ROYAL & McPHERSON

STRATEGIC FRAMEWORK

Vision
Our community is enriched by sustainable theatres that bring people together to share in the wonder of performance experiences.

Mission
We connect artists and audiences, and provide professional stewardship of valued heritage theatres.

Values
The People. The Place. The Experience.

Goal 1
Cohesive Team

Strategic Priority 1. We must prioritize people with a safe and supportive environment.

Strategic Priority 2. We must build trust to instill clarity, connection, and confidence.

Goal 2
Strong Community

Strategic Priority 3. We must proactively strengthen relationships to achieve mutual goals in the cultural life of our community.

Strategic Priority 4. We must engage with partners to further reconciliation, inclusion, and accessibility.

Goal 3
Effective Funding

Strategic Priority 5. We must develop a more sustainable, adaptable, diversified funding model.

Strategic Priority 6. We must work with partners to build a more compelling case for support.

Goal 4
Flourishing Venues

Strategic Priority 7. We must strive to maintain and improve our heritage buildings to meet evolving needs, being conscious of environmental sustainability.

Strategic Priority 8. We must take the lead in planning and implementing major capital projects, and seeking all sources of funding them.