

STRATEGIC PLAN 2020-2022

Responsibility **Tracking:** **Target** **Detail**
Complete On track Due Behind Schedule

Value *Fiscal Responsibility*

Objective Increase endowment

BoT		2020	Hold educational meeting on endowment process
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ED		2020-2022	Inclde endowment and Legacy Circle message in patron/donor communication
		Jan-20	Included in show program and survey cards

Objective Expand grant opportunities

ED		2020	Identify grant researcher and writer
	X	January	Contracted with Betsy Willis to write 2020 grants

ED		2020	Research grants beyond our annual MCAC and Worthington
	X	Jan-May	Identified projects for Impact 100 and Biederman

BoT		2021	Establish a grant ad hoc of the BoT
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Objective Improve donor relations and communication

ED/Staff		2020	Implement CRM tool
	X	Feb-March	Theatre Manager implemented

ED/Dev Com		2021	Develop a donor communication plan
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Objective Increase Donor base

ED/Dev Com		2021	Develop a donor engagement plan
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Value *Fiscal Responsibility CONT.*

Objective Update facility

Staff		2020	Review building and identify any safety - improvement needs
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Deb/Gary X Jan-20 Identified stage and theatre improvements to incorporate into grants
Deb/Gary X Jan-Feb 2020 Developed plan and replaced all building lights to LED

Staff/BoT 2020 Update feasibility study
January Formed a building Ad Hoc committee, proposal for Board pending

BOT 2021 Explore building expansion

BoT 2021 Campaign formation

Objective Structure staff to meet current needs

ED 2020 Assess Organization structure and modify to meet needs
X January Changes made to current positions: Office Manager, Artistic Manager, Box Office Asst.
X March Job posted for PT Marketing Manager, finalists identified
Post and hire PT Business Manager

Value CREATIVITY

Objective Update and increase marketing efforts

Staff 2020 Create a segmented marketing plan

Staff 2021 Develop quality brand standards

Value **Quality**

Objective **Analyze Studio fit for OTP**

BoT	2020	Develop a plan for Studio: Programming, financial and space
ED	Jan-Mar	Worked with AC on selection based on 5 year history with no musicals

Objective **Expand Young Company program expansion**

Staff	2020-2021	Explore additional Young Company Programming
	April-June	Develop trials for non school day workshops

Value **Membership**

Objective **Need a value proposition for membership**

BoT	2020	Analyze donors vs members and determine strategy
ED	2020-2022	Continually increase benefits of membership ongoingly BOGO offers on shows
Staff	2020	Updating member info in Theatre Manager March-June Merging accounts, adding skills, participation, etc.