

RAINBOWSTAGE

STRATEGIC PLAN

2022 TO 2025

CORE VALUES

Accessibility and Sustainability

- To make our productions accessible to the widest possible community.
- To sustain the art form of live musical theatre as a vibrant and important part of the arts and entertainment in Manitoba.

Balanced Programming

- To strive in the selection of shows to provide varied programming including classic and contemporary productions, new and innovative shows, family friendly shows, and shows that reflect the diversity of the people and culture of Manitoba.

Community

- To contribute to the economic health of Manitoba by employing Manitobans and attracting tourists.

Creativity

- To promote, advance and enhance musical theatre as an art form.
- To celebrate innovation by exploring the new and re-imagining the familiar.



Laura Kolisnyk, Megan Fry, Esethu Gwintsa, Jeff Rivet, JJ Scherr, Devin Alexander, Catherine Wreford, Julia Davis, Joema Frith, Brady Barriento

Tyler Everley, Alyssa Crockett, Becky Frohlinger, Nathaniel Muir, Lia Loewen, Dutchess Cayetano

CORE VALUES

Diversity, Inclusion, Equity & Accessibility

- To recognize imbalance and disadvantage in our community and commit to addressing and correcting these through policy, procedure and action
- To make and maintain equitable, accessible, and accountable spaces that provide equal access to opportunities and resources.
- To encourage involvement of people from all the diverse communities of Manitoba in all aspects of the theatre, from artists and other theatre professionals and administrative staff to audience and volunteers.
- To reflect representation and inclusivity in our programming and the accessible delivery of such programming for artists and patrons.

Excellence

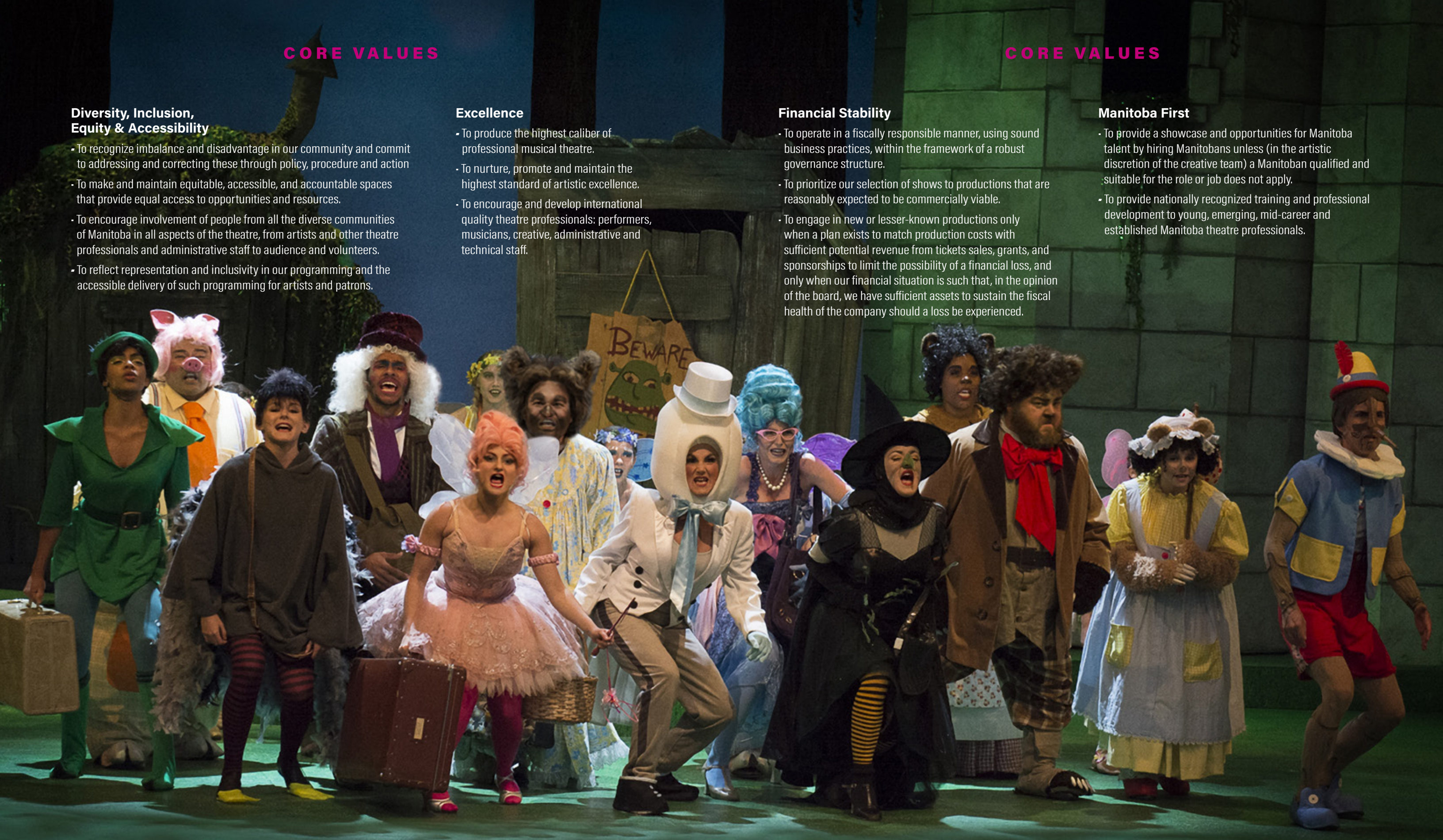
- To produce the highest caliber of professional musical theatre.
- To nurture, promote and maintain the highest standard of artistic excellence.
- To encourage and develop international quality theatre professionals: performers, musicians, creative, administrative and technical staff.

Financial Stability

- To operate in a fiscally responsible manner, using sound business practices, within the framework of a robust governance structure.
- To prioritize our selection of shows to productions that are reasonably expected to be commercially viable.
- To engage in new or lesser-known productions only when a plan exists to match production costs with sufficient potential revenue from tickets sales, grants, and sponsorships to limit the possibility of a financial loss, and only when our financial situation is such that, in the opinion of the board, we have sufficient assets to sustain the fiscal health of the company should a loss be experienced.

Manitoba First

- To provide a showcase and opportunities for Manitoba talent by hiring Manitobans unless (in the artistic discretion of the creative team) a Manitoban qualified and suitable for the role or job does not apply.
- To provide nationally recognized training and professional development to young, emerging, mid-career and established Manitoba theatre professionals.



Trudy Lee Gayle, Joseph Seville, Madison Lacombe, Devon Michael Brown, Becky Frohlinger, Delaney Giesbrecht, Brett Owen, Chloe Bingham, Laura Kolisnyk

Colleen Furlan, Brittany Hunter, Nicky Lawrence, Cory Wojcik, Danika Burdeniuk, Aaron Hutton

STRATEGIC GOALS

Build Our Audience

- Develop strategies to raise Rainbow Stage's profile in the City of Winnipeg and the Province of Manitoba.
- Continue to develop ways to build connections with schools and young people (for example, school outreach, workshops, and materials for teachers).
- Explore and develop new delivery modes (for example, touring, joint productions, shows in other venues).
- Continue to develop partnerships with other arts organizations (for example, Winnipeg Symphony Orchestra, Royal Winnipeg Ballet, theatre companies in other markets) to share costs and expand our audience.
- Increase efforts to attract tourists (for example, exploring concepts such as a Rainbow Stage bus or van to transport patrons outside Winnipeg to shows, package trips). Develop and enhance premium experiences (for example, more accessible parking and exiting, use of lounge for dining and reception, lounge accessible washroom).
- Develop strategies to reach out to Indigenous, Black and People of Colour (IBPOC) Manitobans and new Manitobans and engage them in our theatre.

Expand and Stabilize Our Funding Base

- Develop new fundraising strategies and pursue new funding opportunities, both in the public and private sectors, grow our endowment fund, and expand our audience both outside Winnipeg and Manitoba, in order to keep ticket prices as affordable as possible, to continue to be able to produce artistically excellent shows, and to develop Manitoba artists.

STRATEGIC GOALS

Expand Education and Outreach

- Develop a plan to make the public more aware of our education and outreach programs.
- Expand the scope of the education and outreach programs beyond the City of Winnipeg.
- Make education and outreach initiatives more accessible to underserved communities.

Implement a Corporate Culture to Become an Employer of Choice

- Assess and improve, where necessary, human resources programs and policies to maximize effectiveness and performance and employee satisfaction and retention.
- Develop and implement workplace safety policies and plans.
- Invest in technology to support employees in the performance of their duties.



Alyssa Crockett



Chris Vergara, Arnold C Tongol, Elliot Lazar

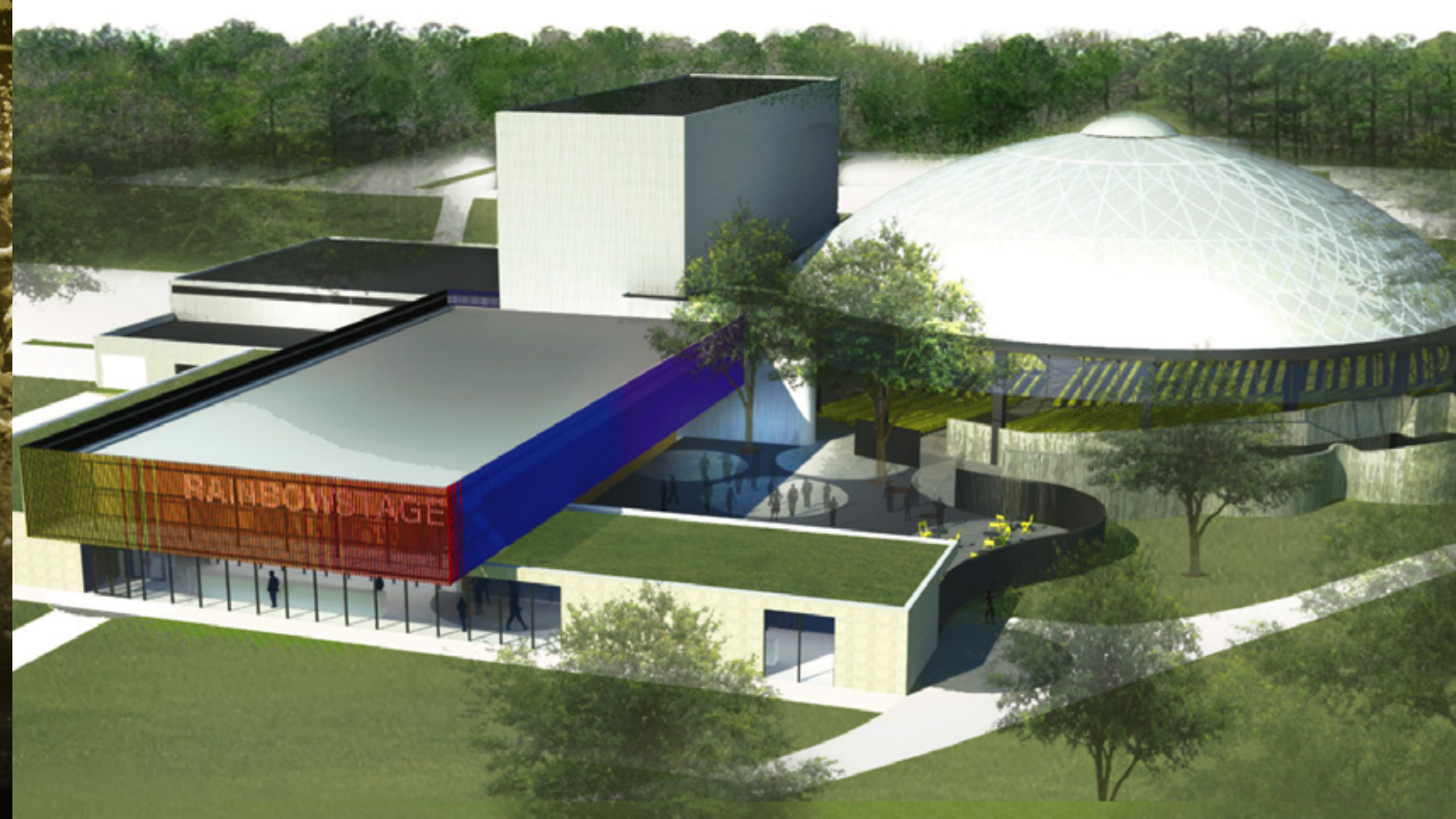
STRATEGIC GOALS

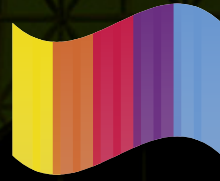
Improve Our Physical Facilities

- Redevelop the theatre at Kildonan Park as an iconic highlight of the Winnipeg landscape to meet all of our needs including adequate year-round office, meeting, educational and rehearsal space, and for using the space for fund-raising purposes.
- Promote environmentally friendly practices throughout the venue to ensure sustainability into the future.

Engage Stakeholder to Ensure Community Relevance

- Engage and strengthen relationships with the three levels of government.
- Develop and implement a marketing and communications strategy to enhance relationships with stakeholders.





RAINBOWSTAGE

Rainbow Stage (1993) Inc. 202-1215 Henderson Hwy. Winnipeg MB R2G 1L8 - www.rainbowstage.ca - 204.989.5261

REGISTERED CHARITY #13546777RR0001