

CBCA 2026-2029 Strategic Plan

Goals & Objectives

Goal 1

Align business model and organizational capacity to ensure sustainability, impact, and relevancy.

- **OBJECTIVE 1.1:** Develop and execute a plan to improve organizational efficiency, culture, and optimization.
- **OBJECTIVE 1.2:** Analyze the value proposition of CBCA membership, how it is delivered and how we define success.
- **OBJECTIVE 1.3:** Create a financial plan that prioritizes sustainability.

Goal 2

Foster and expand business engagement in support of arts & culture in Colorado.

- **OBJECTIVE 2.1:** Identify what the business community wants and needs from CBCA.
- **OBJECTIVE 2.2:** Leverage CBCA's value proposition to create and expand opportunities for business engagement with arts & culture communities.

Goal 3

Cultivate statewide presence through awareness, advocacy and activities for and with Colorado communities.

- **OBJECTIVE 3.1:** Increase arts, culture and creative industries advocacy activities and awareness in service to all of Colorado.
- **OBJECTIVE 3.2:** Identify needs and expectations from a select number of Colorado communities to expand CBCA activities that balance organization capacity and community willingness.
- **OBJECTIVE 3.3:** Create and execute an activities expansion plan for pilot communities.

Learn more at cbca.org

