

NTC FOUNDATION

2022-2026 STRATEGIC FRAMEWORK

OUR MISSION: To enrich the lives of San Diegans by renovating 26 historic buildings at the former Naval Training Center to create, facilitate and operate a broad-based complex focused on experiencing the arts, culture and creativity that are the hallmark of the San Diego region.

OUR VISION: Provide dynamic opportunities for the community and region to benefit from a physically vibrant, historic and inspiring campus by advancing the ARTS DISTRICT to be a leading international destination that nurtures, convenes and showcases discourse, excellence and diversity in arts, culture and creativity.



ARTS DISTRICT
LIBERTY STATION

VALUES

- ★ IDEA - Inclusion, Diversity, Equity and Access
- ★ Community-oriented
- ★ Collaborative
- ★ Adaptable/resilient
- ★ Trusted
- ★ Impactful
- ★ Innovative
- ★ Accountable/responsible

PLACE

- ★ Finish and maintain our 26 buildings that comprise the NTC Foundation's flagship project
- ★ Work with Liberty Station Community Association and other entities to optimize outdoor areas
- ★ Create an iconic, inviting place for everyone

PROGRAMMING

- ★ Cultivate all facets of an arts and culture destination
- ★ Stage and encourage a variety of exciting events
- ★ Leverage opportunities, e.g., World Design Capital 2024

PARTNERSHIPS

- ★ Become more by working with public sector entities
- ★ Become more by integrating with community organizations
- ★ Become more by collaborating with special interest organizations

PEOPLE

- ★ Continue to build skilled, diverse, resilient Board and staff
- ★ Support and curate a world-class creative community
- ★ Continually expand our audiences and broaden our reach

PROSPERITY/POSTERITY

- ★ Enhance our fundraising appeal and success
- ★ Maintain a focus on balancing revenue and mission
- ★ Evolve into the optimal steward of this vibrant asset post-build-out