



MCCT Strategic Plan
Board adopted February 2020

MISSION STATEMENT

To entertain, educate and enrich through the arts

Vision Statement:

The Franke Center will be recognized as a leader and premier destination in South Central Michigan for performing arts.

TAG LINE: "Intimate venue. Ultimate experience."

VALUE STATEMENTS:

The Franke Center values:

Education and enrichment for people of all ages, particularly youth

Excellence in programming, operations and governance

Fiscal responsibility and good stewardship of community support

High quality performing arts

Individual and corporate philanthropy

Ongoing engagement of and with donors, patrons, artists, organizations, volunteers and businesses

The fundamental significance and dignity of all individuals and their diverse traditions, heritages and experiences.

The preservation, utilization and maintenance of the Franke Center, its structure and history

Goals/Objectives

85% of all available tickets sold for every performance

20% of total revenue raised through fundraising