

Strategic Plan 2023-2025



WHERE COMMUNITY COMES
TOGETHER

*Together, we impact lives
through Entertainment,
Education and Engagement.*

Vibrant programming

Enhance educational opportunities for all ages
Explore additional theatrical opportunities for our volunteers
Develop Pop-Up Theatre, revitalizing the spirit of studio theatre

Community Engagement

Pursue meaningful partnerships throughout our community
Participate in community events
Originate dialogue and share resources
Increase active volunteer base

Sustainable future

Build endowment support and generate sustained giving
Implement lead and major giving programs
Create facilities master plan for renovation and possible expansion
Develop future organization and infrastructure

Identifiable Brand

Communicate our mission effectively, aligning program identities
Establish consistency in branding and marketing strategies
Enhance exterior image of the building

Creativity

Quality

Inclusiveness

Volunteers

Community