



# LEMON BAY PLAYHOUSE

96 W. Dearborn St., Englewood, FL 34223  
941-475-6756 www.lemonbayplayhouse.com

**Our Mission Statement:** *It is the mission of Lemon Bay Playhouse to enrich Englewood and the surrounding communities through theatrical productions, volunteer opportunities, education and training in the performing arts, and to provide a venue for other cultural activities.*

**Our Vision Statement:** *The Lemon Bay Playhouse will become the recognized community destination for arts activities serving as a learning space to harness local talent and extend community cultural awareness through the performing arts.*

## STRATEGIC PLAN MARCH 2017 THROUGH FEBRUARY 2022

In order for us to continue to grow as we have, we need some direction for our efforts and activities. Just to continue to put on plays isn't enough. We need to plan for the future with specific goals and a timeframe to achieve them. To this end, this plan has been produced.

### SWOT Analysis:

**Strengths:** We are the only live theater in the immediate Englewood area and have earned a good reputation over the years. We have improved the quality of our productions over the past several years and must strive to continue that trend. We have a unified board who are working toward improving our playhouse and we have increased our volunteer base as well. We have made many improvements to our facility; new sound system, new curtain, new tech booth, hearing aid loop system, and new roof.

**Weaknesses:** Still, we are aging continually. The theater and grounds are in need of improvements and refinements so that we can present a positive face to our patrons and the community at large. We are improving our talent pool, but still need to find new ways to attract younger people.

**Opportunities:** Dearborn Street is beginning to expand again after a long period of recession. The new restaurants and businesses are a sign of the improvements coming. Also, home sales and new home starts have picked up dramatically. This can mean more business and people coming to Dearborn St.

**Threats:** The demographics for Englewood show some improvement over the past years. Of a total population of 32,200, 98% is Caucasian. 55% has a high school education or less while 45% have college degrees. The median age of the population is 62 and the average household income is \$53,600 while the average household total expenditure is \$45,600. This is the makeup of the population we have to market to.

With the above information in mind, here are the items that we must accomplish in the five year period commencing on March 1, 2017.

### Theater Building, grounds and contents:

**Theater seating:** The theater seats were old when we got them from Venice Theater back in the 90's. Their springs are worn and uncomfortable. In addition, the seat pivots are worn out

resulting in seats that won't rise and some that fall apart. They need to be replaced. Estimated cost \$15,000.00.

**Parking Lot:** Our parking lot is in great need of repair and needs to be resurfaced as well as parts of the lot at the annex. This should be done in 2017. Estimated cost is \$16,000.00

**Marquee:** We need to upgrade our marquee to a new and modern look. We propose to replace it with an LED animated, double sided sign as many of the businesses in Englewood have done over the past several years. Estimated cost: \$18,000.00

**Building:** The building will need a new coat of paint and repair work during this period as well as improvements to our lobby. Estimated cost: \$10,000.00

### **New Theater:**

We must start now making definite plans for our new theater. To achieve this goal, we will have to find a piece of land large enough to accommodate what we want. We will also need to find and engage an architect to design our building. We can then start a capital campaign to raise the money. Some of the milestones we will have to meet are:

- Make a specific decision on the theater we want to have.
- Find an architect and get a design that we approve, then produce a drawing that can be used for fundraising.
- Begin a capital campaign to raise the needed funds. Estimated cost: \$2,000.00
- Estimated architects fees: \$20,000.
- Estimated cost of land: \$150,000.00

### **Education:**

Our Mission Statement says that we will provide "education and training in the performing arts." To this end we will continue to present, each year, over the next five years a series of education programs. These will be:

- Children's summer programs.
- Adult theater learning classes during the season.

These should be funded from the tuition charged plus some money from the scholarship fund as well as some grant money if necessary. Estimated cost will be \$5000.00 over the five year period.

### **Fundraising and Finances:**

This is the critical part of our plan. In addition to the special items above, we have to keep the theater in the black. Because of the demographics of the Englewood area, we must keep our ticket prices where they are. Therefore, we cannot depend on single ticket sales alone. Here are some of the things that we will have to do during the next five years to keep us afloat:

- Improve Season ticket sales to at least 700
- Increase Flex Pass sales to at least 200
- Raise ticket prices no more than \$2.00
- Get at least 2 local business sponsors per year
- Go after every grant there is available to us
- Hold special events each year to raise funds for our operation and special projects.
- Through this period, maintain a positive income.

We must strive during the next five years to accomplish these tasks. With the dedication of our Board of Trustees and the willing participation of our many volunteers, we can make it happen.

***This plan adopted by the Board of Trustees on January 23, 2017***