

GOAL 1:

Cultivate Excellent
Patron
Experiences

Objectives:

Ensure a seamless process for patrons to access programs.

- Information is available and ticketing is seamless
- Website is up to date and easy to navigate

Foster an environment where every patron experience creates a positive memory no matter what the medium.

- The space is accessible
- Staff and volunteers are knowledgeable, friendly and provide excellent customer service
- Concessions are enticing and satisfying
- Tickets are priced appropriately
- Venue is clean & welcoming
- Volunteers are welcoming
- Programs are accessible
 - Patrons can hear
 - Those who are less mobile have a choice of where to sit

GOAL 4:

Fully Utilize the WYO
Venue to Effectively
Support Our
Mission and
Values

- The WYO renovation is complete so that the full possibilities of the venue can be realized
- Process to rent the facility has been systematized
- The facility is a sought-after venue in the community
- Multiple areas of the facility are being used and rented consistently

The WYO is both a business and an organization that provides a bridge to arts opportunities not otherwise available to our community. For this reason, we rely on both ticket sales and donations to create a strong financial foundation

GOAL 2:

Grow as a Leader in
Sheridan's
Cultural
Economy

Objectives:

Improve our internal operations and relationships with the broader arts community in the region.

- Continue to enhance the WYO's management so staff practices effective financial and governance best practices
- Staff are paid competitively to other regional arts professionals
- Organization is financially stable and growing
- WYO Board governs using best practices
- The WYO's organizational culture creates a positive and rewarding place to work and volunteer

Become a regional arts leader

- WYO Leadership is participating on a local, regional and statewide level
- The WYO is a discerning and good partner with its local partners

Enhance and grow the cultural economy.

- Broad segments of the Sheridan Community look to the WYO for entertainment & enrichment
- The business sector supports the WYO and recognizes the importance of the arts in economic development
- The WYO is connected to businesses across the community
- The WYO is recognized as an important part of the life of downtown

GOAL 3:

Enhance Citizens'
Arts Education
Across their
Life

Objectives:

Become a premier arts education program that provides unique opportunities to learn about theater and theater production.

- Develop a broader summer &/or year-round revenue theater program outside of Tandem
- Develop a program to expand talents and program opportunities

Create a better relationship/stronger presence in the school districts

- Staff communicates proactively about the Educational Program
- More opportunities are available for artists to visit the classroom
- Feedback is solicited from those who attend student performances
- Engage professionals who can help tie programming to the curriculum and learning outcomes are engaged

Grow our connection to broader audiences

- Broader audiences are attending because of partnerships with the Senior Center / Hub, Assisted Living, Renew, Easter Seals, etc.
- More residency opportunities exist with specific groups like the VA and YMCA

The WYO is a place to be entertained and a place to engage in creating entertainment