

New Mexico Music Commission
 Strategic Plan: Goals and Objectives 2016 – 2018 Triennium
 Adopted January 12, 2016

Our Mission: *To protect, promote, and preserve the musical traditions of New Mexico, to foster appreciation of the value of music, and to encourage the educational, creative and professional musical activities of the residents of New Mexico.*

STRATEGIC GOAL	STRATEGIC OBJECTIVE	STRATEGIES	STEPS	PERFORMANCE GOALS
Music Industry Clearinghouse Provide a centralized listing of music events, venues, artists, and music-related businesses for the state’s rich and diverse music industry.	Provide a statewide listing of music activities and events	Create an online music calendar and publish on the Music Commission Web site	Collaborate with Department of Tourism to incorporate functionality of their online arts calendar Collaborate with public sector to incorporate various independently owned music calendars around the state Create a graphical calendar interface	Utilize Department of Tourism’s calendar for queries and inputting new events Research and identify the most robust music calendar in each major city or region throughout the state Coordinate with calendar owners for permission to link to their calendar; provide promo on the Commission Web site as sponsor Work with DCA IT to develop a graphical interface of the state of New Mexico that will activate various local calendars when clicking on a specific geographic area on the map. Launch calendar on NMMC Web site
	Provide a statewide listing of music venues	Create a sub-directory of music performance venues in current New Mexico Music Directory	Collaborate with state agencies and private sector to identify venues	Compile information and input into Music Directory Consider selling ad space on web site as fundraiser
	Provide a statewide directory of artists and music-related businesses	Upgrade currently existing statewide Music Directory	Collaborate with DCA IT to migrate current database to up-to-date technology, with input and query capability.	Integrate music directory into Music Commission Web site.

Subcommittee Chair: Commissioner Estacio