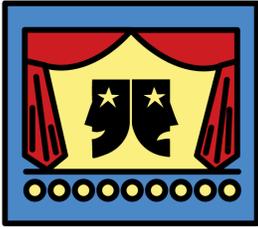


**CADILLAC
FOOTLITES**

ENGAGE. ENRICH. ENTERTAIN.

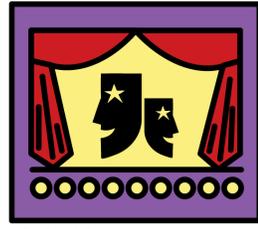


2023-2026 Strategic Plan



**CADILLAC
FOOTLITERS**

The Cadillac Footlitters began as the dream of a group of people who loved theater. After much determination and work, the group incorporated on October 15, 1964 and purchased the Old Center Theatre building in downtown Cadillac, performing their first play, *The Night of January Sixteenth*, on Nov. 5-7, 1964. Fifty-nine seasons later, the organization is still building upon the dream established in 1964. Footlitters’ performance venue has changed many times, but the mission and vision have remained consistent—engaging, enriching, and entertaining the Cadillac area with quality theater experiences.



**CADILLAC
FOOTLITERS
Junior
Players**

This renewed strategic plan describes what Footlitters intends to continue building over the next three years to expand their mission and reach. Footlitters will: (1) continue to engage the community through more robust and ongoing promotions and partnerships with local businesses, organizations, and individuals to contribute to the significant growth and development of the Greater Cadillac community; (2) enrich the community with performances and educational opportunities for everyone; and (3) entertain adults and youth alike with productions that will continue to cover a range of well-known titles and new/different shows.

This strategic plan builds upon the previous plan and outlines both new and updated goals. No strategic plan can (or should) be written in cement, but through the continued work of the Footlitters’ committees, engagement with the community, and refinement and expansion of this path, this plan will guide who Footlitters are and what they will do.

The Cadillac Footlitters Board of Directors – 2022/2023

President: Joseph Baumann
Vice President: Jennifer Neff
Treasurer: Kraig Schutter
Secretary: Julie VanHaitsma

Trustees:

Heather Brannam Bill Buisch Sally Goggin
Melissa Kendell Brandon Peltier Jay Simon Kelli Simons



GOAL 01

The Cadillac Footliters must secure and develop permanent locations for the performing arts in the Cadillac area.

In 2019, the Footliters had not taken steps in many years to secure a permanent home. The need for a permanent, uniquely identifiable downtown presence was a consistent theme in the focus groups assembled to help the organization plan for the future. In 2022, Cadillac Footliters recognizes the difficulty in securing and maintaining a permanent facility after several attempts at securing properties. While the search continues, the parameters have changed.

The Cadillac Footliters will continue to:

1. *Explore grants at the local, state, and federal levels that can assist us in finding and maintaining a permanent home.*
2. *Secure and develop production building and storage and build space.*
3. *Determine Footliters' facility and regular operations needs.*
4. *Develop and execute more performance opportunities, including storefront, black box, dinner theater, cabaret, etc.*

GOAL 02

The Cadillac Footliters will continue its history of strong collaborative partnerships with local individuals, businesses, and organizations.

The Footliters began exploring the power and potential of partnering with local businesses and organizations when they first adopted their strategic plan in 2019. Since then, they have become a recognizable partner to many hometown businesses as they cross-promote shows with services. Footliters recognizes and appreciates the value of their community partners.

The Cadillac Footliters will continue to:

1. *Explore more symbiotic relationships with local partners (social media, marketing promotions, etc.).*
2. *Develop relationships with existing and emerging organizations in the greater Cadillac community.*
3. *Define the mutual benefits of partnering with organizations within the community.*

GOAL 03

The Cadillac Footliters will continue to develop the next generation of the organization and provide a welcoming environment for bringing new talent and experience to all facets of the organization.

When actors take the stage, the cheers and applause are all made possible by their work and by countless volunteers behind the scenes making things run. From the volunteer marketing team to the unpaid directors, set builders, and sound and light technicians, this organization is successful because so many people are so generous with their time.

The Cadillac Footliters will continue to:

1. *Provide a role for all who wish to be involved, including opportunities to learn, grow, and master different facets of putting together a production.*
2. *Develop the proper procedures and infrastructure for training and leading volunteers.*
3. *Invite and utilize volunteers to join our organization.*
4. *Highlight and thank our organizational volunteers.*





The Cadillac Footlites will continue to enrich the community by providing a balance of shows.

The Cadillac Footlites have worked hard to expand our offerings, bringing a balance of known titles and surprise hits.

The Cadillac Footlites will continue to:

1. Provide a balance of musicals and plays that represent a variety of genres and interests.
2. Seek feedback from directors and the community on programming they want to see Footlites consider.
3. Bring in known, quality shows while still taking risks to bring less familiar shows to the community.

The Cadillac Footlites must continue to define, develop, and communicate the benefits and importance of membership.



The opportunity to include everyone who wants to be a member of Footlites at any level has been an ongoing subject of discussion and refinement over the past three years. The Footlites have completely overhauled our membership and sponsorship options to better reflect opportunities for everyone in the greater Cadillac community.

The Cadillac Footlites will continue to:

1. Define the advantages and benefits of membership to all stakeholders.
2. Communicate the importance of membership to the organization.
3. Expand opportunities for involvement to provide learning and enrichment opportunities beyond acting, to include all aspects of production work.

To be a partner in a vibrant, growing community like Cadillac, the Footlites must give back to the community in return.



Footlites exists because the Cadillac community believes in our work. Our gratitude toward the people of Cadillac manifests itself in our commitment to “give back” through partnerships with local organizations, educational agencies, and the community at large.

The Cadillac Footlites will continue to:

1. Identify avenues for giving back to the community.
2. Showcase the variety of ways Footlites engages, enriches, and entertains the greater Cadillac community.
3. Strengthen investments in our Junior Players and area school communities.



\$1,491

THANK YOU to all who were a part of our community partnership with OASIS. Through ticket sales to our special event, donations, and photo booth pictures, we were thrilled to give OASIS \$1,491. THANK YOU for your support for this amazing organization!