

Strategic Plan for Seed Theatre: 2024

Mission Statement: The mission of The Seed Theatre is to support marginalized communities (particularly LGBTQ+, BIPOC and their families) in Chattanooga TN by providing resources, education, support and community while celebrating differences through arts and culture.

Vision: Our vision is to be a catalyst for positive social change through the transformative power of the arts. We believe that by embracing diversity, promoting equity, and fostering inclusion, we can create a more just and equitable society where everyone has the opportunity to thrive.

Core Values:

At The Seed Theatre, diversity is our strength, equity is our goal, and inclusion is our promise. Together, we can cultivate a more vibrant, inclusive, and equitable future for all.

Diversity Statement:

At The Seed Theatre, we are dedicated to fostering a culture of diversity, equity, and inclusion (DEI) that reflects the rich tapestry of our community. We believe that embracing diversity in all its forms, including race, ethnicity, gender identity, sexual orientation, age, ability, religion, socioeconomic status, and more, strengthens our organization and enriches our artistic endeavors.

Our Commitments:

1. **Inclusivity:** We are committed to creating a welcoming and inclusive environment where all individuals feel valued, respected, and empowered to express themselves authentically. We celebrate the unique perspectives, experiences, and identities that each person brings to our community.
2. **Equity:** We strive to promote equity by recognizing and addressing systemic barriers and inequities that may prevent certain individuals or groups from fully participating in our programs, events, and activities. We are dedicated to ensuring equal access to opportunities and resources for all members of our community.
3. **Representation:** We believe that representation matters. We are committed to amplifying underrepresented voices and perspectives, both on stage and behind the scenes. We actively seek out and support artists, performers, and creatives from diverse backgrounds and communities.
4. **Accessibility:** We are committed to making our programs, events, and facilities accessible to all individuals, including those with disabilities. We will make reasonable accommodations to ensure that everyone can participate fully in our offerings.
5. **Education and Awareness:** We recognize that fostering a culture of DEI requires ongoing education, dialogue, and self-reflection. We are committed to providing training and resources to our staff, board members, volunteers, and community partners on issues related to diversity, equity, and inclusion.
6. **Accountability:** We hold ourselves accountable to our DEI principles and values. We will regularly evaluate our practices, policies, and programming to ensure that they align with

our commitment to diversity, equity, and inclusion. We welcome feedback from our community and pledge to listen and learn from diverse perspectives.

Goals and Objectives:

Artistic Excellence:

Objective: Produce high-quality, innovative theatrical productions that resonate with diverse audiences.

Strategies:

- Curate a diverse season lineup that includes a mix of classic, contemporary, and experimental works.
- Foster collaboration with emerging playwrights, directors, designers, and performers to encourage fresh perspectives and artistic innovation.
- Implement a rigorous selection process for production teams to ensure high standards of performance and production value.

Audience Engagement:

Objective: Expand and diversify our audience base while deepening engagement with existing patrons.

Strategies:

- Develop targeted marketing campaigns to reach new demographics and communities, leveraging social media, email newsletters, and community partnerships.
- Offer accessible pricing options, such as discounted tickets for students, seniors, and low-income individuals, to make performances more inclusive and affordable.
- Enhance the audience experience through post-show discussions, workshops, and events that foster dialogue and connection.

Community Outreach:

Objective: Strengthen ties with the local community and contribute to social and cultural enrichment.

Strategies:

- Collaborate with organizations, libraries, and community centers to offer educational programs, workshops, and outreach events that promote education and LGBTQ+ literacy.
- Partner with local businesses, nonprofits, and cultural organizations to co-host community events, fundraisers, and collaborative projects that enhance community cohesion and vitality.
- Provide volunteer and internship opportunities for students and aspiring artists to gain hands-on experience and mentorship in theater production and administration.

Financial Sustainability:

Objective: Ensure long-term financial stability and growth through prudent fiscal management and diversified revenue streams.

Strategies:

- Continue developing a comprehensive fundraising plan that includes individual giving campaigns, corporate sponsorships, grant applications, and special events.
- Cultivate relationships with major donors, philanthropic foundations, and corporate partners who share our commitment to the arts and LGBTQ community development.
- Explore opportunities for earned revenue generation, such as merchandise sales, venue rentals, and new productions, to supplement contributed income and mitigate financial risks.

Organizational Development:

Objective: Cultivate a supportive and inclusive organizational culture that empowers staff, artists, and volunteers to thrive, preventing burnout.

Strategies:

- Provide professional development opportunities, mentorship, and training programs to equip staff and artists with the skills and resources they need to succeed.
- Foster open communication, collaboration, and transparency across all levels of the organization, promoting a culture of respect, empathy, and accountability.
- Prioritize diversity, equity, and inclusion initiatives, implementing policies and practices that ensure equal opportunities and representation for individuals from all backgrounds and identities.

Key Performance Indicators (KPIs):

Ticket sales revenue and attendance figures

Audience demographics and survey feedback

Community engagement metrics, such as participation rates in outreach programs and partnerships

Fundraising goals and donor retention rates

Financial indicators, including budget adherence, revenue diversification, and sustainability ratios

Implementation Plan:

Develop detailed action plans for each strategic goal, outlining specific tasks, timelines, responsible parties, and performance metrics.

Assign roles and responsibilities to staff members, committees, and volunteers, ensuring clear communication and accountability.

Regularly monitor progress towards strategic objectives, conducting periodic reviews and adjustments as needed to stay responsive to changing circumstances and priorities.

Conclusion:

Seed Theatre's strategic plan outlines a roadmap for achieving artistic excellence, fostering community engagement, ensuring financial sustainability, and promoting organizational development in the upcoming year. By aligning our efforts with our mission, vision, and core values, we will continue to inspire, challenge, and empower audiences through transformative theatrical experiences.