



2021- 2025 Strategic Plan

Mission: To create opportunities to experience, celebrate, and explore the diversity of the world's cultures, through music and the arts.

How We Implement Our Mission: Community Outreach and World Music Performance Programming

Stakeholders: Greater Bloomington Community, Festival Attendees, Outreach Partners, Donors,Volunteers, Artists and Performers, Staff, Board

GROWING COMMUNITY

POSITIVE CULTURE

ORGANIZATIONAL SUSTAINABILITY

Lotus will work to grow the number of people involved in and impacted by its programming.

Lotus will create an organizational culture that supports its stakeholders.

Lotus will implement financial best practices to ensure the economic health of the organization.

STRATEGIC PRIORITIES

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- Increase the number and diversity of people we serve through our outreach programming
- Develop opportunities to feature world culture programming in the Firebay
- Ensure Lotus Festival is relevant to a new generation of music/world culture lovers
- Create robust communication plan and tools to engage stakeholders
- Create a process for continuous data collection and assessment to allow for data-centric decision-making and strategic planning

- Create a hiring and retention process that develops a talented staff to effectively implement the Lotus mission
- Develop process for recruiting and nurturing highly-engaged Board members
- Nurture and grow pool of committed Lotus volunteers
- Support a culture that honors and respects all definitions of diversity
- Encourage flexibility, innovation and collaboration
- Expand and strengthen relationships with local and artistic strategic partners

- Ensure we implement creative and sustainable fundraising plans
- Create a process that supports robust grant income stream
- Follow fiscally responsible financial procedures
- Provide flexibility within Lotus to respond to opportunities and challenges
- Identify and invest in technology needed to fulfill the changing landscape of the Lotus mission
- Ensure viability of programming by increasing reach and adding value
- Expand skill sets of staff to reduce reliance on outside consultants
- Fund world music programming while providing diverse access
- Assure the longevity of the Firebay