

**The Academy of Music Theatre
Vision Statement
2010 – 2013**

THE VISION

Tapped out on a typewriter in 1892, the mission of the Academy of Music vaguely addressed a vision for the young opera house. The premises shall be devoted to “the impressions and delineation of the drama of the better character,” it read. Today, the downtown jewel has built significant brand equity – a legacy to promote and protect. Messages about the Academy of Music must be consistent and leverage the power of both traditional and new media. Now, 120 years after opening, the mission of the Academy of Music is clear: To enrich greater Northampton's quality of life as the premiere presenter of community based performing arts. Throughout the next three years, the Board of Trustees has made it a priority to achieve that vision by strengthening the theater's finances and promoting of the theater's brand.

Key to accomplishing this is achieving a balance between the economic realities of operating a not-for-profit performing arts venue and the clear vision articulated in our Mission Statement. To fully accomplish our charge of presenting the finest in drama, music and theater, we need to establish a solid base of earned and unearned income. The brand identity we nurture and grow is integral to our ability to significantly increase our unearned income through fundraising, sponsorships and grants.

Three years ago the Board of Trustees adopted a Vision Statement articulating the major decision to transition the Academy of Music to a community-based performing arts venue. Key components of this vision was to retire the Academy's debt, create Resident Companies that would provide content in the form of live theatrical, musical and dance performances, and to continue to show non-mainstream films. These goals have all been achieved to some degree, along with the professionalizing of staff and added oversight of financial matters by a representative from the City of Northampton.

REALIZING THE VISION

The Board of Trustees and staff will improve the finances of the Academy of Music by increasing both earned and unearned income. To meet that goal, the Academy will nurture and support our Resident Companies, cultivate new relationships with area performing arts organizations, continue and expand its role as a presenter, extend the reach of its newly established box office to more arts organizations, actively pursue grant funding, cultivate major donors and strive to increase the return from the annual campaign.

The Board of Trustees and staff will identify the qualities of the Academy of Music that distinguish it from competitors, work to consistently support and enhance those qualities, and promote those assets to renters and the greater community. In addition, the Academy will support publicity efforts of renters toward the shared goal of increased visibility.

The Academy will maintain the highest level of quality in all its communication materials and will pursue new ways to reinforce its brand through marketing campaigns employing traditional and new media, such as Facebook. The Academy will also pursue new ways to facilitate interaction with renters and the public on its Website.

The Academy will strengthen its relationships with area arts organizations and will continue to work with public television station WGBY of Springfield to present both live and film events at the Academy. The Academy will continue to define and refine its primary mission with the goal to create a compatible artistic vision.

The Board of Trustees will develop a staffing plan to meet its growth objectives. The Academy will pursue the most cost-efficient means to employ stagehands in order to minimize costs for its renters and self productions. The Board of Trustees will strengthen the involvement of board members in achieving its vision by establishing sub-committees and renewing its commitment to engage the greater community.

THE BOARD OF TRUSTEES

The 11-member Board of Trustees is currently comprised of the following:

Andrew Crystal, president
Gail Yacuzzo, vice president
Stuart Mieher, treasurer
Carol T. Christ, Smith College president
Clare Higgins, Northampton mayor
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Paul Weinberg
Susan Fentin
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Linda McInerney
Peg Pitzer

March 1, 2010