

Arts Live Theatre Goals 2017-18

Adopted: August 20, 2017

- Implement Vendini for ticketing, marketing, and donor relations
 - Ticketing by September 30, 2017
 - Marketing by December 31, 2017
 - Donor relations by June 30, 2018
- Build new and extend existing partnerships into community
 - Arts Center of the Ozarks
 - Produce 2 musicals with them & explore other opportunities
 - Fayetteville Public Schools
 - Participate in Teacher Expo, August 2017
 - Fayetteville High School - see below
 - University of Arkansas - see below
 - Rogers, Bentonville, and Springdale School Districts
 - Make contacts and explore best ways to market our programs
- Create a robust volunteer program
 - 20 active volunteers
 - 100 volunteer hours
 - Secure adult volunteers for backstage supervision for all productions for the final week of show (tech rehearsal through strike)
- Grow LOL Gala in attendance to at least 200 and funds raised by 10%
- Research and apply for at least 2 new grant opportunities
- Expand use of internships and begin other programs to augment staffing
 - Explore work-study position opportunities through UA and FHS and present recommendation to Board by May 30, 2017
 - Research the development and addition of a fee-based “director-in-training” program aimed to teens to offer class assistance to professional staff by April 30, 2018
- Create patio area for patrons

Long term goals

1. Cultivate and grow donors
2. Add full-time, paid staff
3. Find or build a larger space