

Williamston Theatre Strategic Plan 2017 – 2022 (Updated February 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. (2019-202) 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. Move Dark Nights readings to location appropriate to new specific audience (2017-18) 2. Pay 4th core staff (2019-2020) 3. Robust ticketing/donor database system (2021-2022) 4. ✓ Three yr. physical plant plan (2019- 2021) 5. Re-Branding and Development of Robust Marketing Plan (2021-2022) 6. Improved marketing plan (Annually) 7. 100% Buy in from all artists: \$ or volunteer (2017-2018 Season) 8. Continue to celebrate MI Artists (Ongoing - ?? Should this be in Furthering the Art Form??) 9. 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) 	<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. Bring performances into communities. (2018 – 2019) 5. Become an active presence in select local events. Seek to be better represented in local arts community and conversations (Ongoing) 6. Collaboration with other professional resident art companies (Ongoing)
Challenges	<ol style="list-style-type: none"> 1. Finances 2. Space availability 3. School/Young people interest in Outreach 4. Fulfilling community need 5. Focus on Priorities 6. 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 & for & not for profits 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) 6. MSU or local interns studying marketing 	<ol style="list-style-type: none"> 1. Develop collaborative partnership with other regional theatres to commission new works (2020-2021?) 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"> 4. Take performances to communities that are traditionally ignored or those that traditionally do not go to the theater 2. Put troupe together for outreach events 3. Offer tickets to underserved/under-attending audiences 4. 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). 5. Develop professional "brand" in collaboration with other professional resident art companies. Cross promote through specially featured performances/exhibits. 6. 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				