



PUMPHOUSE
PLAYERS

Since 1975

STRATEGIC PLAN
2019

During the 2018-2019 term, the Board of Directors held a dedicated meeting to discuss a Strategic Plan for the future of Pumphouse Players, Inc. We identified areas in which we are performing well, but also key areas for improvement.

We discussed member feedback via surveys and individual conversations, challenges that came up over the past year, and our own experiences as members and artists to inform our discussion. We charged ourselves with setting attainable, actionable goals and proposing pathways to meet them. You can expect regular updates on how we're progressing and updates on opportunities to be a part of helping us maintain our position as a mainstay of our community.

Our plan extends far beyond the reach of our current Board of Director terms, with goals at the one, three, five, and ten year marks. It is our hope that this plan becomes a living document that our members can continue to update and extend as needed, with an eye on continuing to improve ourselves and our community. These goals serve as a guide to reaching our dreams by working together.

We already know just how talented our members are at working together; we see it in every production that comes to our stage. It's because of every single one of us working together over the years that Pumphouse Players has become the strong and vibrant community it is today. Whether you've been a Pumpie for decades or you just joined last month, we're happy you're a part of our family, and we can't wait to see what we do together next.

Pumphouse Players Board of Directors 2018-2019
Laurel, April, Duane, Tom, Stacey, David, Karen, Joel, & Ann-Marie



At our Strategic Planning meeting, we began by identifying areas in which we are performing well, and areas that we feel could use some improvement based on our experiences and member feedback over the past year.

We're particularly proud of...

- Our consistent show quality over this season.
- Improved ticket sales as compared to last season.
- The new “sneak peek” display area in the lobby.
- An increased amount of “newcomers” joining us for auditions and audiences.
- A reinvigorated focus on growing relationships with TheatreExtreme, ACT I, and community partners.
- Welcoming back members who had taken a hiatus from performing/volunteering.
- A refreshed positive outlook and sense of hope shared by many.

We could use some work on...

- Solidifying our Front of House volunteer program.
- Increasing our number of skilled technicians and designers.
- Creating ticket prices that are aligned with what our community can spend.
- Demonstrating financial responsibility and consistent reporting.
- Choosing shows that appeal to our different audiences.
- Obtaining and maintaining up-to-date technical equipment.
- Reorganization of assets (furniture, building supplies, props, costumes, etc.).
- Our building appearance inside and out.

Before we talk about our big plans, we want you to know about some of the immediate actions we have made and are in the process of making to help us address needed improvement.

IMMEDIATE

- Ticket prices will change effective July 1, 2019. Tickets for General Admission will remain \$18, tickets for seniors, military, students and children will be \$15, and members/groups of 10+ will be \$13.
- Transition to QuickBooks accounting software and implementation of more reimbursement options.
- Updated bylaws and policies to help with consistency and accountability.
- Formalized Season Selection Committee process.
- New logo, official color, and branding initiative.
- Grant awarded for Pumphouse Junior 2019 show.
- Gained approval to update and “facelift” lobby.
- Lighting repaired and updated in lobby.
- Implemented front of house volunteer program with rewards for service.
- Reached out to community businesses to explore potential options for rehearsal space.
- Expanded partnership agreement with TheatreExtreme.
- Priced and made available ad space advertising in our 2019-2020 programs.
- Fundraising Committee and Membership Chair positions created.

All our immediate work and future plans are moving us forward. Toward what? As artists, we know how to dream big. That’s why we discussed our loftiest, pie-in-the-sky goals: where we want to see Pumphouse Players, Inc. in ten years.

BY 2029

- Everyone in the community knows about Pumphouse Players.
- We have a robust corporate sponsor program.
- We are financially stable with a diverse source of incomes.
- We have vibrant programming for kids.
- We have a second rehearsal and performance space.

It all starts with a few steps forward. Here's what we're planning to accomplish during the 2019/2020 season. We'll need your help!

2019-2020

- Participate in at least 4 community events
- Create relationships with 4 restaurant community partners
- Complete marketing/press packet for sponsorships
- Institute regular communication with members
- Hold biannual member meetings
- Hold at least 1 member-exclusive social event
- Test additional shows during Thursday night industry nights
- Hold at least one training day for Front of House volunteers
- Create renovation/revitalization plan for Back of House areas
- Begin repairs and revitalization of patron-facing areas (see right)
- Fully transition to and audit QuickBooks financial software
- Create standard operating procedures for financial processes
- Create plan of action to replace or repair worn out technical equipment, including backups.
- Purchase frequently borrowed tech items (lighting instruments, accessories, etc.)

PATRON-FACING REVITALIZATION PRIORITIES

- Repair wiring in lobby, including rewiring the bar
- Adding additional recessed lights for improved lighting
- Removal of temporary wall in lobby space
- Repainting lobby ceiling in white
- Removal of texturing on lobby walls and complete interior repainting in lobby and restrooms
- Replacing bathroom flooring
- Removal of paint from concrete: resurfacing, treating, and sealing as needed
- Replacement of chairs and step lighting system in house
- Apply branding to glass surfaces

NEXT: 3 YR & 5 YR PLANS »

After our first season on the Strategic Plan, we aim to reevaluate our goals and build on our achievements for the 2022 and 2024 years with the below goals.

BY 2022

- Host at least 1 dinner theatre event
- Have dedicated temperature-regulated costume storage
- Have 2 sustained corporate sponsors
- Establish Community Engagement Committee
- Participate in regular events in the community
- Have increased and highly engaged membership
- Consistently sell out shows
- Establish some classes for children/youth
- Establish ongoing relationship for rehearsal space
- Have a sustained Front of House volunteer program
- Offer season tickets, flex pass, or other package deal
- Complete repairs and remodeling of patron-facing areas
- Begin repairs and revitalization of back-of-house areas
- Demonstrate three years of thorough/regular data reporting for use in projecting future seasons, budgets, grant applications, etc.

BY 2024

- Have 5 or more sustained corporate sponsors
- Have 3 or more children/youth shows in addition to the mainstage season
- All committees are engaged and independently functioning
- All shows running 3 weekends
- Restaurant and drink specials with local partners
- Have regular season subscribers or patrons who purchase other package deals
- Complete back-of-house renovation and remodeling
- Have a routine maintenance and improvement schedule for building
- Bring all lighting and sound equipment reasonably up-to-date



As a membership-driven organization, where we go next is up to you. We're counting on you as a member to help us reach our goals, and we promise we'll keep your needs in mind.

Please keep an eye out for future Meet-the-MAL events and membership surveys where you can provide feedback, but also remember that your Members-at-Large and Officers are here to serve the organization and the membership. We want to hear from you!

Pumphouse Players, Inc.
Board of Directors
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THANK YOU FOR BEING A PART OF THE PUMPHOUSE PLAYERS FAMILY