

**Updated July 2024*

STRATEGIC PLAN

2022-2025

The
LOTUS
Project

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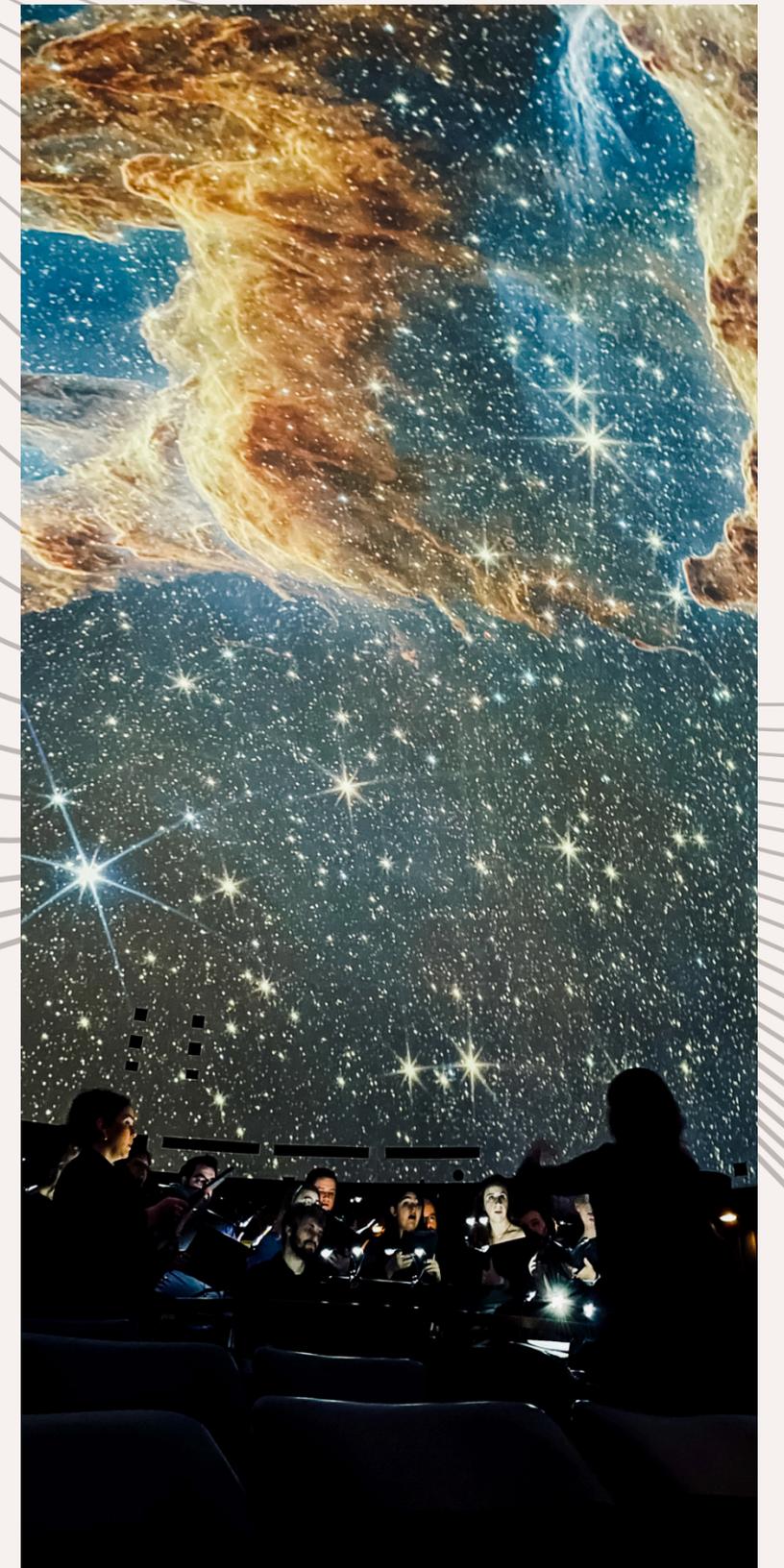


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INTRODUCTION

Overview of the company

At The Lotus Project of Trenton, Inc., we value:

- Integrity
- Artistic Excellence
- Boldness
- Accountability

Since our establishment in 2020, we've been at the forefront of renewed live classical music performances in Trenton. Guided by our core values, we continuously strive for excellence, focusing on expanding our reach, meaningful programs and concerts, and mutually beneficial collaborations with Trenton organizations. With a strong presence in Trenton, The Lotus Project of Trenton, Inc. is poised for sustained growth and success. As of summer 2024, we are on track to launch a pilot music and arts festival in 2025.



OUR VISION

We are audiences, musicians, artists, and humans that live, work, and play in the Greater Trenton area and throughout the Northeastern Corridor. We believe in the transformative power of live artistic encounters and are part of an innovative community that we believe will become the hub to bridge the trailblazing cities of Philadelphia and NYC. Our ultimate vision is to establish a thriving summer arts festival together with the numerous artistic organizations in the Capital City.

OUR MISSION

Our mission is to craft immersive musical experiences in which we can encounter the world with new eyes and a renewed sense of wonder.

We do this through:

- Immersive concerts in non-traditional performance venues
- Compelling stories about our shared human experience
- Highlighting historically excluded voices
- Humanitarian partnerships that engage with and elevate the local community



WHERE WE ARE NOW

Our budget has grown from \$15,000 in our FY22 to \$70,000 for FY25 season. Our work in the past three years to develop community relationships has catapulted us to a position of influence among the performing arts community. We are currently at a crucial point: to take another step forward and maintain our commitment to audiences, musicians, and artists, we need to secure more funding to support the life-cycle process of increased administrative costs..

KEY PROGRAMS



Professional Ensemble

The original, fully professional choral ensemble - the only one of its kind in Trenton. In FY24, we launched the Lotus Festival Orchestra as a step toward realizing our vision and goals for 2025. All musicians are paid in line with industry standards.



Lotus Chorale

The community vocal ensemble of The Lotus Project. 65-75 members that includes college students, young professionals, seasoned musicians, and senior citizens. Membership model allows singers from all walks of life to participate regardless of economic status.



Artist-in-Residence

Now in its fourth year, the Artist-in-Residence program has allowed for season-long collaboration with local Trenton artists to enrich concerts and events and promote the active visual arts scene in Trenton.



Strengths

S

- Quality performances leading to other organizations seeking us out to strengthen their own programs.
- Funding foundation is built on individual donations and sponsorships that are renewable sources of income.

W

Weakness

- Limited staffing creates bandwidth issues for important administrative tasks.
- Young age of the organization and board creates blindspots.

Opportunities

O

- Expanding our funding portfolio presents a significant opportunity to invest in staffing and resources to execute operations.
- Becoming a partner with 120E State Street guarantees us performance and rehearsal facilities upon the realization of their vision.

T

Threats

- Perceived relevance of classical music nationally.
- Economic volatility of Trenton.
- Perceived safety issues in Trenton.

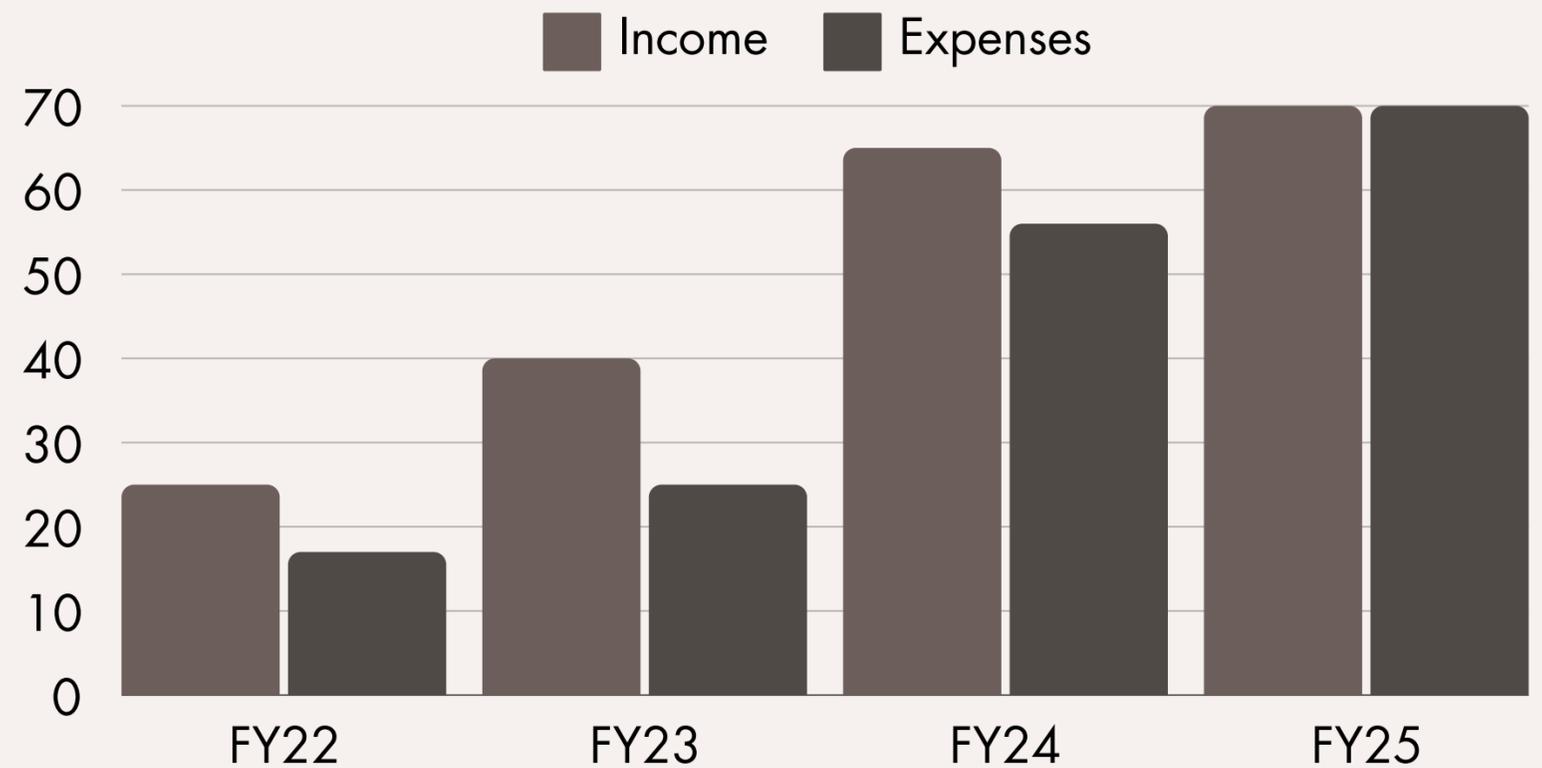
Funding Sources

- Chorale Membership - 31%
- Individuals - 29%
- Sponsors/Ads - 10%
- Foundations - 10%
- Honoraria - 10%
- Concerts - 10%



FUNDING REPORT STATISTIC

Looking at our income and expense totals from the past three years, we are on track to increase our budget for FY25. A conservative approach to expenses has allowed us to complete each year with remaining assets. We are ready to take a leap and plan for a larger scale project like a pilot festival for 2025.



Income vs. Expenses (in \$1,000)

PROBLEMS AND PROPOSED SOLUTIONS

Problems	Solutions
Staff Workload	<ul style="list-style-type: none">• Revisit contractor agreements for key staff to redistribute responsibilities.• Develop committees to include board and community members.• Hire a Choral Manager.
Funding	<ul style="list-style-type: none">• Use QGiv and Bloomerang donor software to manage funding cycle.• Research giving trends during an election year.• Research and apply for well-fit grants to expand portfolio.
Communications	<ul style="list-style-type: none">• Hire a designer to update and maintain content on website.• Identify team members to maintain social media, concert promotion, and appeal communications.

STRATEGIC PLAN

Objectives

- Grow budget to support fair wages and meaningful events.
- Attract high-caliber artists and musicians as part of our core team.
- Establish meaningful and renewable collaborations with Trenton organizations.

Action

- Invest in development and communications software to expand our reach and facilitate stewardship and appeals.
- Offer competitive rates for musicians and artists according to industry standards.
- Meet with leaders of 120 E State Street, Artworks Trenton, Taste Trenton, Capital Harmony Works, Capital Philharmonic to discuss partnerships.
- Host focus group of members to develop Lotus Chorale program.

Key Performance Indicator

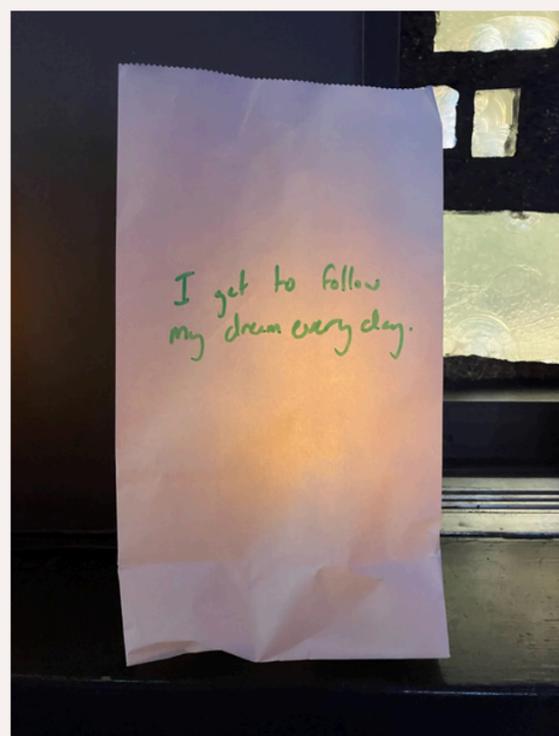
- Securing grant funding and new and recurring donors.
- Securing partners: Artworks, Taste Trenton, and youth music organizations.
- Track member investment through enrollment and financial contributions.
- Track musician and artist quality through documentation and internal reviews.



WHERE WE ARE HEADED

Goals

- Increase funding and revenue to meet the demands of industry expectations for musicians and artists.
- Invest in staff members and streamline administrative processes in development and communications.
- Launch a pilot festival in summer 2025 in anticipation of the Bisesquicentennial in 2026.



Key Performance Indicators

- Securing grant funding from 3 new sources for FY25.
- Hiring a Chorale Manager.
- Identify a CPA to add to board roster.
- Membership satisfaction.
- Returning donors and audience members.



CONCLUSION

After meaningful consultations and collaborations that have all resulted in successful outcomes, we are ready to explore a pilot-version of a music and arts festival in June 2025.

Through in-depth analysis and thoughtful planning, we have identified opportunities for growth, addressed challenges, and outlined actionable steps to drive our mission forward. By leveraging our strengths, embracing our community partners, and remaining agile in the face of change, we are poised to achieve our goals and realize our vision for success.

