

Dance Palace Community & Cultural Center Strategic Plan
July 1, 2014 to June 30, 2017

Mission Statement:

To enrich the quality of life in West Marin by providing diverse cultural, educational and community services in a well-maintained environmentally friendly facility.

Everyday at the Dance Palace someone finds health, happiness, joy or relief. We laugh, cry and celebrate our community together in a way that is truly unique and that brings us together. The challenge in the next three years is to keep the flame burning bright. To be innovative, exciting and challenging. To communicate clearly and effectively the services we offer and enrich the community and ourselves in the process. To equalize access to our space in a way that celebrates our diversity. To have an engaged and enthusiastic and well supported staff. To continue to evolve with our community and surprise them and ourselves with our creative directions and our compassion.

For 43 years the Dance Palace has been the vibrant center of our community. This is where we connect--where we come together to share our lives, our ideas and our talents. It has been exciting and energizing to work with the board and staff to shape our goals for the next 3 years. Inspired by ideas from our stakeholders, we see opportunities to more effectively deliver services and improve our facilities while meeting the challenges that come with a changing community.

The Dance Palace began with a dream and was built by community members working together, giving of themselves and their skills. It will continue to thrive through our collective energy and commitment. We are so fortunate to have this unique treasure that connects, enriches and strengthens our community. Join us in continuing to build the dream.

Ann Emanuels, Board President

“The Dance Palace is a brilliant illustration that the more we give, the greater we live. Its programs nourish some, inspire others, and benefit all who walk through its doors. West Marin is fortunate to have such a success in our midst.”

Marin County Supervisor Steve Kinsey

OUR CORE VALUES

* **COMMUNITY**- Everyone is welcome. We are a place for our entire diverse community to assemble, meet, learn, exercise, share the arts and enjoy ourselves.

***INTEGRITY**- We value honest, open dialogue about all issues and by all people. We embrace transparency in all of our actions and uses of our center.

***EMPOWERMENT**- We encourage and support all members of the community to use the Dance Palace space to share their culture, ideas and talents.

***CELEBRATION**- We celebrate our lives together at the Dance Palace. We are a place to commemorate milestones for our community: births, coming of age, weddings and memorials.

OUR VISION FOR THE COMING THREE YEARS AT THE DANCE PALACE

* To make the Dance Palace financially stable through dedicated, diverse and increased funding sources.

*To increase awareness and appreciation of the Dance Palace through vigorous communication the vital role it plays in the community.

*To foster a sense of shared ownership of the Dance Palace through community led initiatives and more fully engaged community members.

*To substantially improve the facility to enhance the community's experience in using the Dance Palace.

PILLARS AND GOALS: DANCE PALACE STRATEGIC PLAN 2014-17

FUNDRAISING

Intent:

To make the Dance Palace financially stable through dedicated, diverse and increased funding sources.

MARKETING/PUBLIC RELATIONS

Intent:

To increase awareness and appreciation of the Dance Palace through a vigorous communication of the vital role it plays in the community.

FACILITIES

Intent:

Substantially improve the facility to enhance the community's experience in using the Dance Palace.

COMMUNITY ACCESS

Intent:

To engender a strong feeling of community ownership of the Dance Palace and more fully engage community members in its activities.

Process:

This strategic plan was created in a four month period from January through April 2014 during which time the board and staff conducted extensive data reviews and interviews including internal board and staff surveys, town hall meetings, external reviews of key supporters, focus groups of young families, Latino community members, internal data reviews of programs and funding and benchmarking reviews comparing our center to two other similar centers in our region. We culminated this process with a two-day retreat involving our entire board and all staff members.

Plan participants: Dance Palace Board Members: Terry Aleshire, Ann Emanuels, Sarah Hobson, Stephen Horvat, Kathryn Lino, Trish McEneaney, Audrey Piper, Mark Ropers, Carla Ruff, Ernesto Sanchez, Jane Stringer, Susie Stitt, Meghan Sullivan Dance Palace Staff Members: Burton Eubank, Dan Mankin, Kelly McRae, Sue Rahmer and facilitated by Morrie Warshawski.

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