP
1. Increase individual members' cash revenue and actively recruit new memberships.

2. Increase Business Honor Roll revenues

3. Increase number of Foundation Contributions and area businesses for Program sponsorships

4. Continue using incentive premiums for Memberships.

5. Review annual raffle with consideration of a fundraiser every three years.

B. DEVELOP A $250,000 ENDOWMENT
1. Actively identify major foundations in the state of MI, learn their granting process, and follow through to request a fund for the OH endowment.

2. Promote Endowment Fund through a professionally designed brochure;

3. Prepare an informational folder containing materials to use in making personal calls to major potential funding sources in community;

C. INCREASE STATEWIDE PUBLIC AWARENESS
1. Increase links to statewide web sites, posting Opera House Events on calendars wherever possible.

Executive Director
GOAL II

TO MAXIMIZE USE OF THE OPERA HOUSE

A. UPGRADE OFFICE COMPUTER EQUIPMENT AND TECHNOLOGY. MAXIMIZE TICKET MASTER SYSTEM.

B. UPDATE WEB SITE, REQUIRED LINKS FOR GRANT APPLICATION, NEED ABILITY TO PICK SEATS IN TICKET RESERVATION, SCREEN TO ACCEPT DONATIONS.

Executive Director

GOAL III

TO ENCOURAGE AND INCREASE EDUCATIONAL ACTIVITIES

A. COLLABORATE WITH SCHOOL ADMINISTRATORS TO ESTABLISH OUTREACH RESIDENCY PROGRAMS
   1. Investigate one day residencies
      a. Creative Writing
      b. Storytelling
      c. Music
   2. Seek underwriting for Outreach Programs;

Arts-In-Education

B. SCHOLARSHIP PROGRAM
   Develop a second Scholarship program for high school graduates who plan to continue their arts-related studies in college;
   1. Investigate ways and means to establish an endowment for this scholarship
   2. Involve college students and graduates who have participated, either directly or indirectly in Arts Council activities for young people.

C. EXPAND FREE USE OF OPERA HOUSE TO OUT-COUNTY SCHOOLS

Arts-In-Education
Executive Director
GOAL IV

ESTABLISH A BROAD PROGRAM RELATED TO VISUAL ARTS

A. DEVELOP A COMMITTEE WITH MEMBERS WHO WILL ACTIVELY PARTICIPATE
   1. Develop structural guidelines for any programs developed through this committee;
   2. Develop a recruitment strategy for qualified volunteers for any program developed.
      Visual Arts

B. INCREASE AWARENESS OF EXISTING PROGRAMS THROUGH INCREASED PUBLICITY AND PROMOTIONAL EFFORTS;

GOAL V

MAINTENANCE/IMPROVEMENTS/ACQUISITIONS OF NEW EQUIPMENT FOR THE OPERA HOUSE

A. GENERAL MAINTENANCE
   Act on recommendations of Facility Committee to maintain and repair The Opera House as funding is available through the City and other resources.

B. REPLACE STAGE DRAPES THROUGH GRANT FUNDING, MATCHED WITH CAAC AND CITY FUNDS 2019

C. INVESTIGATE THE MAINTENANCE AND REPLACEMENT OF FLY RAIL ROPES.

D. FINALIZE SOUND EQUIPMENT WITH BODY MIC’S AND EAR BUD MONITORS.

E. STEINWAY MAINTENANCE, NEW FELTS ON HAMMERS. CONCERT LEVEL ARTISTS THAT USED STEINWAY IN 2016 INDICATED PIANO HAS ECHO. ADDITIONAL REPAIRS TO PAINT JOB REQUIRED.

F. AUDITORIUM LIGHTS IN ARCHES HAVE BEEN DISCONTINUED, REPLACE WITH NEW LED BULBS. CURRENT ESTIMATE ACCQUIRED IN 196 BULBS X $16.00 = $3,136.

G. REPLACE DANCE FLOOR, CURRENT IS 33 YEARS OLD.

H. REFINISH STAGE FLOOR

GOAL VI

A. ADDRESS CHEBOYGAN CITY ISSUES:
1) New roof  
2) Plaster work and painting  
3) Air conditioning and heat repairs (duck work)  
4) Stairway up to Green Room and Backstage/Dance area  
5) Repair door locks on Huron Street Entrance.  
6) Repair or replace water fountains on second and third floors  
7) Replace carpet on south side stairwell up to stage.

Approved By Board of Directors on April 13, 2017