

2018-2023 Strategic Plan Summary

The Academy of Music Theatre in Northampton, MA has the mission of enriching the Pioneer Valley's quality of life by offering first-class performing arts and film presentations in an historic theatre of national significance. Our 2018-2023 strategic plan calls for sustaining the Academy's reputation as the City's premier performing arts center with a well-balanced mix of national and local performances and film while reaching out to new and underserved audiences. We plan to add outreach programming and youth education programs in accessible community venues. Also, we will continue to work securing public and private investments in the facility and equipment to support performers' increasingly advanced technical requirements; to assure excellent patron experiences and safety; and, to preserve the City's historic building. We aim to increase our contributed revenues and sponsorships to reduce reliance on earned revenue and bring the Academy's business model closer to national performing arts center norms. Long-range goals will focus on programming, community access, education, preserving our facility, and increasing our organizational capacity. Our Artistic Vision addresses ideas, concerns, values, and hopes that resonate with our community in local and global ways as we seek to lift the cultural discourse in the Pioneer Valley with the intention of connecting and encouraging the local creative community.