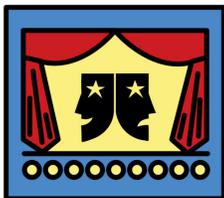


CADILLAC FOOTLITES

Strategic Plan
2019-2022

Background and Introduction



**CADILLAC
FOOTLITERS**

The Cadillac Footlitters began as a dream of a group of people with a love for theatre. After much determination and work the group was incorporated on October 15, 1964 with the purchase of the Old Center Theatre building in downtown Cadillac where they performed their first play, "The Night of January Sixteenth" on Nov. 5-7, 1964. 55 seasons later the group that began long ago is still building upon that dream first established in 1964. Footlitters' performance venue has changed many times over the years, but the mission and vision has remained consistent - to engage, enrich, and entertain the Cadillac area with quality theatre experiences. This plan describes what we intend to continue building over the next three years to expand our mission and reach. The mission of the Cadillac Footlitters is to engage, enrich and entertain our community with quality theatre experiences, and we'll be building our work over the next three years on expanding that mission. To do so, we will: (1) continue to engage the community through stronger and lasting promotions and partnerships with local businesses, organizations, and individuals to contribute to greater growth and development of the Greater Cadillac community; (2) enrich our community with performances and educational opportunities for everyone; and (3) entertain adults and youth alike with productions that will continue to range from well-known titles to new and different shows.

This strategic plan outlines our goals and will guide the Footlitters' direction for years to come. No Strategic Plan can be written in cement, but through the continued work of our committees, engagement with the community, and refinement and expansion of this path, this plan will guide who we are and what we will do.

➤ Engage.
➤ Enrich.
➤ Entertain.

The Cadillac Footlitters Board of Directors - 2019

President: Joseph Baumann
Vice President: Jennifer Neff
Treasurer: Julie VanHaitsma
Secretary: Dave Johnson

Trustees:
Shaina Biller
Heather Brannam
Sally Goggin
Melissa Kendell
Heidi Pechota
Kelli Simons
Shelley Taylor



The Cadillac Footliters must realize our dream of a permanent home for performing arts in the Cadillac area.

In developing this plan, numerous focus groups were held and several recurring themes emerged. The most important and longest term of them was the reaffirmation that Footliters' needs its own home - for the long term health, viability, and strength of the organization and community. Since the original theatre burned down in 1990, a permanent, uniquely identifiable downtown presence has been a vision beyond our reach. We must look to the future and reach for what has long been just outside our grasp.

Footliters will continue to:

- Explore grants at the local, state, and federal level that can assist us in finding a permanent home.
- Build and refine infrastructure based on priority needs.
- Develop and execute more performance opportunities including storefront, black box, dinner theater, cabaret, etc.



The Cadillac Footliters must collaborate more with local individuals, businesses, and organizations, strengthening bonds and creating mutual value.

Through strengthened marketing efforts, Cadillac's Footliters will continue to cross-promote our shows whenever possible, to grow attendance and deepen bonds with the fantastic local businesses that make up our thriving downtown and greater community. Whether it's a specialty drink menu at one of our several local restaurants, show themed sweets and chocolates, or a specialty baked good, Footliters must continue to build mutually beneficial relationships with local businesses that serve and employ so many local residents.

Footliters will continue to:

- Expand social media outreach
- Collaborate with more local businesses and organizations
- Utilize print and visual media in outreach to the local community
- Explore potential promotional mailings

The PRODUCERS
A Musical by Mel Brooks

June 15-16, 22-23 at 7 p.m. Matinee June 23 at 2 p.m.

The Producer - As wild as famed Broadway producer Max Bialystock himself. A wild American Turkey Manhattan and a favorite of the many "seasoned" women who love Max himself.

Leo Goes to Rio - More comforting than your trusty blue blanket - a mix of Hypnotic and Prosecco with a wedge of orange. Perfect for an evening of accounting, or with the Swede of your choice.

The Sexy Swede - If you've got it, flaunt it. Step right up and strut your stuff with this Producers twist on a Cosmopolitan with a Swedish Fish candy swimming in the bottom.

Tickets available at our outlets - the After 26 Depot, Brinks Custom Framing, Peebles, the UPS Store, and the Ardis Missaukee District Library: \$12 in advance, \$15 at the door

CADILLAC FOOTLITERS



The Cadillac Footliters will harness today's energy to develop the next generation of the organization and provide a welcoming environment for bringing new talent and experience in all facets of the organization.



As community theaters often do, Footliters have encountered a resurgence of interest in the greater community and have begun to attract a diverse pool of talent, both on and off stage. The number of actors auditioning for shows has continued to grow, as have the number of volunteers who help design and build sets, work backstage, and joining committees and teams.

Footliters will continue to:

- Provide a “role” for all who wish to be involved, including opportunities to learn, grow, and master different facets of putting together a production.
- Develop methods of training interested volunteers on the many aspects of stage productions.
- Invite and challenge new volunteers to join our organization.



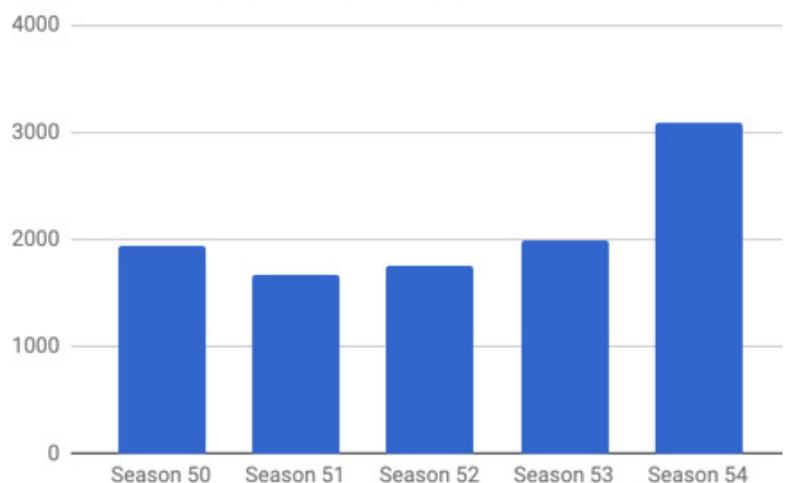
The Cadillac Footliters will continue to provide a balance of shows to provide the community with opportunities to see and participate in known quantities as well as up and coming productions to build audiences and enrich the community.

Data indicates that attendance at Footliters productions has increased dramatically over the last several years. There are many factors that contribute to this but an intentional focus has been directed at providing a balance of programming.

Footliters will continue to:

- Provide a balance of musicals and plays that represent a variety of genres and interests.
- Seek out feedback from the community on programming they would like to see the Cadillac Footliters consider.
- Bring in known, quality shows while still taking risks to bring less familiar shows to a season slate.

Season Attendance (Actuals)





The Cadillac Footliters must continue to develop the value (and communicate meaning) of membership to businesses, local organizations, and community members to build a foundation for our own facility and sustain Footliters' growth.

The Footliters currently offer paid membership levels at three different rates which allows a student, an individual actor, or a family to audition for Footliters productions. We wish to expand both the membership base and meaning as we continue to look to the future of the organization.

Footliters will continue to:

- Expand opportunities for involvement to provide learning and enrichment opportunities beyond acting - to include all aspects of production work.
- Evaluate and revise membership levels and tiers to better reflect value and meaning - and increase interest - in membership.



To be a partner in a vibrant, growing community, like Cadillac, the Footliters must enrich our community in return.

The Footliters believe that to be a part of a vibrant, growing community like Cadillac, they need to do their best to help enrich the community in return.

As we move forward we will continue to:

- Identify avenues for giving back to the community-at-large.
- Find new and innovative ways to enrich, entertain, and educate the greater Cadillac community in partnership with other businesses and non-profits.





 Engage.
 Enrich.
 Entertain.

