

TRIANGLE *

Swing Dance

* SOCIETY



CORE PURPOSE & STRATEGIC PLAN

INTRODUCTION

Triangle Swing Dance Society updated and clarified its mission, vision, values, and strategic goals during 2020-2021. This is a report of that endeavor.



CONTENTS

- * Core Purpose - why we do what we do
- * Brand Vision - our long range goal for the community
- * 3-5 Year Strategic Goals - plans to achieve our vision

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MISSION

Triangle Swing Dance Society's mission is to promote swing dance and live swing music in the Triangle region.

PURPOSE

Community plus connection equals magic.

VISION

Everyone in the Triangle knows the wonder of Swing dancing, and Triangle Swing Dance Society dances are a preferred activity of its residents.



WE VALUE:

A space that is welcoming to all people.

We believe in providing an inspiring, positive, and inclusive experience with quality venues, authentic swing music, and a little bit of magic.

The history of vernacular swing dances.

We honor the people and places that originated them, the music that inspired them, and how they have evolved in today's culture.

Beginners!

Anyone at any level is welcome to dance with us!

Fun and joy!

Dance is all about personal expression; there are no mistakes, only variations.

Asking people to dance, especially strangers.

Our community gets stronger with each new connection.

Consent

Anyone can say yes or no to any dance, or stop a dance at any time for any reason.

Communicating and listening...

to verbal and non-verbal cues we receive before, during, and after a dance.

Safety and comfort.

We want you to feel at ease and free from pressure or discomfort.

Freedom to dance any role at any time.

Lead, follow, switch, and solo.

Friendliness, politeness, and generosity towards all.

Supporting the entire community of Swing-jazz artists.

Jam circles for everyone, no matter your skill level!



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BRAND VISION

The TSDS Board developed a vision word cloud for the brand through a strategic process of brand analysis, vision exercises, and market research.

This visual was a result of a collaborative group effort and serves as a guiding light. This is the aim for how we want to serve our community and how the community perceives our organization.

artistic authentic competent creative culturally dynamic edgy
educational energetic exciting fresh fun generous
inclusive innovative inspiring intentional inviting
magical memorable playful powerful
professional rebellious safe supportive trustworthy vintage welcoming
whimsical



STRATEGIC GOALS

The Triangle Swing Dance society's strategic plan charts the major milestones we're committed to achieving during 2021-2026.

The Board was focused on some key areas:

- * Reach new audiences.
- * Engagement of existing audiences.
- * Education and advocacy of Swing dance culture.
- * Operational processes and procedures.

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GOAL NO. 1

Update TSDS's outward branding, communication, and marketing strategy to grow TSDS's following and attract residents of the Triangle we do not currently reach.

GOAL NO. 2

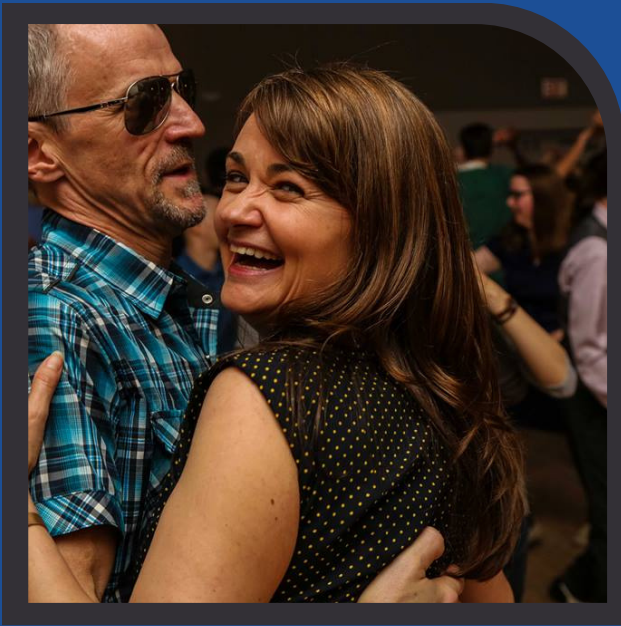
Improve the experience and follow-up of our events in order to increase repeat attendance, build community, and foster warm fuzzies and brand loyalty.



GOAL NO. 3

Create a structured, dedicated educational arm of TSDS to help fulfill its mission, educate dance enthusiasts, meet demand, and diversify revenue streams.





GOAL NO. 4

Conduct operational structures inventories to evaluate what needs to happen, what can we stop doing, and what can be updated and improved to save time and resources.

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ENCHANTED EVENINGS,
REIMAGINED



We're jazzed you're jazzed.

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