



Strategic Plan 2020-2025

GOAL: INCREASE REVENUE

WHY IT MATTERS

None of the other goals on the next pages will be possible without a substantial increase in revenue

- Opens up options for securing a permanent theatre home
- Enables hiring of additional staff, including Managing Director and office support
- Enables ability to pay salaries and to do so at competitive levels
- Ensures ability to offer competitive compensation to production crew and hire actors of excellence and renown
- Funds additional advertising and promotion

OBJECTIVES

- Over next three years, increase fundraising results by at least 30%
- Increase ticket revenues by at least 30%
- Explore other potential revenue sources (branded merchandise, for example)
- Plan capital campaign to construct or upgrade and repurpose a permanent venue and purchase new equipment

STRATEGIES

- Develop and implement a more vigorous fundraising program with an emphasis on larger individual gifts, foundation grants, and corporate sponsorships
- Create and implement a robust stewardship program
- Enhance marketing and community outreach
- Increase the size of the audience
- Increase the number of donors and size of average donation
- Consider increasing ticket prices
- Become a leader in bringing together other nonprofits for collaboration and shared revenue opportunities

GOAL: SECURE A PERMANENT THEATRICAL VENUE

WHY IT MATTERS

- Contributes to perception of Dezart Performs as a permanent, professional cultural institution in the Coachella Valley
- Enables increased size of audience, which increases revenue and community impact
- Facilitates adding performances, which also increases outreach to the community and increases revenue
- Allows for on-site set construction, reducing wear and tear on sets and crew
- Allows for permanent installation of tech area
- Conveys more authority of staging and house options
- Provides space for special community and educational programs
- Reliably and efficiently accommodates pre- and post-performance presentations, which enhance the theatre experience
- 24/7/365 access provides greater scheduling flexibility with opportunities for more and more cost-efficient special events, fundraisers, donor and volunteer recognition events, etc.

OBJECTIVES

By 2025, have secured a permanent, “theatre-built” performance space that will seat approximately 120-150 persons

STRATEGIES

- Explore potential venues, including established spaces and those currently being built or in the planning stages
- Explore the possibility of sharing a venue with other theatre partners in the region

GOAL: DEVELOP HUMAN RESOURCES

WHY IT MATTERS

- Supports both artistic and educational programs
- Strengthens and diversifies the Board of Directors
- Supports DeZart Performs' programs, raises its profile, and increases its stature
- Assures continuity of mission
- Assures effectiveness and stability

OBJECTIVES

- Over the next three years, hire a managing director, bookkeeper, education coordinator and development director
- Increase the number of board members with representatives of diverse communities and different skill sets
- Recruit artistic and community leaders and local residents with theatre background to serve on an Advisory Council with a clear function description
- Increase community outreach and fundraising
- Establish an Advisory Council

STRATEGIES

- Identify most pressing staff needs annually
- Increase revenue to fund additional salaries
- Develop procedures for board/committee recruitment
- Network in community to identify board and/or artistic advisory committee candidates
- Identify solutions to succession planning for artistic director, including finding people who could step in on short notice (during an emergency), as well as long-term (plan for artistic director's eventual departure)
- Create a governance committee charged with developing policies and procedures for recruiting and on-boarding new board members
- Create a succession plan for artistic director to ensure continuity of mission
- Create a recruitment, diversification and retention plan for board members to ensure effectiveness and stability

GOAL: DEVELOP EDUCATIONAL PROGRAMMING

WHY IT MATTERS

- Builds on our existing relationship, through internships, with PSHS
- Positions DeZart Performs as a theatre company in service to the community
- Provides opportunities for personal and educational growth for theatre students
- Broadens DeZart Performs' audience by age and geography
- Suggests and enhances stature as an organization

OBJECTIVES

- Officially launch “DeZart Performs in Schools” in 2020-2021 by bringing at least one presentation to the classroom in 2020-2021
- Continue to offer opportunities for students to sit in on a dress rehearsal or other “behind-the-scenes” experience
- By 2022-2023, provide “Master Classes” for both acting and tech students
- Expand DeZart Performs in Schools to other down Valley high schools

STRATEGIES

- By the end of FY2021, we will have presented at least one production to Palm Springs High School students
- In Spring or Fall 2021, high school drama students will be invited to not just a final rehearsal, but potentially one of the earlier rehearsals to see how the director works with the cast
- By the end of FY2023, expand DeZart Performs in Schools to serve at least 100 students in at least 2 different high schools