



Mesa Arts Center STRATEGIC PLAN 2024 2026



MESA
ARTS
CENTER


mesa·az





Executive Summary



OUR VISION

An arts ignited and
inspired community



OUR MISSION

To create meaningful
arts experiences in
Mesa for everyone



OUR VALUES

Mesa Arts Center is guided by the following core principles:

CREATIVITY.

We embrace creativity in everything we do.

COLLABORATION.

We actively listen and create balanced, thoughtful and committed collaborations.

INCLUSIVITY.

We strive to identify and eliminate barriers to participation and foster inclusion, belonging and representation so we can serve the broadest audience possible.

These values supplement the City of Mesa and Mesa Arts and Culture department values, which also guide our work.



OUR STRATEGIC PRIORITIES, 2024–2026

As we work toward our vision and fulfill our mission and values, our 2024–2026 strategic priorities will be to:

- Enhance access and inclusion
- Focus and deepen experiences
- Strengthen and unify our organization



OUR PLAN

The following pages summarize the key objectives related to each strategic priority that we will tackle over the next three years. Our implementation plan will guide us through this work. It details corresponding tactics for each objective, assigns responsibility, sets timelines and defines metrics and other indicators that will help us know if we have been successful.

STRATEGIC PRIORITY 1:

ENHANCE ACCESS AND INCLUSION

Objectives:

- Improve organizational culture and capacity around accessibility and inclusion.
- Improve economic accessibility and inclusion.
- Improve physical accessibility and inclusion.
- Improve cultural accessibility and inclusion.

STRATEGIC PRIORITY 2:

FOCUS AND DEEPEN EXPERIENCES

Objectives:

- Support local artists.
- Expand programs outside of Mesa Arts Center's campus.
- Develop and implement goal and audience-driven programming strategy.
- Provide diverse and exciting experiences.
- Cultivate community collaborations and partnerships.
- Deepen the customer journey.

STRATEGIC PRIORITY 3:
**STRENGTHEN AND UNIFY
OUR ORGANIZATION**

Objectives:

- Evaluate and invest in organizational sustainability.
- Improve internal communication and define organizational norms.
- Promote a staff-forward culture.
- Review and update Mesa Arts Center's long-term capital plan.