

STRATEGIC PLAN

2022-2026



prima

EXECUTIVE SUMMARY



**IF YOU DON'T KNOW WHERE YOU'RE GOING,
ANY ROAD WILL GET YOU THERE.**



This wisdom statement credited to Lewis Carroll (*Alice In Wonderland*) speaks clearly to the value of strategic direction as it impacts our paths forward. In our lives and our organizations, there is great purpose in clarifying both our aspirations and the means to achieve them. We can begin to see clearly where we're headed and the necessary tactical steps to blaze the trail. This is why Prima has embarked on a strategic planning process.

The resulting 2022-2026 Strategic Plan is a product of the extensive efforts of the organization's staff, Board of Directors, and Beam Consulting, for which I am deeply grateful. The priorities described in these pages are informed by our collective desire to invigorate lives through fresh theatrical experiences. To do so well, our patrons must feel **energized** and **seen**. Also, Prima must be well **known** and operationally **strong**.

We will accomplish this by bravely pursuing wisdom and staying true to our core values – assuring that beauty, vivacity, and freshness emanate from all our activities. While these marks of our DNA will remain constant, this era will be defined by growth and exciting evolution. We'll add performances because seats are filled with an increasing array of our beautifully diverse community. We'll explore additional space for rehearsals, NextGen internships, and new hires – and together, we'll **create the most welcoming and exciting cultural institution in our region**.

A handwritten signature in black ink that reads "Mitch Nugent". The signature is fluid and cursive, with a long, sweeping tail on the letter "t".

Mitch Nugent
Founder, Executive Artistic Producer

PRIORITIES

PATRON EXPERIENCE

Prima strengthens its offerings, so patrons feel fully alive.

- Create consistently bold, beautiful, and energetic experiences
- Patrons experience a sense of belonging with Prima

COMMUNITY AWARENESS AND IMPACT

Advance the organization's brand identity and awareness so that Prima is top-of-mind for exciting things to do in Lancaster.

- Grow patron loyalty
- Diversify and increase audience
- Establish local, regional, and national recognition

ORGANIZATIONAL CAPACITY

Prima ensures its sustainability to thrive in its mission.

- Generate a 30% increase in operating revenue
- Grow board effectiveness
- Expand staff resources