



## AJMF7 Strategic Goals and Objectives Update (May 1, 2016)

1. *Establish our signature program, the Spring Festival, as a must-attend event for Jewish music fans across the Southeast and greater United States.*

Determined by “How often do you attend AJMF events?” from Spring Festival event survey.

Season:	Weekly:	Monthly:	Yearly:	First AJMF event:	Total:
AJMF7 (2016)	7 (3%)	23 (10%)	91 (39%)	113 (48%)	234
AJMF6 (2015)	5 (2%)	20 (10%)	70 (34%)	109 (54%)	204
AJMF5 (2014)	2 (1%)	17 (8%)	69 (35%)	112 (56%)	200

2. *Expand AJMF’s presence as a major, year round programmer in Atlanta’s arts and Jewish communities.*

Determined by number of events per season.

Season:	Spring Fest events:	Year-round events:	TOTAL events:
AJMF7 (2016)	17	56	73
AJMF6 (2015)	12	43	55
AJMF5 (2014)	6	15	21
AJMF4 (2013)	4	14	18
AJMF3 (2012)	5	7	12
AJMF2 (2011)	3	5	8
AJMF1 (2010)	1	n/a	1

3. *Energize AJMF's core demographic (young, Intown, unaffiliated Jews) to broaden our community and be a pathway for connecting recent arrivals to Jewish Atlanta.*

Determined by age given at Spring Fest surveys:

Season:	teens:	20s:	30s:	40s:	50s:	60s:	70+:	TOTAL:
AJMF7 (2016)	5 (2%)	31 (14%)	57 (25%)	34 (15%)	41 (18%)	46 (20%)	14 (6%)	228
AJMF6 (2015)	6 (3%)	50 (23%)	35 (17%)	25 (12%)	53 (25%)	34 (16%)	8 (4%)	211
AJMF5 (2014)	5 (3%)	42 (21%)	56 (28%)	35 (18%)	34 (17%)	25 (12%)	2 (1%)	199
AJMF4 (2013)	4 (2%)	29 (11%)	98 (38%)	51 (20%)	61 (24%)	10 (4%)	2 (1%)	255

Determined by zip code given at Spring Fest surveys:

Season:	Intown Atlanta (ITP ATL)	Outside Perimeter North (OTP North)	Outside Perimeter other	Outside Atlanta	TOTAL:
AJMF7 (2016)	139 (58%)	67 (28%)	10 (4%)	24 (10%)	240
AJMF6 (2015)	97 (46%)	70 (33%)	10 (5%)	34 (16%)	211
AJMF5 (2014)	115 (58%)	58 (29%)	11 (5%)	16 (8%)	200
AJMF4 (2013)	126 (49%)	63 (25%)	29 (11%)	37 (15%)	255

Determined by affiliated given at Spring Fest surveys:

Season:	Synagogue Member:	Jewish org (non- synagogue):	Unaffiliated:	TOTAL:
AJMF7 (2016)	108 (45%)	49 (20%)	83 (35%)	240
AJMF6 (2015)	70 (40%)	38 (22%)	68 (38%)	176
AJMF5 (2014)	68 (34%)	49 (25%)	83 (41%)	200
AJMF4 (2013)	48 (19%)	19 (7%)	188 (74%)	255

4. *Support local artists through incubation programs like open mics, artist workshops, collaborative experiences and contests.*

- 10 events featuring teen musicians including Teen Open Mics on Aug. 30 and Dec. 13 plus our inaugural Teen Battle of the Bands on March 27. Teen artists hired for Kosher BBQ Competition and Festival (Oct. 18) and JF&CS Mitzvah Day (Oct. 25) plus Acoustic Shabbats throughout the season (Nov. 20, Jan. 29, Feb. 12, Feb. 26 and April 8).
- 3 artist workshops lead by visiting musicians Kirtan Rabbi (Limmud, Sept. 4-7), Promised Land (Dec. 14) and Hadar Noiberg Trio (March 10).
- 49 Spring Fest and year-round events featuring local artists (out of 73 through April 29).
- 25 local Jewish musicians/groups supported by AJMF with paying gigs and/or in-kind marketing: Baal Shem Tones, DJ Camille, Michael Chesin, Drew Cohen, Rueben 'Prodezra' Forney, Gayanne Geurin, Hello Goodbye Peace, Robbie Horlick, Tristan Hulsebos, Ian's Friends' Band, Klezmer Local 42, Tony Levitas, Nick and the Grooves, No Kommentar, Sammy Rosenbaum, Roger Ruzow, Beth Schafer, Ian Schumacher, Tyler Sherman, Shira Solomon, Eli Sperling, Sunmoon Pie, Ultimate Loophole, Zale, DJ Mike Zarin
- 1 artist commission (Aviva for MACoM)

5. *Attract diverse Jewish artists from all over the world and present these unique performances throughout Atlanta.*

- 7 visiting artists from across the world including A-WA, David Broza, G-nome Project, Jaffa Road, Achinoam Nini (NOA), Promised Land and Yoni Rechter.

6. *Connect with more established and emerging Jewish and arts organizations in Atlanta to increase creative collaborations and create a more joyous and rhythmic community of ruach (spirit).*

See “AJMF partner history chronologically (through first 7 seasons):”

- Emerging Jewish: Atlanta Jewish Academy, Hebrew Order of David (HOD Atlanta), InterfaithFamily Atlanta, Jewish Kids Groups, Judaic Mosaic, The Kehilla, Limmud Atlanta+Southeast, Metro Atlanta Community Mikvah (MACoM), ModernTribe, Moishe House, PJ Library, SOJOURN
  
- Established Jewish: Ahavath Achim, American Jewish Committee / ACCESS, Congregation Ariel, Atlanta Jewish Film Festival (AJFF), Chabad Intown, Congregation Bet Haverim, Congregation Beth Shalom, Congregation Beth Tikvah, Congregation B’nai Torah, Breman Museum, Davis Academy, Temple Emanu-El, Hillels of Georgia, Consulate General of Israel to SE, Israel Ministry of Tourism, Jewish Education Loan Fund (JELF), Jewish Family and Career Services (JF&CS), Jewish Federation of Greater Atlanta (JFGA), Marcus Foundation, Marcus Jewish Community Center of Atlanta (MJCCA), North American Federation of Temple Youth (NFTY), Congregation Or Hadash, Congregation Or Veshalom, Congregation Shearith Israel, Temple Sinai, The Temple, United Synagogue Youth (USY), Weber School
  
- Emerging arts/community: Aisle 5, ATL Collective, City Winery Atlanta, Crema Cafe, San Fran Coffee, Steve’s Live Music, Terminal West, Venkman’s
  
- Established arts/community: Atlanta Community Food Bank, Atlanta Jazz Festival, Columbus Museum, Emory University, Fulton County Arts and Culture (FCAC), Mayor’s Office of Cultural Affairs (OCA), Naturally Occurring Retirement Community (NORC)

7. *Diversify AJMF’s audience base to include more students, young families, synagogue members, non-Jews and Jews from all faiths and backgrounds.*

Need to deepen surveys to know...