



Deep Roots Strategic Plan 2025–2028

One Page Summary

We're excited to share the direction that will guide Deep Roots over the next few years. Our focus remains simple: **celebrating music, culture, and community in the Annapolis Valley.**

What We're Working Toward

- A strong, welcoming community connected through music
- Meaningful relationships between artists, audiences, and cultural groups
- A sustainable, resilient organization that can keep delivering the festival you love

Our Priorities

1. Celebrate Our Musical Heritage

We'll highlight the stories, artists, and cultural traditions that make this region special — all year long.

2. Grow and Connect Our Audience

More family-friendly events, more youth involvement, and more partnerships that bring people together.

3. Support Local Artists

Workshops, mentorship, and performance opportunities to help emerging and established artists thrive.

4. Build Long-Term Sustainability

Strengthening our volunteer base, improving succession planning, and diversifying funding so Deep Roots stays strong for years to come.

Why It Matters

Deep Roots has always been about community. This plan helps us honour our past, respond to the present, and build a vibrant future for music in the Valley.

We're grateful to everyone who helps make Deep Roots what it is — artists, volunteers, members, partners, and audiences. Here's to the next chapter.