



**BEST MEDICINE REP THEATER COMPANY
STRATEGIC PLAN 2021 - 2024**

STRATEGIC OBJECTIVE #1: Increase visibility in Gaithersburg, Montgomery County, and the DC Theater Community.

HOW:

- Hire a part-time marketing person/general manager by January 2022.
- Partner promotions with a restaurant in Season 5
 - 2 restaurants in Season 6
 - 4 different restaurants in Season 7
- Offer classes/internships to a local high school and/or Montgomery College students
- Establish partnerships with other theater companies.
- Join the Chamber of Commerce.
- Expand board to 12 members by March 2022, and 15 by March 2023.
- Create a touring show for children by the beginning of Season 7.

KEY RESULTS:

- Attendance at 40% capacity by the end of Season 5 (2022), 50% by the end of Season 6 (2023), and 80% by the end of Season 7 (2024).
- Annual classes/residencies for high school students by the end of Season 6.
- Semi-annual rentals of our space by the end of Season 7.
- Sponsorships return to pre-pandemic levels by the end of Season 5, with a 20% increase by the end of Season 6, and a 50% increase by the end of Season 7.

STRATEGIC OBJECTIVE #2: Find a more permanent venue with a long-term lease by the end of Season 7 (June 2024).

HOW:

- Expand board responsibilities to include annual fundraisers, give/get donations, and encourage them to bring new audience members.
- Identify and recruit new board members with fundraising capabilities.
- Explore the possibility of partnering with other small professional theater companies to form a consortium.
- Hire a full-time Executive Director with grant-writing and fundraising experience by June 2024.
- Create mentorship program for new and current board members to take over responsibilities of the executive committee.

KEY RESULTS:

- Double the size of the budget by June 2023 (\$120,000). Double it again by June 2024 (\$240,000).

STRATEGIC OBJECTIVE #3: Best Medicine Rep Theater Company agrees to abide by the following action items to promote diversity, inclusion, and equity in our work:

- We will create new learning opportunities and formal, transparent policies as we strive for cultural competency throughout our organization.
- We will take action to improve diversity, inclusion, and equity in our board and leadership positions.
- We will identify resources for our underrepresented constituents by networking with other organizations that are also committed to efforts for diversity, inclusion, and equity.
- We will develop internal resources that demonstrate our commitment to diversity, inclusion, and equity and present them to our members and members of our community.
- We will endeavor to create awareness and address biases during our recruiting.

