

STRATEGIC PLAN



MISSION STATEMENT

Rooted in the African-American experience, Dayton Contemporary Dance Company is a culturally diverse contemporary dance company committed to reaching the broadest audience through exceptional performance and arts-integrated education.

VISION STATEMENT

Transcending human boundaries through contemporary dance



Introduction

As an internationally recognized and fiscally strong arts organization, the Dayton Contemporary Dance Company is the leading African-American cultural institution in Dayton whose work occupies the intersections of heritage, history and futurity. A (re)awareness of racial and social justice inequities, coupled with restrictions imposed by the COVID-19 pandemic, has once again elevated the resiliency of spirit in which the company was founded. This new three-year strategic plan is a reflection of an ambitious and well informed thought process; merging for-profit and nonprofit management best practices with the artistic process to center the power and artistry of dance and movement to bridge differences, lead innovation, and call in our collective humanity.

The DCDC strategic planning process was a collaborative effort lead by the board of directors in partnership with Michael Kaiser, President Emeritus of the Kennedy Center, the Nonprofit Finance Fund, DCDC executive leadership and administrative staff, and community supporters and resulted in four (4) goals:

- Maintain excellence in Dayton Contemporary Dance Company programs and productions.
- Diversify revenue streams.
- Amplify and market the work of Dayton Contemporary Dance Company locally, regionally, and internationally.
- Engage inventive technology and digitization to further the mission and vision of Dayton Contemporary Dance Company.

What Is The Strategic Plan?

The Strategic Plan is the foundation and guiding document for the overall work of DCDC as an organization. The goals support DCDC's mission and vision and are activated by resources cultivated through earned revenue, grants, and a disciplined approach to fundraising. This plan has measurable goals and objectives with accountability build into the process.

Strategic Plan Goals will be met through Programming, Marketing, Development, and Technology.

Programming:

Develop exceptional choreography, dancers, and arts education programs that (filtered through our mission) serve our audiences, students, and the general public.

- Allocate resources that reflect DCDC's commitment to the personal and professional development of its dancers and program creation.
- Expand national and international touring with new touring programming entitled "The Black Tour" and "Convergence," expand satellite city programming, enhance local and regional programming, and enhance live and digital strategies.
- Enhance in-person programming and outreach with digital distribution.

Development:

Raise money in alignment with the Comprehensive Campaign.

- Focus on major gifts by developing a purposeful, organized, and ongoing program for identifying and cultivating relationships with individual donors that lead to solicitation and stewardship donations.
- Develop a membership program to enable DCDC to have a source of predictable income, cultivate a sense of identification with the organization, thus strengthening their support and their advocacy, and help establish credibility with funders and other stakeholders.
- Cultivate board involvement and create an expectation of 100% participation. Develop very specific challenges, programs, and projects for board members to assist in developing and stewarding.

Technology:

Invest in equipment, software, and relationships that allow DCDC to evolve as a thought leader in arts and innovation; integrating African-American history and culture to incorporate a social justice message that informs and shapes an equitable future.

- Establish Digital and Technology Committee to guide and direct DCDC's digital and technology strategies.
- Use state-of-the-art technologies (i.e., volumetric capture, motion capture with body sensors, and AI video transformation) to enhance performances and elevate audience engagement and experiences. Provide the foundation for DCDC Intellectual Hub and establish DCDC as a major cultural leader in arts and innovation.
- Train staff on new equipment and technologies to increase efficiency, assist in marketing and development efforts, and increase geographical reach.

Marketing:

Obtain or create digital platforms and software, expand marketing databases organically, partner with organizations for marketing purposes, expand utilization of social media tools, and focus on two components: performances and digital program offerings.

FINAL THOUGHTS

Dayton Contemporary Dance Company was founded in 1968, a moment in time when the struggle for social and economic justice for African-Americans was the most divisive and unifying force nationally and international. Over 50 years later, we are still in the painful midst of that struggle. As was the case in 1968, DCDC will continue to move...our bodies, our collective consciousness, and our imaginations.

FOR MORE INFORMATION:

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