

**GRAND**  
THEATRE  
LONDON, CANADA

2017-2021

STRATEGIC  
PLAN

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# A NOTE FROM THE ARTISTIC AND EXECUTIVE DIRECTORS

We are entering a time of profound transformation at the Grand Theatre. We have resolved to be bold, inspiring, and adventurous in all that we do. There will be daring new projects, inspirational new programs, and a captivating new brand.



This new strategic plan provides clarity and focus, giving us a renewed sense of purpose and direction. Its promise and commitment to implementation inspires our staff, artists, volunteers, sponsors, and donors. Excitement, energy, and hope are palpable in our corridors and on our stages.

Our strategic plan addresses what matters to us: telling relevant stories, inspiring our audiences, and taking the Grand Theatre to our community and the world. *Our Stages, Our Stories, Our City, Our World* form the central pillars and strategic framework for this vibrant, new direction.

The strategic plan is both our promise to create a bold and successful future at the Grand Theatre and our invitation to join us on the journey.

Come join us,

**DEB HARVEY, EXECUTIVE DIRECTOR**

**DENNIS GARNHUM, ARTISTIC DIRECTOR**

## VISION STATEMENT:

The Grand Theatre is World Curious and London Proud.

## MISSION STATEMENT:

We create transformative experiences on our stages, through our stories, to connect and inspire our communities.

## VALUES:

At the Grand Theatre, we are:

- Joyfully Adventurous
- Unflinchingly Respectful
- Purposefully Inclusive
- Inspiringly Bold
- Abundantly Creative

# PILLAR 1 OUR STAGES

## GOAL:

Transform audiences through emotionally-thrilling, vibrantly-realized theatre.

## STRATEGIES:

- We will be leaders in producing diverse, relevant, and original stories from around the world.
- We will invite fearless and bold artists who reflect the world on our stages.
- We will summon innovation in all of our productions.
- We will build strategic partnerships with dynamic arts organizations.

## WHY IT MATTERS:

We exist to produce and present plays on our stages and create exceptional theatre experiences that forge unexpected and inspiring encounters for our audiences. We will be fierce in our desire to bring adventurous approaches to performances, we will be daring in presenting alternate points of view, and we will be courageous in questioning tradition and pushing boundaries. We will be fearless in choosing programming that thrills, surprises, and causes people to react: to cheer, to cry, to laugh.

Through the art on our stages, every visit to the Grand Theatre will be an extraordinary and invigorating event. Our audiences will be moved with excitement and transformed through their experience.

We will become an emotional hub, sharing in transformational moments that remind us of our humanity. Our stages will showcase relevant and provocative stories, and through collaboration with exceptional arts organizations from around the globe, our audiences will be prompted to begin their own journeys of reflection and change. Opportunities for dialogue and connection will be created, and individuals will find catharsis and escape through opportunities to live the life of another...one performance at a time.

## PILLAR 2 OUR STORIES

**GOAL:** Shape the world with our stories.

### STRATEGIES:

- We will actively engage and invite new story ideas.
- We will commission new work.
- We will advance new productions through a rigorous development process.
- We will pursue collaboration with strategic partners.

### WHY IT MATTERS:

The Grand Theatre's play development program, COMPASS, will ignite imaginations by bringing a modern, unconventional, and brand new sense of theatre engagement to London.

Each year the Grand Theatre will commission, write, produce, and premiere original plays that are relevant to our city, our province, and our country. We will tell our own stories, and produce theatre that resonates with our audiences, because it represents where we live, what we feel or believe, and in what we place our interests. While these plays begin here, our stories will be shared with theatres and performed on stages around the world.

"Our Stories" is a commitment to our industry and a reason for actors and playwrights from across Canada to be engaged in and excited about our work. It is our time to innovate, expand, and bring a new vitality to theatre.

We are thrilled to have the challenge of creating new stories. The Grand Theatre will build a legacy and identity through premiering these important new works of art.

## PILLAR 3 OUR CITY, OUR WORLD

**GOAL:** Build connected communities through theatre.

### STRATEGIES:

- We will become a national centre of imagination.
- We will invite all citizens to participate and play.
- We will form deliberate citywide and worldwide alliances.
- We will provide theatre experiences that are approachable and accessible.

### WHY IT MATTERS:

Our desire is that all of London has the opportunity to be captivated and transformed by theatre. Through our plays and programs, our staff and volunteers, and our services and amenities, we will take the theatre to all corners of the community, giving London the opportunity to access and experience everything the Grand Theatre has to offer.

The Grand Theatre will become a place to be with others, a venue within which to celebrate, and a conduit for people to be inspired. Our citizens will engage with the Grand, not only within our walls, but in schools, businesses, and organizations throughout London.

We will take London to the world, sharing our vibrant stories and showcasing our exceptional talent. London will become a theatre destination, with visitors from around the globe.

We will also bring the world to London. Through stories, we will share experiences from international communities to create meaningful connections across languages, borders, and cultures.

In all we do, we will honour Londoners and make London proud.

As we prepare to celebrate our  
50th anniversary as a professional  
theatre, this strategic plan serves  
as our guidepost to take us there  
and beyond — always World Curious  
and London Proud.

**GRANDTHEATRE.COM**

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