

**Riverwalk Theatre**  
**Five Year Plan**  
**Fiscal Years 2015-2020**

This Five Year Plan is adopted to provide direction and goals for Riverwalk Theatre. The plan is intended to be reviewed each September to assess progress on goals and to make appropriate revisions.

I. The primary goal of Riverwalk Theatre is to continue to provide a quality theatre-going experience while maintaining sound management and fiscal integrity. To achieve this goal, we will:

- A. Encourage and support the role of the Producer by facilitating more involvement of the producer in each project. Develop a producer training program. Identify effective producers and support them.
- B. Encourage "ownership" of Riverwalk Theatre by people primarily interested in working on productions. Promote membership and invite involvement in all aspects of the theatre.
- C. Develop a regular process for obtaining feedback from audience members and people working on productions regarding their experiences at Riverwalk Theatre.
- D. Develop improved methods for identifying, recruiting and developing potential candidates for the Board of Directors. This should include an emphasis on getting such candidates involved in Riverwalk Theatre activities and committees before Board membership is pursued.
- E. Identify aspects of theatre operation that are dependent on a single person and recruit and train back-up volunteers.
- F. Increase business and patron underwriting of productions by developing a "Friends of Riverwalk Theatre" group charged with establishing an underwriting program, and seeking underwriting from individuals, businesses and organizations.
- G. Develop a plan for establishing an endowment fund to provide for the long term maintenance and improvement of our facility.

II. The second goal is to provide for the maintenance and improvement of our facility. To accomplish this goal we will:

- A. Develop a list of safety and security needs. Fund as many projects annually as economically feasible. Review the list annually.

- B. Develop a list of maintenance needs and/or building renovations/improvements to present the best impression for the public and participants. Fund as many projects annually as economically feasible. Review the list annually.
- C. Develop a list of technical improvement needs (lighting equipment, sound equipment) and a plan for acquiring the equipment over time.
- D. Improve the visibility of Riverwalk Theatre on Museum Drive and Michigan Avenue.

III. Recognizing that we are simply one player on the community stage, Riverwalk Theatre will maintain and increase its visibility and impact in Lansing. To accomplish this goal we will:

- A. Continue to pursue performance opportunities linked with community events (e.g. participation--either directly or through sponsorship--in the annual Renegade Theater Festival in Old Town, and the reader's theatre program conducted in local nursing homes, participation in parades), and seek other such opportunities.
- B. Encourage the submission and selection of shows that can be directed, cast, and produced multi-ethnically.
- C. Encourage the submission and selection of shows that have the potential of collaboration with other arts and/or ethnic cultural organizations.
- D. Continue to seek opportunities to collaborate with other arts organizations to develop projects.

IV. The Board adopted three immediate action items for 2015-16:

- A. Develop and implement a strategy to increase diversity within all aspects of Riverwalk Theatre. (Involves goals I, D; III, B; III, C: and III, D among other issues.)
- B. Develop and implement a strategy to identify and address succession for leaders, staff and key volunteers. (Involves goals I, A; and I, E among other issues.)
- C. Develop and implement a strategy to communicate with all stakeholders at Riverwalk Theatre regarding use of space, expectations, measurable standards for quality, feedback on productions and other important issues. (Involves Goals I, B; I, C; II, B; II, C; and II, D among other issues.)

Adopted: **October, 2015**