



Ann Arbor Summer Festival (A2SF) 2022-2027 Strategic Plan Overview

Approved by the Board of Trustees on May 31, 2022

Mission

A2SF's mission is to present arts and entertainment that enrich the cultural, economic, and social vitality of the region.

Vision

We are an enduring local treasure, a hub of creative energy that expresses the best of our communities.

Core Values

Excellence: We create relevant experiences that are meaningful, exciting and inspiring, reflecting the times in which we live.

Engagement: We interact deeply with the diverse array of local communities.

Inclusion: We present a multitude of artistic expressions so that all feel welcome and heard.

Goals

1. **Experiences: We create unique live experiences that represent Washtenaw County residents and forge meaningful connections among artists, audiences, and community members.**

Goal statement: We will build on our core strength of creating live experiences that “surprise and delight” audiences. We will connect with and develop audiences in a central seasonal location through a festival format, while also offering off-season and satellite events within communities.

2. **Growth: We pursue smart growth in revenue and budget size by refining our business model and by launching a capital campaign.**

Goal statement: We experiment and take calculated risks as we grow. We invest in sustainable growth by building relationships with community members seeking to invest together. Our growth will impact all aspects of our mission, help us fully meet our values, pursue new opportunities, and fuel programmatic expansion.

3. **Partnerships: We initiate and nurture key partnerships for the purpose of being imaginative together, further extending our resources, networks, and impact.**

Goal statement: We partner to do what we cannot do on our own. Partnerships are essential to A2SF as they multiply the impact of projects, help us meet and interact with new audiences, provide resources, and create social impact. We collaborate with our partners as: Founders, Co-Presenters, Service Providers to A2SF, A2SF as Service Provider, Aligned Collaborators, and Co-Promoters.

4. **Operational Systems: We build operational systems that support our experiential, growth, and partnership goals.**

Goal statement: A2SF relies on a small yet mighty core of community and business leaders, staff, and seasonal contributors to create an outsized impact that can be felt most visibly in the summer months and increasingly year-round around Washtenaw County. To continue to expand our capacity, we will strengthen the systems that support our people in ways that allow each person to offer their highest value contribution.