

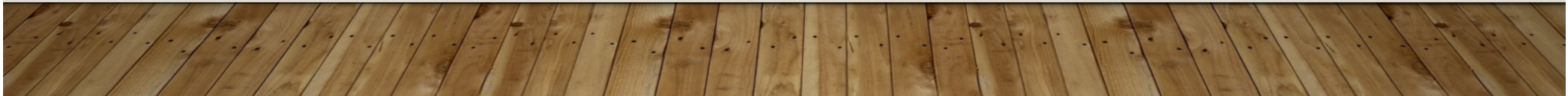
WILLIAMSTON THEATRE

STRATEGIC PLAN

2021

MISSION

Williamston Theatre is a professional regional theatre that offers a diverse array of intimate storytelling experiences to entertain, build a sense of belonging, and foster empathy for the human journey.

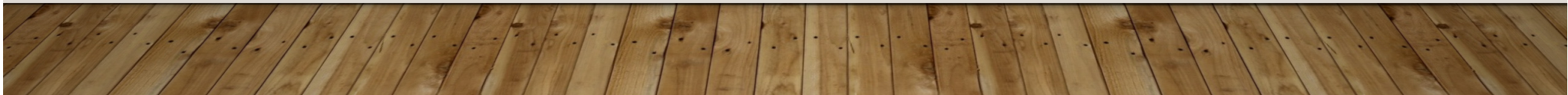


PRACTICAL VISION

In 3-years, Williamston Theatre will have brought national attention to a new play and created public discussion surrounding the production, the artistic team, and the work.

VALUES

- **Excellence** - We collaborate to create an atmosphere that empowers artists to do their finest work. Our rigorous standards reflect our commitment to excellence in every area of production. We take pride in our outstanding track record of returning artists and in nurturing an audience that expects to be challenged.
- **Inclusion** - We are committed to an environment that fosters diversity, openness, and integrity. We respect varied backgrounds in work and life experiences.
- **Creating a sense of place** – We believe that we enhance our region by paying creatives and encouraging them to create! We invest locally – in both talent and products. We foster civic dialogue with art at the center and endeavor to be a highly respected artistic home for our region, which encompasses Williamston and the Greater Lansing area.
- **Sustainability** – We use the theatre’s resources mindfully, investing in a vital future for our institution.



BARRIERS

- Audience base is not diverse, broad or expansive enough
- Communications are not linked or coordinated
- The community, in form of people & business, are not connected to the theatre
- Current budget, pay structure, and staff size and skill set is inhibiting growth

STRATEGIC DIRECTIONS (3-YEAR)

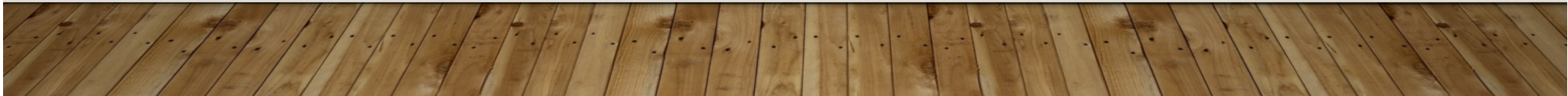
- Expanding community outreach
- Initiating strategic relationships with influencers and corporations
- Venturing into artistic collaborations
- Enhancing the organizational capacity of the theatre

STRATEGIC PLAN: 12 MONTH ACTION PLAN

Strategic Direction: *Expanding community outreach*

Objectives

- Increase partnerships with memberships and social justice groups
- Enhance the number of community engagement programs conducted by the theatre
- Explore diverse stories onstage
- Position the theatre with community groups/events to promote the theatre
- Increase outreach to diverse communities in the area



STRATEGIC PLAN: 12 MONTH ACTION PLAN

Strategic Direction: *Initiating strategic relationships with Influencers and corporations*

Objectives

- Launch a major donor/legacy giving program
- Expand corporate sponsorships
- Invite social media influencers to shows
- Engage regional influencers, businesses and organizations to partner on shows with relevant themes

STRATEGIC PLAN: 12 MONTH ACTION PLAN

Strategic Direction: *Venturing into artistic collaborations*

Objectives

- Initiate partnerships with other theatre companies on shows
- Position Williamston Theatre as “the place to be and be seen”
- Develop partnerships with MSU and Wharton
- Expand diversity of artists

STRATEGIC PLAN: 12 MONTH ACTION PLAN

Strategic Direction: Enhancing the organizational capacity of the theatre

Objectives

- Increase the marketing and communication supports
- Commission scripts for development of shows
- Develop position for youth outreach