



STRATEGIC PLAN OVERVIEW

January 2026-December 2029

Our Mission Statement: To promote inclusivity, equity, and strive for an affirming community, and provide a safe network of all varieties of resources for LGBTQIA2+ individuals who share a common vision.

Vision Statement: Muskegon Pride Center is a not-for-profit 501(c)(3) Public Benefit Corporation that hosts a variety of social support, health support, entertainment, educational, and other activities to sustain services through diversified funding sources.

GOAL 1: Offer diverse and inclusive programming to support social connectedness and enrichment for the Muskegon County pride community

- OBJECTIVE 1a: Continuously expand and improve the annual Muskegon Pride Festival
- OBJECTIVE 1b: Ensure signature programs continue to meet the needs of the community
- OBJECTIVE 1c: Expand communications and social marketing efforts to increase community engagement

GOAL 2: Maintain a cohesive and aligned Working Board to support the expansion and direction of Muskegon Pride

- OBJECTIVE 2a: Improve and refine board operations to support implementation of the strategic plan
- OBJECTIVE 2b: Implement strategies to support Board team building and relationship development

GOAL 3: Open a community Pride Center to offer the community a dedicated safe space with tailored resources, education, social engagement, and support

- OBJECTIVE 3a: Develop and implement a business plan for opening a local Pride Center
- OBJECTIVE 3b: Develop and implement fund development plan to ensure sustainable resources