We are SCOTTSDALE ARTS | FY25 - FY27 Strategic Plan

Our MISSION

We enhance lives through the power of the Arts.

Our VISION

Scottsdale Arts creates transformative arts experiences, making Scottsdale a premier arts destination.

We VALUE

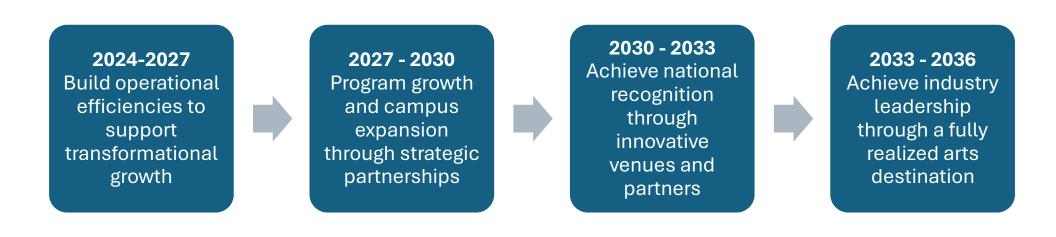
Integrity: Through the consistency of quality experiences, we build trust and confidence and cultivate an environment where creativity thrives.

Innovation: We harness the power of passionate people and unite them through collaboration, redefining what a multi-disciplinary arts organization is and what it can achieve.

Inclusivity: We are committed to creating space for more voices to be heard and valued, fostering a genuine sense of belonging where everyone feels included and represented in all we do.

Intentionality: We prioritize our goals with respect and focus. Our decisions are purposeful, and we steward our resources to ensure a legacy of impact to our community.

Our pathway to industry leadership (over 12 years / 4 strategic planning cycles)



Build operational efficiencies to support transformational growth

People: Right People. Right Place. Right Skills. Right Culture.	Operations: Structure. Process. Accountability.	Engagement: Exceed expectations.	Impact: Grow with Purpose.	Resources: Stewardship to ensure long term viability.
P1: Optimize organizational structure to achieve goals.	O1: Achieve desired brand recognition for Scottsdale Arts	E1: Ensure a value based partnership with City of Scottsdale	I1: Optimize physical footprin (buildings and land) to establish desired market positioning.	R1: Deliver strategy driven balanced budget.
P2: Establish a culture of trust, collaboration, and shared accountability.	O2: Improve existing CRM platforms or implement new systems.	E2: Use consumer-centric, market research driven, decision making competency.	I2: Optimize digital engagement.	R2: Grow percentage of revenue from contributed and planned giving
P3: Ensure adequate staffing, competitive compensation, and benefits.	O3: Define program goals, roles, and resource requirements for each area of the organization	E3: Exceed existing partner/audience expectations.	I3: Strategically grow program and services to meet volume and financial objectives.	
P4: Implement professional development initiatives to maximize potential and retain talent.	O4: Measure and report key performance indicators across all areas of the organization.	E4: Exceed new partner/audience expectations.	I4: Grow and deepen strategion partnerships.	R4: Stabilize SA/CoS revenue shares at 67%/33%.
P5: Maximize Board of Trustee engagement and contributions.	processes to mayimize	E5: Make it easy to do business with Scottsdale Arts.	I5: Utilize business development competency to respond to opportunities and planned new growth.	

Finance People

Impact Operations

Engagement