

THE COLONIAL

Your ticket to the next great moment.



STRATEGIC PLAN

January 1, 2022–December 31, 2024



DEAR COLONIAL THEATRE COMMUNITY,

FOR MORE THAN 100 YEARS The Colonial Theatre in Bethlehem, New Hampshire has enhanced the community's cultural experience through programming that seeks to engage and inspire our audience. While the last two years have presented unprecedented challenges, they have also been marked by organizational growth and achievement.

As we plan for The Colonial's future, we are excited to announce our new three-year Strategic Plan which seeks to grow community engagement, ensure the theatre's long-term financial stability, and preserve our beautiful and historic building. It is important to note that this plan reflects not only the effort and dedication of our Board of Directors and Staff, but valuable input from our community. We are ever grateful for the support of our members, supporters, and partners, and for the commitment of The Colonial's Board of Directors. Thank you.

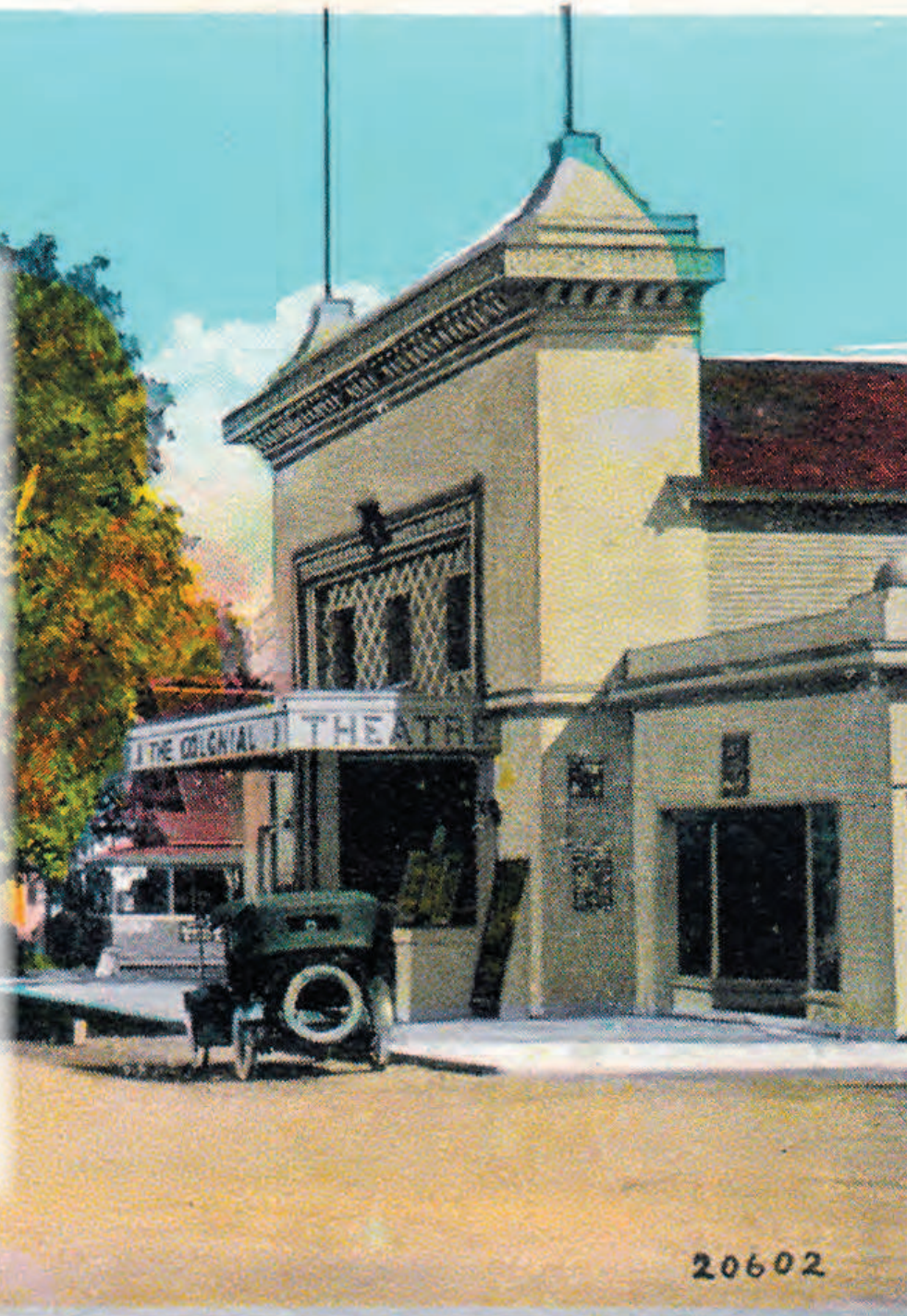
With appreciation to everyone who helped develop our new Strategic Plan, we look forward to its implementation and to providing *your ticket to the next great moment* for years to come.

T. Nason

Tami Nason
Board President

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Christine Kelly
Executive Director



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VALUES

We believe...

relevant arts and cultural programming make a positive difference in creating a sense of belonging, fellowship, and community that enriches all;

access to different perspectives gives us deeper understanding of the world in which we live and helps us see more clearly what unites us as well as what makes us each unique;

responsible stewardship and partnerships enable us to leave a lasting legacy of cultural enrichment.

VISION

A vibrant, engaged, and enriched community through arts and culture.

MISSION

Inspire and invite participation in the cultural conversation.



STRATEGIC GOAL ONE

Grow community engagement.

Why this goal? Why now?

The pandemic and associated impact on The Colonial requires that we reinvigorate and expand community engagement going forward.

STRATEGIC GOAL TWO

Achieve a balanced revenue portfolio designed to ensure long-term financial stability.

Why this goal? Why now?

As The Colonial emerges from the pandemic, it is important to make sure that its revenue sources are balanced and sustainable. This will safeguard The Colonial's financial future, so the Theatre can continue to provide the community with arts and cultural programming for years to come.

STRATEGIC GOAL THREE

Preserve the integrity and historical nature of the building and ensure the safety and comfort of the patrons and artists.

Why this goal? Why now?

This historic building is our greatest asset and it is essential that we keep The Colonial Theatre safe, well-maintained, and comfortable for staff, volunteers, and patrons. In order to do so, and to fully utilize all the new renovations, we must assure that we are proactive and that funds are allocated annually for repairs and maintenance.





PLANNING PROCESS PARTICIPANTS

BOARD OF DIRECTORS

Tami Nason, President
 Rusty Talbot, Vice-President
 Marsha Gingue, Treasurer
 Priscilla Hindley, Secretary
 Teri Bordenave
 Bruce Caplain
 Carol Carlson Cunningham
 Nancy Czarny
 Scott Hunt
 Jae Kim
 Diane King
 Jeremy Knowlton
 Zak Mei
 Marcia Roosevelt

STAFF

Christine Kelly, Executive Director
 Susanna Brent, Director of Programming
 Jane Storella, House Manager

CONTRACTED SERVICES

Mary Ellen Russell, Graphic Design
 Deb Loughnane, Bookkeeper

STRATEGIC PLANNING TASK FORCE

Teri Bordenave
 Christine Kelly
 Tami Nason

Our thanks to our many volunteers, members, funders, donors, and community partners who participated in our process; we appreciate your input!