

Press Release

March 18, 2013 – FOR IMMEDIATE RELEASE

Center for the Arts Board Affirms Strategic Direction for Next Five Years

As part of its quarterly meeting held Thursday, March 14, the Board of Directors approved the strategic direction through 2017 for the Center for the Arts, Crested Butte's only community arts center.

In addition to affirming the Center's mission and guiding principles, the Board articulated four major goals, which include:

- (1) Offering excellent year-round programs that expand and enhance participation in visual and performing arts
- (2) Acquiring and stewarding the financial resources that ensures a sustainable future for bringing the arts to life
- (3) Becoming a top-tier choice for employment and volunteer service
- (4) Determining requirements to provide the community a "best-in-class" facility for the future

Upon approving the Center's strategic plan, board president Melissa Belkin recognized the work of prior boards to envision the future direction for arts in the Upper East River Valley. "Our mission, guiding principles, and goals set forth a meaningful and doable future for the Center for the Arts. We are grateful for the many efforts of board members and volunteers who contributed their time, talents and financial support to the Center over the past 25 years. In particular, we appreciate the work of the board beginning in 2007, which initially built the foundation of this plan. With this clear direction, the Center for the Arts is poised to construct an exciting future for the next 25 years."

Additional information about the Center for the Arts Strategic Plan is available at www.crestedbuttearts.org or by calling Jenny Birnie, Executive Director, at 970.349.7487, ext. 2.