

Makersmiths

This is my overall compilation of director submitted 1, 3, 5, and 7+ year visions and plans.

I boiled this down from the approximately 300 lines of input.

Strategy	Tactics
Facility. Having Continuous availability of desirable workspace	Renew leases at both locations. Potentially pursue purchase of Leesburg facility (if not as a permanent space, then as an investment earmarked for future appreciated sale to finance new). Acquire/build a new larger more capable and conveniently located facility.
Education. Involvement in the communities which we serve	More Classes, Workshops, and Events. Appearances at special events (fairs, shows, etc.)
Facility - Equipment Having desirable and functional equipment.	Equipment acquisition, maintenance, access control, and consumables
Viability	Membership growth. Membership retention. Expanding awareness of what we do and the tools, facilities, and resources available. Determining churn and developing programs to hang on to new members. Grow the Facility Reserve Fund
Value - Positioning Increasing perceived value.	Making known the things we do for the community and emphasizing our value as a local resource.

The detailed plan contains many lines of tactical actions to achieve the strategies outlined above.

I think it's pretty clear what differentiates us from other local resources and where we excel. Our core business is that we offer the ability to work with advanced tools in a expansive facility, and workshops to both expand knowledge and as recreational opportunities.

Our next steps would be to prioritize these items, assign responsible principals to the high priority tasks, have the principals submit plans, budgets and timelines, and then have the board assign resources to selected tasks.