

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
Events and Activities Expand Music Commission's existing events and develop a new high profile signature event to recognize and serve the state's music industry.	Promote the ART2ART program	Expand the ART2ART program from Santa Fe only venues to various venues throughout the state	Create template document outlining the program and its processes Collaborate with NM Arts Music grantees Collaborate with State agencies, museums, etc.	Produce a minimum of four ART2ART events per calendar year
	Solidify the Platinum Achievement Award in the state's vernacular	Elevate awareness of and interest in the Platinum Achievement Award throughout the state	Codify Platinum Achievement Award nomination, vetting, and selection process Solidify branding of the Award Promote the Award	Select a minimum of one Platinum Achievement Award winner per calendar year Partner with existing music-related event to present award in a public ceremony
	Promote the Cultural Collaborative / Historic Sites Concerts.	Expand the State Historic Sites Concerts	Collaborate with DCA, NM Arts, and Historic Sites Collaborate with fiscal agent	Assist in production, and hosting, of at least four concerts each year
	Establish in the next two years a high profile Music Commission signature event in a large population center that does not conflict with any existing events or programs around the state, as a means of raising awareness of the state's Music Industry and the Music Commission.	Collaborate with community partners	Involve at least one event producer in the community	Assemble a broad-base gratis support committee, which could include public officials, to guide event development, budget, spending, etc.
		Promote New Mexico musicians, venues, and event sponsors	Create a list of performers willing to be part of a start up Create a list of venues willing to be part of a start up Create a list of event sponsors willing to be part of start up	Select artist(s), venue, and sponsors for event that ensures a successful fundraiser
		Organize event to serve as a fundraiser for the commission	Involve at least one event producer and community volunteers in process	Execute event

Subcommittee Chair: Commissioner Sanchez