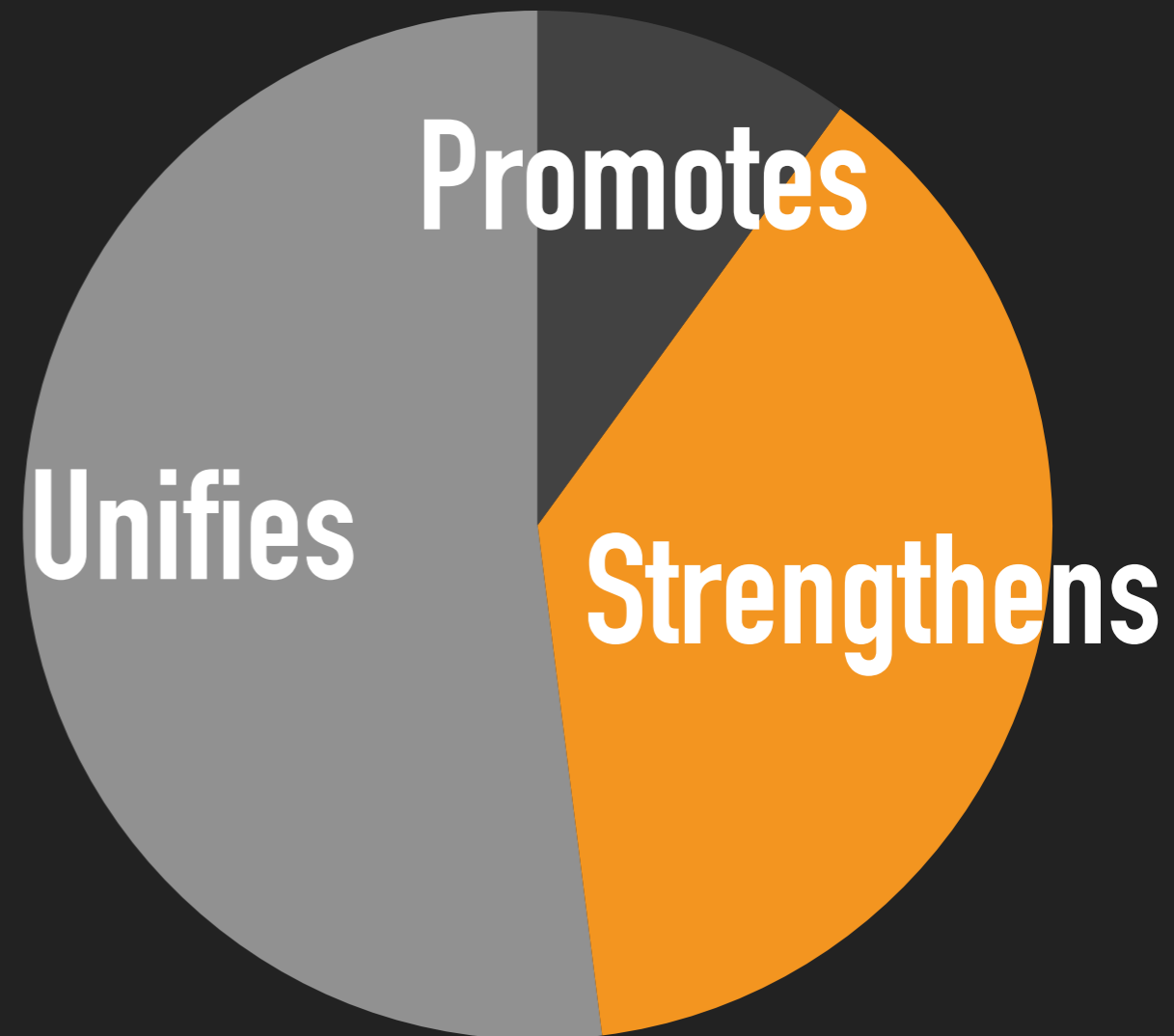


WHERE WE ARE NOW

MISSION

To promote the spiritual and economic necessity of theatre to the public, and to unify and strengthen the theatre community through programs, resources, and services.

MEMBER VALUES



WHERE WE ARE NOW

PROGRAM BREAKDOWN

First Priority
Second Priority
Third Priority

Promotes

- ▶ WEBSITE
- ▶ ARTS CRUSH
- ▶ TPS @ BUMBERSHOOT
- ▶ MEMBER SERVICES

Unifies

- ▶ UNIFIED GENERALS
- ▶ GREGORY AWARDS
- ▶ SPACE RENTAL
- ▶ SEATTLE FRINGE FESTIVAL

Strengthens

- ▶ ARTS ADVOCACY
- ▶ LEADERSHIP FOR SOCIAL CHANGE
- ▶ PROFESSIONAL DEVELOPMENT

WHERE WE ARE NOW

REVENUE SUSTAINERS

SPACE RENTAL
YEAR ROUND
MULTIPLE VENUES

+

MEMBERSHIP FEES
1400+ MEMBERS

- ▶ 67% of the revenue for 2014-2015
- ▶ 56% of the revenue for the last 5 years

WHERE WE ARE GOING

GROWTH

WHERE ARE WE GOING

PROGRAM POTENTIAL

- ▶ **Arts Advocacy** - amplify presence at local and state-wide levels to ensure theatre is specifically represented
- ▶ **Unified General Auditions** - offer regional audition days for organizations outside of Seattle, create similar, cross-disciplinary experiences for other groups of theatre professionals
- ▶ **New Website** - better integrate all programming for ease of use, better member profiles and potential to expand for community member use

WHERE ARE WE GOING

PROGRAM POTENTIAL

- ▶ **Development and Services** - find discounts or free resources for professional development, tax or legal assistance, career retooling or health and well being services
- ▶ **Unify member base** - create networking opportunities for new and long-time members, provide mentorship opportunities for young professionals and students

HOW DO WE GET THERE

STABILITY

HOW DO WE GET THERE

MEMBERSHIP FEE REVENUE

POTENTIAL REVENUE INCREASE
+ \$119,000

Average membership revenue: \$220/member

Target annual average: \$306/member

HOW DO WE GET THERE

MEMBERSHIP POSSIBILITIES

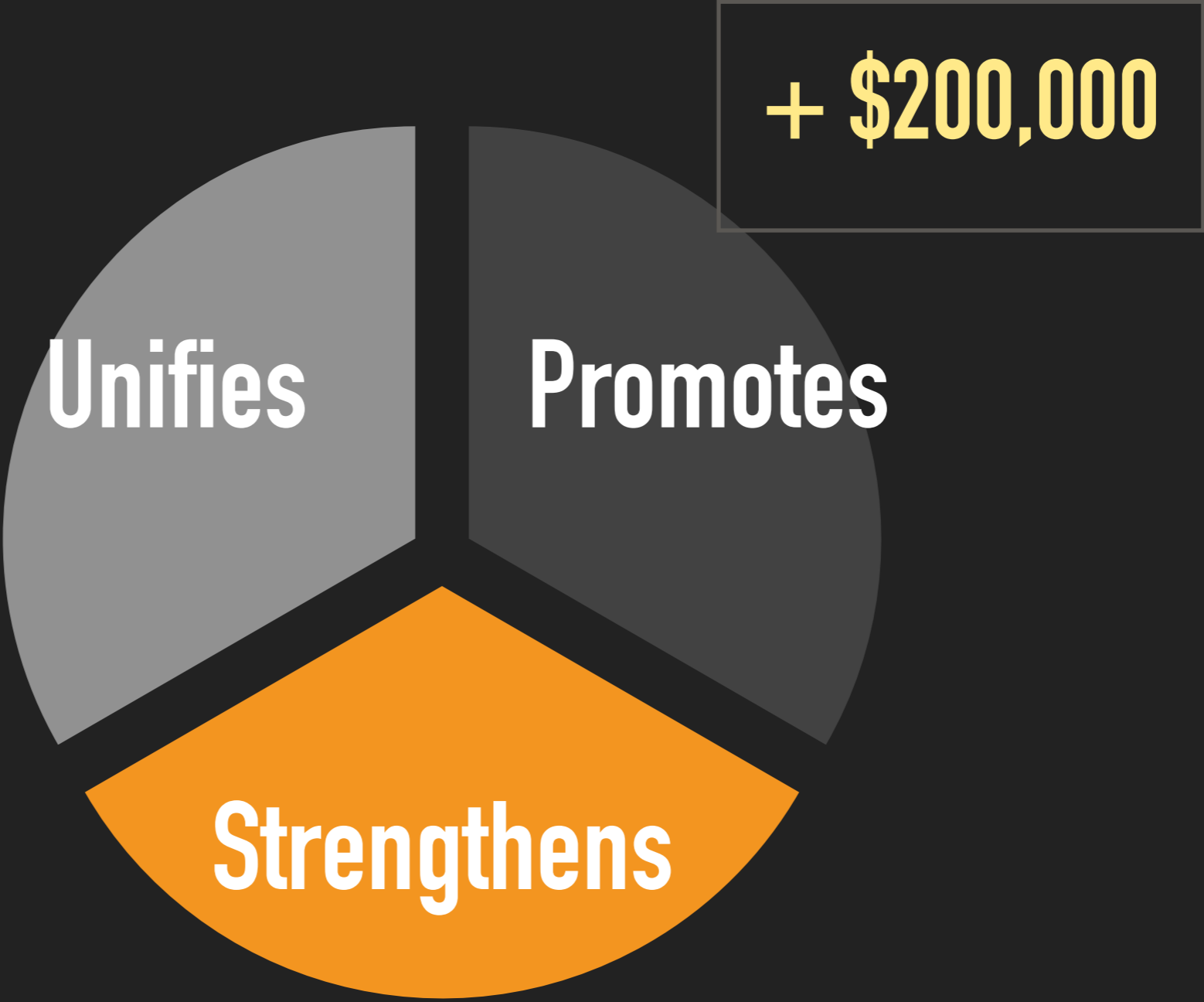
- ▶ Expand programming to engage designers, technical artists, and administrative professionals
- ▶ Add member/donor option
- ▶ Create “sponsorship” levels for larger organizations to support smaller organization or long-time members to support new or student members

**A 5% INCREASE IN MEMBERSHIP
= \$15,400**

**CURRENT MEMBERSHIP BASE AT
\$60/YEAR = \$84,000**

HOW DO WE GET THERE

STABILITY



THANK YOU

QUESTIONS?