WYO Strategic Plan 2019 - 2024

The WYO Performing Arts & Education Center's mission is to inspire, educate and entertain people of all ages by giving the performing arts a place to be seen, heard, and felt. Our vision is to become a leader in the cultural economy by providing dynamic opportunities for citizens of any age to create experiences, participate in, and enjoy world-class music, theater, and dance.



Discerning Collaboration

We believe that we can do better work in thoughtful partnerships and quality collaborations with others.

Grow excellence

We provide members of our

community the opportunity to

learn and grow their

skills through the arts and

artistic expression.

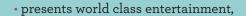




Financial stability

In order to provide our community with excellent programming, we will be financially sound.





• presents and facilitates educational programming,

• allows adults and children to produce and participate in community theater, music and dance,

- provides professional staffing for local events,
- offers rental of space to all public and private sector organizations,
- provides professional ticketing solutions for local events, and
 - provides opportunities for community members to volunteer.



Maintain diversity

We support diverse programming that will attract audiences of all ages and interests.

We will maintain a diverse board with a variety of skills and perspectives.



Maintain passion:

We are committed to remaining relevant in the dynamic and changing world of performing arts.



Connect to the world

We bring excellent and varied arts programming to Northeast Wyoming. It is important to entertain and expose audiences to broad perspectives and experiences that would not ordinarily be available in small communities like ours.

Produce & present entertainment

It is important for members of our community to produce, participate in, and experience the arts throughout their lifetime.

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