

TOPEKA PERFORMING ARTS CENTER

2017 Plan for Success

ADMINISTRATION

- 1) Better marketing and continue good programming; continue soliciting support from the community; adding a community focus group; provide student pricing when possible; capitalize on success of email and social media – Facebook, Twitter, Instagram, etc.; designing and launching a new and improved website that is more interactive and user-friendly
- 2) Executive Director, Larry Gawronski and the Board have experience in Topeka market; Larry has purchased a home and moved his family to Topeka; expiring terms of Board members will be filled by new members with fundraising as a top priority; less risk on shows will be taken in 2017 and an emphasis on partnering with promoters to bring the talent in; special task forces have been formed for marketing shows and will continue in 2017; new ways will be explored to increase the Friends of TPAC and initiate a Season Ticket Subscription; a more favorable amended management contract was negotiated with VenuWorks to reduce the management fee in 2016 and 2017.
- 3) Assistance from the City – Annual subsidy; HVAC and exterior maintenance, Angel Fund for programming (Mainstage, youth, educational and community), capital improvements, internet.
- 4) \$300,000 Subsidy – Immediate needs over the coming year include, but not limited to:
 - a) Website-\$10,000; Technical/Production/Operation Equipment-\$75,000; Food & Beverage Equipment-\$9,000; Building repair/maintenance-\$19,000; Theater house lamps/lighting-\$6,000; public space and meeting room lamps/lighting; uniform vests and shirts-\$5,000; all going for needs outside of capital improvements that cannot be afforded. The balance is for improved community programming, marketing and general operations.

FUNDRAISING

- 5) Grant opportunities
- 6) Solicit new and grow existing Sponsorships
- 7) Board Fundraising – June, August, November events in 2016 raised over \$100,000.

PROGRAMMING

- 8) Strengthen Youth and Educational Programming
 - a) Schooltime Theater Series, Sheffel Theater Clinic, Young Artists Awards
- 9) Enhanced Community Programming
- 10) Grow User Groups
- 11) Continue the upward trend on acquiring “Broadway Style” shows, public concerts, wedding receptions, banquets, parties and meetings
- 12) Collaboration