

Stratford Arts Commission Opinion for Town Council

Long-Term and Short-Term Goals and Questions and Considerations Regarding Shakespeare Theatre Proposals

April 10, 2008

At the request of Council Member Julian, the Stratford Arts Commission met to discuss and recommend some long-term and short-term goals for the Shakespeare Theatre and to provide a list of questions and considerations in regards to any proposal the Council might consider. Members in attendance included: Chris Caltigirone, Edward Goodrich, Bruce Hirsch, and J. Sibley Law (Chair). Sara Krochko only participated in discussion portions of the meeting and did so via phone.

Questions and Considerations

As the Town Council considers the numerous proposals before it, the Stratford Arts Commission offers the following questions and considerations about them:

1. Does the respective business model support the town's long-term goals (see below)?
2. How does the respective plan promote and enhance the Town of Stratford?
3. How does the respective organization plan to establish a network beyond the Town of Stratford to ensure expansion and awareness?
4. What are the respective entity's criteria for success?
5. What is the respective entity's plan for educational programming?
6. What is the respective entity's plan for financial stability, viability, and sustainability? Specifically, what are the plans for endowment?
7. What is the financial history of the respective entity beyond what they are proposing to Stratford? What makes them credible? What are their qualifications?
8. What kind of relationship and interactions does the respective entity plan to develop with the town and community?
9. How does the respective entity plan to incorporate the history of the theatre into future planning?

Short-Term Goals

In the short-term, the Stratford Arts Commission foresees a number of strategic goals that will help ensure the success and viability of the theatre:

1. We believe that setting realistic expectations will be an important first step to ensuring success
2. These expectations should include financial viability leading to financial stability
3. We believe this will be accomplished with both sound financial planning and the development of an endowment

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4. A number of benchmarks should be set (including: production planning, audience participation and analysis, etc.)
5. Partnerships will be a critical success factor for the theatre, both in terms of community partnership and partnerships with other theatre organizations to share the burden of costs of productions, etc.

Long-Term Goals

The Stratford Arts Commission envisions a number of long-term goals for the Shakespeare Theatre:

1. We envision a theatre that is a destination and an attraction
2. The Theatre should enhance the quality of life for the people of Stratford and it should be accessible to the community
3. We would like to see year-round entertainment at the theatre (including: performing arts, lectures, movies, and visuals arts)
4. We are looking for sustainability to ensure the long-term health of the theatre
5. A successful theatre will be a boon to town-wide economic development

These goals and considerations were voted on unanimously by the Arts Commission members who were physically present for the meeting.