

The Cardinal Stage Strategic Plan for 2019-2023 is intended to be dynamic, responsive to changes as they develop in the financial strength, artistic capacity, and community support of Cardinal Stage. The Plan incorporates action steps and responsibilities, as well as goals and timelines. Oversight and accountability for meeting goals and timelines will be the responsibility of the Executive Committee.

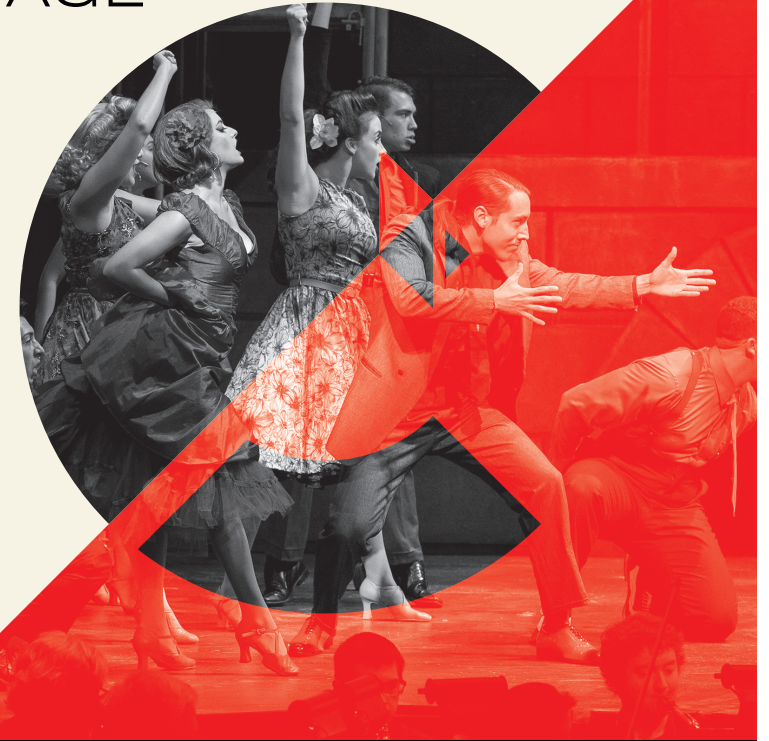
¶ Each Board meeting agenda will have 'ticklers' about action steps for the Plan and will ensure the Board and Committees are attending to the annual accomplishments of goals as set out in the Plan. Scorecards, budgets, and specific timelines for each goal are being developed, so that Board, committees, and staff will be able to easily ascertain the work that has been accomplished and what yet remains to be done. ¶ Each year the Executive Committee will lead a review of that year's implementation of the Plan, what has changed in the artistic, financial and work environment of Cardinal Stage, and what needs to be added, deleted, or modified for the next year's action steps.

Join us in creating
theatre that engages
the mind, touches
the soul, and strengthens
our community.

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CARDINAL STAGE



2019 – 2023

Strategic Plan Summary

World Class Theatre, Locally Crafted is the guiding principle of Cardinal's strategic plan. The staff and Board sought to honor the tradition of the company and design the future with innovative and dynamic ways to sustain Cardinal Stage for decades to come. ¶ The 2019-2023 Plan is the reflection of the vision and leadership of the company, and the role we play in the South Central Indiana region that values the arts. ¶ Cardinal Stage is committed to a set of goals we will advance as an integral part of the arts ecosystem in our community. We have a clear vision of how Cardinal will make an impact moving forward and are excited to share our plans with you.

Mission

We produce high-quality professional theatre that engages our audiences and strengthens the cultural, educational, and economic vibrancy of South Central Indiana.

Vision

As a dynamic professional theatre, Cardinal Stage is essential to the region for its creative, inspiring, and affordable programming.

Values

- Education
- Empowerment
- Engagement
- Excellence
- Fun
- Inclusivity
- Innovation
- Resourcefulness

Goals

1

ADVANCE ARTISTIC EXCELLENCE

Cardinal Stage is embarking on a number of projects over the next few years to ensure high quality, well-rounded, and fiscally sound programming while continuing to invest in local talent. Through savings realized as a result of collaboration and resource sharing, we aim to improve compensation for all artists working at Cardinal Stage.

2

INSPIRE COOPERATION AND ENGAGEMENT

As a big-tent theatre company in South Central Indiana, Cardinal Stage aims to both entertain our audiences and also engage the community in a meaningful way. By strengthening relationships in the business, education, non-profit and local government sectors, we aim to benefit the community at large, be a leader in advocacy for the arts, and demonstrate the economic impact of our work.

3

STRENGTHEN STAFF AND LEADERSHIP

Over the next 5 years, the Cardinal Stage board will be focusing on competitive compensation for all staff members in order to retain and attract highly qualified people. We will be thinking strategically about staffing as the company continues to evolve and will be investing in staff professional development opportunities. Cardinal Stage will continue to sustain a diverse, inclusive, and engaged working board.

4

DEVELOP SUSTAINABLE RESOURCES

Supporting the artistic and infrastructure growth of the organization will require increasing Cardinal Stage's fundraising and sales goals over the coming seasons. Through improved databases and high-level stewardship, we aim to increase our contributed revenue. Resource sharing and new programming strategies will play a large role in production cost savings, and dynamic pricing and new program-based income streams will generate additional earned income in future seasons.

5

GROW AND ENGAGE AUDIENCES

Cardinal Stage is taking a multifaceted approach to audience development as we identify underrepresented audiences and focus on increasing attendance in those segments through programming, partnerships, and marketing initiatives. We aim to shore up our existing audience by improving subscriber and single ticket buyer retention rates. Cardinal Stage also will reach new audiences by launching a touring program that takes live theatre to rural schools in Southern Indiana.

6

ENHANCE COMPANY AND THEATRICAL FACILITIES

Cardinal Stage is seeking to relocate in order to acquire facilities better suited to our production needs. The new location will include office space, a rehearsal hall, a scenic and costume shop, as well as storage space for costumes, props, and scenic elements. We will continue to offer performances at the Buskirk-Chumley Theatre and Ivy Tech Waldron Arts Center and work with these partners to further improve the customer experience.