
VALLEY THEATRE COMPANY



2025 - 2035 STRATEGIC PRIORITY REPORT

valleytheatreco.org / 509-972-6633 / info@valleytheatreco.org

WHERE WE ARE NOW

“A GROWING THEATRE GROUP WITH MORE OPPORTUNITIES AND A BROADER REACH.”

Patrick Nolan, Executive Board Member

Valley Theatre Company is an established community theatre with a 26-year history of producing high quality shows in Central Washington. In that time, we have expanded our theatrical offerings from one summer musical blockbuster to 5 regular events, including the summer mainstage musical, a youth production, a cabaret style dinner theatre, and a more edgy “After Dark” series with small cast plays and musicals. We’ve also added workshops in acting, technical theatre, stage combat and more.

While our mission to provide quality community-based theatre remains unchanged, the number of actors, crew and patrons have grown as well, and there has been a greater need to offer more than just musicals. In the future, we have visions of being able to offer Shakespeare in the Park, Reader’s Theatre, workshops, youth camps, and more!

Governed by a Board of Directors comprised of twelve community volunteers and one part-time Executive Director, **we recognize that in order to achieve our goals we must focus our collective efforts on strengthening the organization and positioning it for future growth.**

We present Valley Theatre Company’s 2025-2035 Strategic Priority Report

"In any given moment we have two options: to step forward into growth or step back into safety."

— Abraham Maslow

MISSION

Create an inclusive environment that supports community engagement through artistic growth in theatre arts.

VISION

We challenge ourselves with a more expansive concept of serving the Kittitas Valley area:

- We inspire our community to participate in the art of storytelling as creators, collaborators, and audience.
- The voices of our community will be heard and included in all our work, and thus people feel there is a place for them in the theatre experiences we offer and the variety of stories we share.

VALUES

VTC fosters a culture of growth, empathy, and integrity, that creates memorable connections.

VTC celebrates creativity, artistry, and traditions--new and old.

VTC embraces our community with a commitment to education and outreach.

VTC promotes respect, inclusion, and equal opportunity for all.



THE WORK

Through discovery meetings, discussion, and an all-day workshop, Valley Theatre Company was able to identify three key elements to focus on as they develop a long-term strategy plan for the health of the organization:

- OPPORTUNITIES
- SUSTAINABILITY
- GROWTH

Opportunities	Sustainability	Growth
<ul style="list-style-type: none">• Volunteer Opportunities• Artist Training Programs• Build Forward Momentum• Engage Youth & Adults• All-age Programming• Add Programming (Reader's Theatre)• Seek/Create New Funding Opportunities• Diversification of<ul style="list-style-type: none">◦ People◦ Programming◦ Funding	<ul style="list-style-type: none">• Building and sustaining a deeper bench:<ul style="list-style-type: none">◦ volunteers◦ production team◦ actors/company• Maintaining consistent standards in all programming• Creating a sustainable, replenishable funding pipeline• Building balanced growth across all areas of the company• Diversification of<ul style="list-style-type: none">◦ People◦ Programming◦ Funding	<ul style="list-style-type: none">• Expand our people• Keep open minds to the ability to grow• Increase and grow operational revenue and resources• Magnify regional presence• Become the Center of Theatre Education in Central Washington• Address the past areas of conflict (the unsaids) to position the company for healthy dialogue to support growth

SWOT ANALYSIS

Where are we now?

Where do we want to go?

What is the path to get there?

STRENGTHS

Show Quality Strong Show Selection Technical Prowess
Excited/Engaged Youth People Artists/Skilled Crafts People
Creative Community Dedicated People/Community Support

WEAKNESSES

Lack of Training Communication Overall Board Engagement
Lack of Venue/Home Inconsistent/Limited Funding Pipeline
Committee Structure Production vs. Organizational Mindset

OPPORTUNITIES

Skilled Artists/Creators
Building Systems Recruitment Fun-Size Events CWU
Managed Opportunities Community Partnerships
Creative District Funding Engagement

THREATS

Lack of creative space & venue The depth of the bench
Current capacity Inactive mindset Complacency
Lack of resources Board/committee structures

OUR GOALS

Balanced
Organizational
Growth

1

Dedicated
Valley Theatre
Company
Facility

2

Optimize &
Develop
Organizational
Resources

3

Develop and
Expand
Educational
Opportunities

4

OUR STRATEGIES & INITIATIVES

GOAL 1: BALANCED ORGANIZATIONAL GROWTH

Strategy: Manage and direct Valley Theatre Company resources to increase capacity and develop comprehensive, artistic programming.

1.1 2025	Activate the Board, establish term limits, and restructure organizational committees.
1.2 2025+	Expand our donors, sponsors and advertisers.
1.3 2026+	Produce regular small-scale theatre programming (e.g. Readers Theatre/Workshops).

We recognize that we need to activate our committees, become an engaged board, and work as hard on the organization as we do our productions.

We commit to building a strong organization to support our future vision for Valley Theatre Company.

OUR STRATEGIES & INITIATIVES

GOAL 2: A DEDICATED VTC FACILITY

Strategy: Secure funding and support to establish a permanent home for Valley Theatre Company's artists and creators.

2.1 2025	Establish VTC specific facility requirements and timelines.
2.2 2025+	Establish Facilities Committee and create a stand-alone venue funding campaign.
2.3 2025+	Communicate externally, Valley Theatre Company's vision of establishing a permanent home for our artists and creators in order to secure funding and support.
2.4 2026+	Develop an expansive business and feasibility plan for managing and maintaining a facility.

We understand the importance of having a dedicated Valley Theatre Company space to support our programming, our artists, and our creators.

This task will require expanding all our resources collectively.

This is both an opportunity and challenge for the organization.

OUR STRATEGIES & INITIATIVES

GOAL 3: OPTIMIZE & DEVELOP RESOURCES

Strategy: Steward Valley Theatre Company's existing resources and expand organizational capacity.

3.1 2025	Create a Volunteer committee focused on recruitment, onboarding and retention.
3.2 2025+	Increase funding by developing a fundraising committee to expand programming, operations and staff capacity.
3.3 2026+	Create a Donor appreciation event.
3.4 2025+	Increase VTC's visibility throughout the community (Window supporter stickers, Board of Directors name tags).

We will **enhance our capacity** by reinforcing and broadening resources throughout the organization.

We will focus on creating a team of volunteers who feel appreciated and possess valuable skills.

We aim to evolve into an organization with numerous members dedicated to securing funding.

OUR STRATEGIES & INITIATIVES

GOAL 4: Develop and Expand Educational Opportunities

Strategy: Build systems to provide educational experiences in theatre for the company and surrounding community.

4.1 2025	Establish organization's educational priorities and identify resources needed.
4.2 2025+	Incorporate acting training into the rehearsal processes and/or add acting coach for productions as standard procedure.
4.3 2025+	Identify and create learning opportunities through apprentice/job shadowing/internships.
4.4 2025+	Equip and mentor production staff to produce a successful season.
4.5 2030	Develop an artist training program that supports VTC's seasons.

Through theatre education programming we are investing in the future of Valley Theatre Company.

If you want to go fast, go alone.
If you want to go far, go together.
African Proverb

NEXT STEPS

- ✓ REVIEW TIMELINES
- ✓ UTILIZE ACTION PLAN
- ✓ BUILD ACTIVE ENGAGEMENT
- ✓ CREATE TRACKING TOOLS
- ✓ IMPLEMENT THE PLAN

- Establish an implementation steering committee to review/monitor/oversee the implementation of VTC Strategic Plan. This should consist of board and non-board members.
- Manage expectations. This isn't and shouldn't be fast work. This is work that will take time and involve many steps and processes to complete. Allow for grace and patience.
- Review and address underlying tension and the 'unsaid's to continue to build healthy lines of communication.
- Understand that this strategic plan is an organic document that will continue to be shaped as the organization grows and develops.