

Williamston Theatre Strategic Plan 2017-2022 (Updated March 2019)

Mission: As a professional Equity Theatre, we offer our audiences a diverse array of intimate storytelling experiences.

| Pillars | Growth | Improvements | Furthering the Art Form | Audience Cultivation |
|--|---|---|---|--|
| Five- Year Goals | <ol style="list-style-type: none"> 1. New Corp. Donors (Annually) 2. Tech. Director/ Prod. Mgr. (2019-2020) 3. Office Mgr. (2020-2021) 4. ✓House Manager (2018-2019) 5. Rehearsal space (2021-2022) 6. ✓Outreach Programming (Ongoing) | <ol style="list-style-type: none"> 1. Pay 4th core staff (2019-2020) 2. Robust ticketing/donor database system (2021-2022) 3. ✓Three yr. physical plant plan (2019- 2021) 4. Re-Branding and Development of Robust Marketing Plan (2021-2022) 5. Enhance board size and diversity (Ongoing) | <ol style="list-style-type: none"> 1. ✓Expand role in National New Play Network (NNPN) (2018-19) 2. ✓Dedicated to inclusive casting and gender parity in employment (Always) 3. Protect current audience assets w/ popular shows & expand audience with more challenging material (Annually) 4. Introduce & showcase new artists (Ongoing) 5. Continue to be represented at national conferences (Ongoing) 6. Create/develop/encourage original works to address/reflect current issues & changing dynamics (Ongoing) 7. Re-define what a live performance looks like (Ongoing) 8. Celebrate MI Artists (Ongoing) | <ol style="list-style-type: none"> 1. ✓Make all artists part of the cultivation (Ongoing) 2. Make people aware of opportunities for low-income populations to see shows (Ongoing) 3. Tell stories/produce shows/cast actors that represent “other” communities & individuals (Ongoing) 4. Seek to be better represented in local arts community and conversations (Ongoing) 5. Collaboration with other professional resident art companies (Ongoing) |
| Challenges | <ol style="list-style-type: none"> 1. Finances 2. Space availability 3. Fulfilling community need 4. Focus on Priorities 5. Burnout | <ol style="list-style-type: none"> 1. Money 2. Time 3. Knowledge 4. Burnout 5. Health 6. How do we get more help | <ol style="list-style-type: none"> 1. Money 2. Time 3. Man/Women power 4. Taking the risk of working with strangers 5. Community pre-conceived ideas | <ol style="list-style-type: none"> 1. Event participation drains resources - people, time & money 2. Free and reduced tickets take away \$’s 3. Finding the right story & audience 4. Finding spaces |
| Strategies | <ol style="list-style-type: none"> 1. Finding talent 2. Grants/Funding 3. Succession Planning 4. Identify who cares about these issues/audience to find funding and coordinate w/other orgs, both commercial and non-profit. 5. Identify audience for outreach | <ol style="list-style-type: none"> 1. Capital Campaign for building upgrades 2. ✓Capital Improvement Plan should include specifics 3. Expand online presence 4. Better audience integration with online presence (interactivity) 5. Create promotional content annually (articles, videos, photos) | <ol style="list-style-type: none"> 1. Develop collaborative partnership with other regional theatres to commission new work 2. Seek out specific financial partnerships w/orgs/corps that would benefit from the connections made (e.g. NNPN) 3. Grant money 4. Challenge our own assumptions/biases 5. Communicate to the acting community when roles are open to their identity 6. See more shows regionally to meet/see more artists with talent | <ol style="list-style-type: none"> 1. Work with local businesses and organizations to build special events off of already existing performance schedule (i.e. special dining events with restaurants, corporate events). 2. Develop professional “brand” in collaboration with other professional resident art companies. Cross promote through specially featured performances/exhibits. 3. Target audiences based on performance & provide ticket opportunities. (e.g. Veterans). |
| Our vision is guided by these core values: Excellence, Inclusion, Creating a Sense of Place, and Sustainability | | | | |