

Company Overview

Mission Statement

Our Mission is to provide a season of innovative, Broadway quality theatre productions that make audiences smile, laugh and cry, enriching the cultural experience of the community in southeast Michigan.

Vision Statement

The Theatre Ensemble Inc. envisions Meadow Brook Theatre as the acknowledged premier professional producing theatre company in Michigan.

Core Categories

1. Deliver on our Mission Statement/Differentiate ourselves
2. Achieve our Vision Statement
3. Achieve Financial Security
4. Raise Awareness and Reinforce Brand
5. Issues/Needs

Core Category 1

Deliver on our Mission Statement/Differentiate ourselves

Continue To Do:

- Investigate headliners for shows
- Continue new to Michigan plays and include a fan favorite
- October opening balance literary vs. mystery
- Continue collaboration efforts with School of MTD
- Continue to proactively include BIPOC individuals in all aspects of MBT , including actors, playwrights, technicians, musicians, directors, vendors, and BOD

Goals This Season:

- Possible co-production with Oakland University School of Music, Theatre, and Dance
- Increase Board visibility and participation in theatre events and at plays
- Host world premieres/collaborations with new playwrights

Core Category 2

Achieve our Vision Statement

Continue To Do:

- Be a part of national theatre conversation
 - Shubert Organization recognition
 - Licensing Agents recognition
 - Concord Theatricals
 - Dramatists Guild
- Determine the highest needs in each technical area and prioritize them as a team
- Continue to present works by and about the BIPOC community

Goals This Season:

- Actively recruit acknowledged premier individuals that will promote MBT
 - Visiting Directors
 - Visiting Designers
- Develop a succession plan to ensure continuity for key positions
- Annual Survey of Audience send with renewal?
- Generate video content to reinforce our production skills
- New SWOT analysis with staff

Core Category 3

Achieve Financial Security

Continue To Do:

- Identify and apply for new potential grants
- Continue Wish List
- Continue Billboards
 - Good feedback/visibility
 - Expand reach

Goals This Season:

- Encourage new people to MBT:
 - Incentivize OU Grads
 - Identify Groups in the community to target as potential season ticket holders
- Conduct a financial/sales SWOT analysis to determine potential opportunities and/or savings.
- Investigate Endowments and Planned Gifts
- Bargain royalties from premieres

Core Category 4

Raise Awareness and Reinforce Brand

Continue To Do:

- Partnering with local businesses to raise mutual awareness
 - Play and Stay Packages with Royal Park Hotel.
 - Concert and Cuisine events with restaurants who support.
 - Working with local chambers to be part of welcome packages to new homeowners and Business members
- Library Displays

Goals This Season:

- Young professionals nights at the theatre
- Market the "Made-in-Michigan" status of the theatre
- Engage the Community Outreach Board to bring in new groups
- Increase Social Media presence
- Instagram takeovers (parameters)
- Investigate a young playwrights competition
- Reach out to HBCUs regarding internship opportunities via key Board members

Core Category 5

Issues/Needs

- Need Shop Rental
- Fix LED houselights
- Concession stand makeover – must be “more professional”
- Need storage – all departments
- Started conversations w/storage places – donate space?
- Costume shop understaffed (need Draper, etc.)
- Difficulty securing over hire during the day
- Need more skilled positions
- New dimmer system