

THE VISION/TRACTION ORGANIZER

THE SUMMIT

VISION

CORE VALUES	1. Musically Adventurous 2. Respect for our Communities & Each Other 3. Community Focused 4. Adaptable & Willing to Grow 5. Driven	3-YEAR PICTURE (2025)	
CORE FOCUS	Passion: Serve our community by bringing people together through our love of music. Our Niche: Connecting, educating, and engaging through worldwide, local music discovery, and other experiences with a focus on NEO.	FUTURE DATE: 6/30/2025 REVENUE:	WAPS \$1.475M Friends \$.300M
6-YEAR TARGET (2028)	Ownership Alignment; \$2.5M WAPS & Friends combined revenue; \$1M Friends Endowment	PROFIT WAPS neutral MEASURABLES	2,800 members @ \$150 -- \$420K 200 RG members @ \$1500 - \$300K
MARKETING STRATEGY	Target Market/"The List" 3 Uniques: Musically Adventurous: curated, new music; deep tracks; multi-genre & eras; Community Focused: philanthropic; education; wellness Committed to Local Music: local music & experiences; local musician Proven Process: No Guarantee: We guarantee that you will hear music content 95% of the time	What does it look like? *All brands under The Summit FM *Right People Right Seats *More Staff & Support *Key Processes Documented & followed by all *Major Giving \$300K *Members \$420K *Underwriting \$750K *New Products (Digital & Programming) \$140K	

TRACTION

1-YEAR PLAN		ROCKS		ISSUES LIST
FUTURE DATE	6/30/2023	FUTURE DATE	6/30/2023	Sales Team Structure EOS as tool/learning What is surplus projection - WAPS & Friends "Programming One Sheet" Process Documentation Measureables for All >90 Days - Ownership Alignment >90 Days - Understand UBIT
REVENUE	\$1.075M	REVENUE	\$975K	
PROFIT	Neutral	PROFIT	Neutral	
GOALS FOR THE YEAR:		ROCKS FOR THE QUARTER:	WHO	
	<ol style="list-style-type: none"> 1 The Summit FM COMPLETE 2 Restructuring Plan COMPLETE 3 ALL RPRS by 12/31/23 4 50% of all key processes documented and followed by all 6/30/23 5 2125 members @\$130 - \$400K (incl. RG) 6 Friends \$100K 7 Underwriting \$550K 8 Misc \$25k 9 New software & website COMPLETE 10 RnR & KidJam cease to exist COMPLETE 11 Summit Wellness programming COMPLETE 12 New product development plan by 12/31/23 13 Resource Structure & Review 14 Red Guitar Move Up Event COMPLETE 15 Wealth Analysis 16 Analyze members for underwriting potential 	Deficit Mitigation: <ol style="list-style-type: none"> 1. Project YE/APS View 2. Determine cost cutting measures 3. Review Scenario w/ APS 4. FY24 Budget Planning & Approval 	Tommy & Michelle	
		Restore Team Health: <ol style="list-style-type: none"> 1. TB & AJ Address differences one on one 2. Report out to group 3 Policies & procedures on handling conflict 4. Show significant progress by 6/30 	Tommy	
		EOS Rollout: <ol style="list-style-type: none"> 1. Share accountability chart at town hall meeting 2. Included L10 terminology in staff meetings 	Michelle	