PLAN-B THEATRE
STRATEGIC PLAN
July 1, 2021-June 30, 2024

STAFF
Jerry Rapier
Artistic Director

Cheryl Ann Cluff
Managing Director

Sharah Meservy
Education Coordinator

BOARD OF TRUSTEES
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Chris Curlett
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Benjamin Brown
Rebecca Chavez-Houck
Lily Hye Soo Dixon
Jesse Nix
Melissa Salguero

We develop and produce unique and socially conscious theatre by Utah playwrights.

Plan-B Theatre
@ The Rose Wagner
138 W. Broadway
SLC, UT 84101
801.297.4200
planbtheatre.org

PLAN-B THEATRE

MISSION

Plan-B develops and produced unique and socially conscious theatre created by Utah playwrights.

2021-2024: THREE-YEAR VISION

As we move into our fourth decade, we will ensure that the company continues to be viewed as:

1. an essential, vital component of Utah's theatre community.

2. a leader in LGBTQIA2S+ and BIPOC representation.

3. a catalyst for community dialogue.

4. the foremost incubator of new plays in Utah.

KEY STRATEGIC GOALS

1. Maintenance = Growth: Communicate to funders and patrons that larger audiences and more performances are the most obvious, but not the most important, measure of growth – that, in some cases, maintenance equals growth, especially emerging from the pandemic.

2. The Field: Become the regional and national model for small theatres focused on the development of new works by local playwrights. Developing a mechanism for assisting playwrights in giving their plays extended life is essential.

LEADERSHIP FRAMEWORK

The board and staff work collaboratively to fulfill Plan-B's vision, mission and key strategic goals, adapting to changes while maintaining a healthy and sustainable organization.

PLAN OF ACTION

The Key Strategic Goals will be reviewed and assessed at each quarterly meeting of the Board of Trustees.

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THREE-YEAR STRATEGIC GOALS

Throughout the pandemic, we've been asking ourselves a lot of complicated, difficult and layered questions, each centered on how we may best serve our community in this moment, as well as in the moments, days, weeks, months, and years that follow.

Questions about representation.
Questions about accessibility.
Questions about how they intersect.

Answering these questions enables us to identify and discard old systems, while learning and adopting new ways of thinking, working, creating, and sharing.

Year 1-3: We will return safely to in-person programming, with the understanding that it may take three years to build back up to where we were pre-COVID-19.

Year 1-3: We will ensure that our commitments to parity and representation broadens and deepens.

> For the first time in our 30-year history, the majority of the members of our Board of Trustees are people of color, which will quite literally shape our future.

Year 1-3: We will ensure that our commitment to accessibility is on the same level as our commitment to parity and representation.

> As of April 2021, our Board of Trustees includes a disability rights activist to aid in this work.
>
> As a resident company of Salt Lake County's Arts & Culture venues, we have initiated a now-ongoing conversation to craft a multi-year plan detailing what SLCA&C is able to provide, what we are able to do together, and what we as a company are responsible for in terms of accessibility.

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