

## **Artistic Vision – revised 10/11/17**

The Academy of Music is a values based, non-discriminatory 501c3 organization with the mission enriching the Pioneer Valley's quality of life by offering first class performing arts and film presentations in a historic theatre of national significance. The Academy of Music Theatre seeks the use of the venue for social, educational, and professional events, and to serve a broad and diverse audience through its programming.

In order to carry out this mission, an artistic vision of the Academy of Music includes these goals:

- To nurture and sustain community based organizations and causes that address the needs, concerns and hopes of the Pioneer Valley to serve the widest audience possible while benefiting said organizations and causes.
- To identify less recognized local and regional performing arts organizations with potential to contribute to the cultural landscape of the Pioneer Valley. To guide and nurture those organizations toward successful projects at the Academy of Music by: strategizing optimal costs, using creative solutions to work with other organizations, maximizing impact, building audiences, and networking with like minded arts groups.
- To identify and present globally and nationally recognized events that address ideas, concerns and hopes that resonate in our community. To affiliate these works of a global/national stature with the work of community based, organizations with the goal of challenging and inspiring audiences with powerful and transformative work.
- To determine underserved audiences and new audiences that have not yet been developed and craft programming that serves those audiences.
- To identify organizations that have a history in our community of creating performing arts of merit in the Pioneer Valley, to invite them to be resident companies, and to provide a home, support, guidance, and consultation to them. To guide and nurture those organizations toward successful projects at the Academy of Music by: strategizing optimal costs, using creative solutions to work with other organizations, maximizing impact, and building audiences. To enhance and clarify the branding of the Academy of Music by educating the public that resident companies provide the family within the household of the Academy, and that supporting the Academy supports the resident companies.
- To produce and present educational programming that offers the opportunity to explore the creative process in a safe and nurturing environment while meeting each child where he or she is in her development regardless of experience or ability. To provide a performance home for a variety of performing arts educators and organizations locally, regionally, nationally and globally.