

PowerStart your business today with...

The One Page Business Plan[®]

The One Page Business Plan methodology is the fastest, easiest way to write a plan. Using key words and short phrases plans can be created for a company, business unit, department, project or program... on a single page. This methodology focuses everyone in your company on what is important and critical for success!

Oklahoma Jazz Hall of Fame FY2014 Business Plan



vision

Within the next three years, grow the Oklahoma Jazz Hall of Fame into an international art institution with annual funding of \$250,000, providing preservation, education and performance of jazz to music lovers.

Vision

What are you building?



mission

Creating Unity Through Music

Mission

Why does this business exist?



objectives

- Increase 2014 revenue from \$107,662 to \$129,000.
- Increase 2014 surplus from \$4,878 to \$5,000.
- Increase membership from 400 to 500.
- Increase performances revenue from \$43,000 to \$57,000.
- Increase donations from \$19,884 to \$30,500.
- Increase grants from \$59,784 to \$67,000.
- Increase educational program from 3 to 5.
- Increase staff from 2 to 3.
- Increase volunteers from 15 to 21.

Objectives

What will you measure?



strategies

- Increase revenues and surplus by promoting performances, galas & space rental.
- Build/attract membership base by promotion, advertising & organization.
- Increase performance rev. by offering diverse programming, increasing frequency & mktg.
- Build donations by dev a capital campaign plan, hiring a dev consultant and a grant writer.
- Engage and educate youth by use of library, computers & practices.
- Expand scholarship endowment by corporate & individual donations & grants.
- Improve Board eff. by targeted recruiting, pre-evaluation & involvement through planning.
- Hire world-class staff by developing specific job descs, for key staff, recruiting and selection.
- Attract/retain volunteer base by membership, marketing & external programs.

Strategies

What will make this business successful over time?



action plans

- Complete HR systems job descriptions by 02/28.
- Establish scholarship selection committee by 3/31.
- Roll out volunteer/membership committee by 3/31.
- Report on Board membership committee by 3/31.
- Dev education committee w/staff member in charge of educational programs by 3/31.
- Dev feasibility study by 5/31.
- Recruit & hire additional staff by 07/31.
- Implement the financial plan to achieve revenue & surplus by 09/30.

Action Plans

What is the work to be done?