

THR 486 Theatre Management and Entrepreneurship Milestones for Build Your Own Theatre Final Project

Adapted from Theatre Management, Arts Leadership for the 21st Century by Anthony Rhine

Milestone 1: Dreaming Big

1. What type of theatre do you want to be?
2. What makes your theater unique?
3. Are there places you can think of that do not already serve the community with this type of theater? Where are they? Where should you be located?
4. What types of productions do you want to present?
5. What type of space do you imagine is best for those types of performances?
6. How could you start a theater company right now without using any additional money?

Milestone 2: Mission, Vision, and Values

Please write the mission, vision, and values statements for your theatre company. Please think carefully about what you wrote in Milestone 1 to make sure your statements reflect who you are and who you serve as an organization in a way that makes sense. The best mission statements are usually concise and memorable. Additionally, your vision should be a realistically attainable goal.

Milestone 3: Develop a SWOT

Develop thorough lists of strengths, weaknesses, opportunities, and threats that exist for your theatre company.

Milestone 4: Write Your By-Laws

Use the resources available to you on the Internet and elsewhere to write your by-laws for your theatre. Please use the acronym NOMOMECPAA to guide your work. You should indicate the type of business structure that your theatre will use, and if it will be a for-profit or nonprofit company.

Milestone 5: Create an Organizational Chart

Please create an organizational chart for your theater company. Use the examples on pages 76 and 77 in the book. You can also use resources from the Internet and elsewhere to see examples. Your organizational chart should clearly show how authority is delegated within the organization.

Milestone 6: Job Announcements

Do a job analysis so that you can write complete job announcements for the top staff jobs in your theatre company (minimum of three). Be sure to include who they report to on your organizational chart, who reports to them, whether they are full-time, part-time, or volunteer, and how you expect them to be compensated. Do not forget to include instructions on how applicants can apply.

Milestone 7: Budget

Please look at pages 106 and 107 in the book. Please use this annual budget as an example for what I would like to see for this milestone. It does not need to include everything that the book includes, but it should follow the same general format. Please use an Excel spreadsheet to create and share your budget if you have access to that software. If not, please use whatever works for you.

Milestone 8: Design Your Box Office

Research and write about the box office you plan to have for your theatre. What system do you prefer to use? What are the pros and cons to the choices you have made and why?

Milestone 9: Design Your Marketing Plan

Who is your target market? How will you effectively and efficiently communicate with that market? If you are a nonprofit, how will you welcome in the community that you serve? Cover the 7 Ps of the marketing mix in your marketing plan.

Milestone 10: Promotional Materials

Design two promotional pieces for your theatre. What would you like these pieces to communicate? Why will they appeal to your target market? How will they be distributed? What would you like someone to do after viewing these pieces? Explain your design choices.

Milestone 11: Fundraising Plan

What is your fundraising plan? How will you cultivate donors or investors? Please include:

Goal: How much money do you need to raise for your business to operate and begin to fulfill its mission? What are your short and long-term goals.

Justification: Why do you need this amount of money? How will you communicate it to donors?

Tactics: For example, direct mail solicitation, annual giving campaigns, events, crowd funding, cultivation of major donors, corporate sponsorship, planned giving, etc.

Timeline: How long will it take you to achieve your short and long-term goals?

Write a fundraising letter to potential donors. If you are a for-profit, write a letter to attract potential investors.

Milestone 12: Leadership

Analyze what leadership means for your theatre. What leadership style is appropriate for your theatre? What kind of experience and expertise will the leaders of your theatre need to have? How will leaders in various areas of the theatre inspire employees to achieve the organization's vision?

Milestone 13: Governance

Who will be on your board? Justify your choices based on the needs of your organization. Write a job description for the chairperson of the board. Please include their responsibilities, how long they are expected to serve, and if they will be expected to donate to the organization.

Milestone 14: Engagement and Advocacy

What kind of advocacy and engagement work will be important to your theatre based on your mission, vision, and values? How will you build your advocacy and engagement initiatives to further your mission, vision, and values? If you are a for-profit theatre, how will you use advocacy and engagement to promote sales and financial return. What is the timeline for implementation?

Milestone 15: Education Plan

What is the education plan for your theatre? What programs will you offer? Who will be served by them? What are the goals of your education plan? What actions will you take to achieve these goals? How does your education plan further the organization's mission, vision, and values? What is the timeline for implementation?