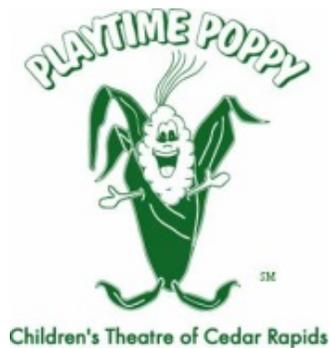


Playtime Poppy Children's Theatre Strategic Plan 2015–2020



Strategic Position

We're all children's theatre, all the time.
We own the children's theatre space in the region.

Introduction

Playtime Poppy Children's Theatre (PLAYTIME POPPY) has a long history and a strong legacy in the community. Generations of Cedar Rapids residents have been touched by its productions, can sing its theme song, and have interacted with its popular mascot, Playtime Poppy.

For many, Playtime Poppy Children's Theatre *is* Playtime Poppy, the organization's logo and mascot, and is still very much tied to its origins in the Junior League of Cedar Rapids. As the organization moves through its sixth decade, PLAYTIME POPPY is challenged to more clearly define itself, its programs, and its role in live theatre in Cedar Rapids.

PLAYTIME POPPY is the only organization in Linn County whose sole focus is children's theatre. It seeks to position itself more visibly so more people understand its focus and its purpose. This is particularly challenging because the organization does not have its own stage, box office, or location. It often is hidden behind the community organizations with which it partners to accomplish its work.

This plan lays out the organization's broad goals and objectives for the next five years. At the end of these five years, the board would like the organization to be in a position to have its own building. It believes that this would help it increase its impact in live theatre programming and education.

Mission Statement (adopted on April 8, 2015)

Playtime Poppy Children's Theatre entertains, educates, and engages our community to inspire a lifetime love of theatre for all.

Name (resolved on March 11, 2015)

The board of directors adopted the name Playtime Poppy Children's Theatre.

Goal 1

Playtime Poppy Children's Theatre produces children's theatre performances that have high production values, artistic quality, and audience relevance.

Objectives

- A. Every show presented by PLAYTIME POPPY's production partners at area high schools is appropriate for the target audience of children in grades K-3.
- B. Shows presented by production partners at area high schools are connected to the cross curriculum at the elementary schools.
- C. Each season of productions includes a variety of age-appropriate shows that reflect the different cultures, values, and life experiences that are present in our community.
- D. In collaboration with guest artists, PLAYTIME POPPY presents original children's theatre productions.

Goal 2

Playtime Poppy Children's Theatre engages children in a wide range of education opportunities to help them learn about all aspects of live theatre performances.

Objectives

- A. By the commencement of the 2017-2018 season, all third graders in the Cedar Rapids Public Schools participate in the Operation Backstage! program.
- B. By the commencement of the 2017-2018 season, all fifth graders in the Cedar Rapids Public Schools participate in the One Great Line program.
- C. By the commencement of the 2018-2019 season, PLAYTIME POPPY presents a theatre education and activities program for middle-school aged children in all middle schools in Cedar Rapids.

Goal 3

Playtime Poppy Children's Theatre has the organizational infrastructure necessary to support expanded programs and educational opportunities.

Objectives

- A. By the end of 2015, PLAYTIME POPPY develops and implements a development plan to provide the additional financial resources necessary to grow the organization's programming and education programs.

- B. By the end of 2015, PLAYTIME POPPY develops and implements a marketing plan that builds upon the organization's long history in the community and increases name recognition and brand awareness for the Playtime Poppy Children's Theatre.

- C. By the end of 2016, PLAYTIME POPPY develops and implements a volunteer program to engage individuals from outside of the board of directors to help support the organization's activities.