

## CREATING THE PERFORMING ARTS CENTER OF THE 21ST CENTURY

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### BE MISSION CENTERED

- Ensure that the organization's programming approach, leadership, staff members, and the Board of Directors embrace a shared value system that is aligned with the organization's mission.
- Provide transparency in decision-making and resource allocation.
- Motivate a collective effort toward achieving the organization's long-term vision and goals.

### ARTISTS MAKE GREAT LEADERS

- Leaders with a background in the arts have a strong sense of vision, which can be harnessed to inspire others.
- Performing artists are accustomed to collaborating with others and deeply value teamwork.
- Through creative problem-solving, artists adapt well to changing circumstances and find innovative solutions to difficult situations.

### PUBLIC ENGAGEMENT

- Engaging the public helps establish a direct connection to the community and audience members.
- Programming must reflect the interests, tastes, and cultural diversity of the community.
- Programming decisions should be informed by feedback in the form of quantitative and qualitative research.
- Your workforce, at all levels, must reflect the broader community
- Meaningfully activating your facilities, both indoor and outdoor spaces, is an obligation to the communities you serve
- Accessible and no cost programming is vital to building strong community relationships.

### SKILLS NEEDED TO LEAD A VENUE

- Strong leadership & communication skills
- Operations Management
- Strong Financial Understanding
- Diverse and Engaging Artistic Direction
- Relationship Management
- Audience Engagement