

Strategic Plan

January 1, 2025 - December 31, 2027

Dear Colonial Theatre Community,

As The Colonial Theatre enters its 110th year, we are filled with gratitude for the rich history of cultural enrichment and artistic programming that has shaped our legacy and strengthened our vibrant community. While the future holds uncertainties, one thing remains clear: our mission to inspire and engage in the cultural conversation is more important than ever.

We are excited to share our new three-year Strategic Plan, a reflection of our commitment to growth, financial stability, and deeper community engagement. More than a roadmap, it represents our dedication to strengthening our team, expanding outreach, and fostering meaningful connections. This plan is the result of the hard work and shared vision of our Board of Directors, staff, and the invaluable support of you—our cherished community.

We are profoundly grateful to each and every one of you—our members, volunteers, supporters, partners, staff, and Board of Directors. Your contributions are the heartbeat of The Colonial Theatre.

With deep appreciation, we look forward to implementing this vision and continuing to bring you unforgettable experiences for years to come.

Thank you for being part of this remarkable journey!

Rusty Talbot /
Board President

Brenna Nicely

Executive Director





Values

We Believe

Relevant arts and cultural programming make a positive difference by creating a sense of fellowship and belonging where all are welcome;

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, community engagement, and long-standing 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



2025-2027

Strategic Goal One

Ensure financial resilience and sustainability by growing funds and investments, net income, and legacy giving.

Strategic Goal Two

Build staff capacity and develop an environment in which staff are supported, valued, and engaged in meaningful work as reflected in annual stay interviews.

Strategic Goal Three

Increase community
engagement as measured by
relationships throughout our
community and by
attendance.







Board of Directors

Rusty Talbot, President

Angela Menendez, Vice President

Bruce Caplain, Treasurer

Zak Mei, Secretary

Tami Nason, Immediate Past President

Douglas Arion

Teri Bordenave*

Minnie Cushing

Nancy Czarny

Josh Dannin*

Priscilla Hindley*

Jeremy Knowlton

Marcia Roosevelt

Staff

Brenna Nicely, Executive Director Susanna Brent. Director of Programming* Christian Glines, House & Office Manager Mary Ellen Russell, Graphic Designer*

Contracted Services

Jeremiah Brooks, Sound Engineer &
Internet Technician
Deb Loughnane, Bookkeeper
Roland Shick, Lighting Technician

Strategic Planning Task Force

Teri Bordenave Brenna Nicely Rusty Talbot

*Board and staff members noted with an asterisk participated in the 2025-2027 strategic planning process and cycled off of the staff or board in 2024.

Thank you to the 277 volunteers, members, funders, donors, business leaders, and community partners who participated in our process. We appreciate your input!