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## **Master Plan 2014-2016**

Mission – The Marquette City Band seeks to advance, develop, and foster an interest in and appreciation of music primarily through the presentation of band concerts; and to do any and all things necessary, convenient, useful or incidental to the attainment of its purposes. It serves the general public by providing musical education and experience to band members, especially young members, and by offering musical enjoyment through their concerts, enhancing quality of life in Marquette and contributing to the city's rich culture and history.

*During the three years from 2014 through 2016, the Board of Directors will strive to find new and creative ways of achieving the band's mission and artistic objectives by pursuing the following initiatives, some of which will require seeking greater funding through increased patronage and grants, as well as finding corporate underwriting of some concerts.*

- Continue a minimum of five concerts each summer, plus 4th of July and Bay Cliff concerts.
- Schedule two concerts during the rest of the year, perhaps late January/early February and late April/early May.
- Form small brass and woodwind ensembles to play under the Marquette City Band name for times when crowds are available, for entertainment and visibility, as well as for times of important official and unofficial city occasions.
- Increase stipends for Director and members.
- Broaden marketing to include paid advertising, along with the gratis advertising through other media already in use.
- Sponsor a Community Band Festival as part of one of our summer concerts: Invite individual instrumentalists from other community bands across Michigan and Wisconsin to come for the occasion, along with one additional guest band in full, under the leadership of our director, the director of the guest band, and a special guest clinician.
- Establish appropriate rehearsal and storage space.
- Purchase additional instruments and equipment, especially percussion; large instruments like tubas and bass clarinets, risers, staging and lighting, a portable shell, and a cargo trailer.