



A Contemporary Theatre

STRATEGIC PLAN 2019

MISSION

ACT is a contemporary theatre where artistic ambition and civic engagement unite.

VISION

ACT envisions a world where the power of theatre expands our collective understanding of community and our own humanity.

ORGANIZATIONAL VALUES

Values and principles that guide our work, relationships, and decision-making.

FORWARD THINKING

ACT makes decisions based on what it needs to become, not what it currently is.

LEARNING

ACT is inherently curious on behalf of itself and its audiences.

INCLUSIVE

ACT provides a platform for the voices, experiences, cultures, and multi-dimensionality of a wide range of communities in our city.

TRANSFORMATIVE

ACT believes the arts can be a powerful agent for change in individuals, communities, and societies.

CIVIC MINDED

We believe in the spirit and strength of shared purpose and collective responsibility.

FIVE STRATEGIC GOALS



1. Equity is integrated into every element of ACT's practice and purpose.



2. Financial Sustainability informs all decision-making.



3. The building is appropriately utilized and financially supported in perpetuity.



4. ACT's brand is well understood and attracts **audiences** across ages, cultures, and life experiences.



5. ACT has a highly functioning, collaborative **leadership structure**.