



**Blue Water Theatre Company**  
**Strategic Plan 2017-2019**

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**History:**

Blue Water Theatre Company was incorporated in August of 2007 as a nonprofit organization. Charlie Leonard founded Blue Water Theatre Company and currently acts as the Executive Director and Artistic Director of the organization. Mr. Leonard began his directing career while teaching in the Wayzata School District from 2003-2007. It was upon his departure from Wayzata that, with the help and enthusiasm of a number of student actors and their families, Blue Water Theatre Company was born.

Blue Water has produced more than 60 productions and about 150-200 student actors are involved in Blue Water Theatre Company on an annual basis. Shows are open to students currently in grades three through twelve.

**Mission:**

Blue Water Theatre Company's mission is to create a theatre community for young people through meaningful and transformative experiences.

**Vision:**

Blue Water Theatre Company's vision is to be a model organization that is "kids first" and focused on creating outstanding theatre productions that are developed in a safe, accepting, responsive and supportive community which builds in young people confidence, intellectual curiosity, empowerment and skills that last a lifetime.

**Values:**

❖ Welcoming community ❖ Integrity ❖ Empowerment ❖ Joy ❖ Creativity

**Goals:**

**Artistic:** Produce theatre productions for young actors that provide performance and technical experiences in a supportive environment that develop a love of theatre and skills that last a lifetime

Strategies:

- Produce 10-12 productions per year, including student-driven productions

**Alumni:** Explore and expand ways to engage a growing alumni base that keeps connection for the long and short term

Strategies:

- Encourage development of new work from alumni
- Utilize growing alumni base as a network of mentors for students and volunteers for the organization
- Increase artistic and administrative roles in BWTC for alumni

- Explore other opportunities for engagement with current students such as mentorships, training and networking

***Facilities/Space:* Address the rehearsal, administrative and performance space challenges and explore options to own or lease a larger space for organization**

Strategies:

- Explore feasibility of buying a facility that expands rehearsal, administrative and small performances spaces
- Examine potential of new theatre spaces in west metro that can strategically serve particular productions

***Community Involvement:* Engage parents and alumni in critical support functions through increased volunteer opportunities, fundraising and board governance**

Strategies:

- Establish a parent volunteer coordinator to maximize parent volunteer functions of theatre such as show support, fundraising, annual benefit, etc.
- Through committee work and involvement, identify potential board members

***Financial:* Maintain healthy financial and administrative growth with continued balanced budgets**

Strategies:

- Hire a part-time accountant to manage books and produce financial reports
- Hire a part-time administrative assistant

***Revenue:* Grow annual contributed income annually**

Strategies:

- Engage a part-time grants writer to prepare grants
- Establish a development committee of parent volunteers to focus on fundraising opportunities from individuals and corporations
- Grow the annual benefit committee to increase the size of the event and donations to it

*Approved by the board of directors, October 30, 2016*