

# Lake Superior Theatre

## 2013 - 2014 Strategic Plan

# Mission Statement

To produce live theatre that provides opportunities for engaging our community while celebrating the Upper Peninsula's unique culture.

# Vision Statement

Our vision for Lake Superior Theatre in the year 2023 is a community theatre where:

- ▶ we are in a permanent, intimate, comfortable space and performing high quality shows year round,
- ▶ our shows are traveling throughout the Upper Peninsula,
- ▶ students in the Northern Michigan University theatre program are serving as interns,
- ▶ there is a full time acting, tech and administrative team,
- ▶ guest artists are performing in/or directing plays,
- ▶ our youth component continues to be stellar and
- ▶ an endowment allows us to be sustainable.

# Historical Highlights

- ▶ 1998 Founded as a non profit 501 (c) 3 organization during the planning for the City of Marquette's Sesquicentennial celebration
- ▶ 1999 First production – Beacon on the Rock, an historical musical about the city's history – written and directed by Dr. Shelley Russell, a professor in the Theatre Department at Northern Michigan University with music written by Rob Engelhart
- ▶ 2000 Produced historical musicals Beacon on the Rock and Haywire written and directed by Dr. Shelley Russel with music written by Rob Engelhart
- ▶ 2001 Produced Beacon on the Rock, Haywire and a new musical, Points North
- ▶ 2002 Produced Superior Heroes, Points North and Escanaba in da Moonlight
- ▶ 2003 Produced Superior Heroes, Holdin' Our Own: The Wreck of the Edmund Fitzgerald and Life on the Fly
- ▶ 2004 Produced Songs on the Shore, You're a Good Man Charlie Brown, Dear Edwina, Jr. and Beacon on the Rock
- ▶ 2005 Produced 1776, Honk, Jr (youth theatre), Songs for a New World, A Gala Day at the Co-op
- ▶ 2006 Produced A Funny Thing Happened on the Way to the Forum, In the Wood Jr (youth theatre), The Christmas Schooner, Proof
- ▶ 2007 Produced Anything Goes by Cole Porter, Guys and Dolls Jr. (youth theatre). Keeper Of The Light (locally written musical play themed around lighthouses and lighthouse keepers)
- ▶ 2008 Produced Beacon on the Rock – 10<sup>th</sup> anniversary, Jeff Daniels's Escanaba in Love, Treasure Island, Shakespeare's A Midsummer Night's Dream

# Historical Highlight Continued...

- ▶ 2009 Produced Guys on Ice (ice fishing musical), Anatomy of a Murder, McSith, The Orphan Train (youth theatre) and sponsored the first Drama and Dreams Playscape Drama Camp
- ▶ 2010 Produced Lake Stories (original play), Little Women, The Last Five Years, Shakespeare's Twelfth Night, The Lion, the Slave and the Rodent (original opera), A Home for Me (original script youth production), sponsored the second Drama and Dreams Playscape Drama Camp
- ▶ 2011 Produced Guys on Ice, The Love List, The Secret Garden, Willy Wonk Jr. (youth theatre), sponsored the 3<sup>rd</sup> Drama and Dreams Playscape Drama Camp and assumed responsibility for the City of Marquette's youth theatre year-round program which produced Marquette Goes Hollywood fundraiser concert
- ▶ 2012 Produced A Thousand Clowns, Dandelion Cottage world premiere, The Mouse That Roared (youth theatre), Behind the Dandelions (original production), Bobby Glenn Brown and Friends, Annie Jr. (youth theatre) and sponsored Drama and Dreams Playscape Drama Camp,
- ▶ 2013 Produced Beacon on the Rock, Pirates of Penzance, Honk Jr, (youth theatre), Superior Broadway, and a Man Named Marquette (original youth theatre play)

# Historical Highlights Continued...

## Awards Received.....

- ▶ Marquette Community Foundation Catalyst Award – 2011
- ▶ Marquette Distinctive Destination Participation – 2010
- ▶ Peter White Award – Marquette History Museum – 2010
- ▶ Barbara H. Kelly Historic Preservation Award – 2008
- ▶ Michigan Cool U.P. Nominee – 2004
- ▶ All-American City Presentation – 2003 Marquette a winner
- ▶ Great Lakes Community Arts Award – 2001
- ▶ City of Marquette Arts Activist – Peter and Peggy Frazier, Lake Superior Theatre – 2001
- ▶ National Endowment for the Arts Chairman's Action Grant – 2000
- ▶ Michigan Humanities Council Grant – 1999
- ▶ Outstanding Citizen Award – Peter and Peggy Frazier – 1999
- ▶ Michigan Historical Society Award – 1999
- ▶ Peter White Scholar Award – Dr. Shelley Russell and Lake Superior Theatre – 1999

# Trends / National

- ▶ Producing new works
- ▶ Producing 'spectacle' theatre i.e. elephants etc.
- ▶ Attendance is down for all arts with live theatre being the exception
- ▶ Theatre is staying current with what's going on globally
- ▶ Economy is beginning to bounce back
- ▶ Movies are being produced based on plays and vice versa
- ▶ Multi media
- ▶ Social media has become part of the show

# Trends / State

- ▶ Finally some funding available
- ▶ State is bouncing back
- ▶ Traveling shows are doing well
- ▶ Foundation funding is down
- ▶ Historical tourism is growing
- ▶ General tourism is growing
- ▶ Michigan is investing in promoting the state in new markets around the country



# Trends / Local and Regional

- ▶ Some new theatre venues are developing
- ▶ New investment is being made in existing venues
- ▶ Northern Michigan University is traveling a show to help with recruitment for their theatre program TYA
- ▶ Northern Michigan University is joining the National Theatre Association
- ▶ NMU students will be getting more training and bringing their skills to the larger community

# Strengths

- ▶ Lobby for the theatre is the shore of Lake Superior
- ▶ Talent pool
- ▶ Relationship with the university and the community
- ▶ Drive – desire – “the show must go on”
- ▶ Established presence
- ▶ Unique venue
- ▶ Unique set of local shows
- ▶ Youth Theatre as a feeder program
- ▶ Small town feel
- ▶ Peter and Peggy Frazier – the Marquette Monthly featured writing and their connections
- ▶ Excellent music program at the high school producing amazing voices
- ▶ Summer camps

# Weaknesses / Issues

- ▶ Seating – line of sight
- ▶ Bathrooms
- ▶ Dressing rooms
- ▶ Communication
- ▶ Definition of roles and responsibilities
- ▶ Box office (hours/staff)
- ▶ Small staff
- ▶ Not operating year round
- ▶ Parking
- ▶ Lack of enough board members and their participation
- ▶ Rehearsal space
- ▶ Volunteerism is down
- ▶ Weather and other summer event competition
- ▶ Extraneous noises
- ▶ Challenges of converting a boathouse into a theatre
- ▶ Funding
- ▶ Increasing ticket sales
- ▶ Aging of our major donors
- ▶ Getting the word out
- ▶ Conflicting audience requests for shows

# Threats

- ▶ Competing entertainment events – festivals etc.
- ▶ Many outdoorsy people who don't want to be indoors on a nice evening
- ▶ Current audience base
- ▶ Everybody going after the same donors/grants
- ▶ Discretionary income is down
- ▶ Auditions this year were abysmal
- ▶ More NMU students are not staying here for the summer

# Opportunities

## Top Six

1. Apply for the Cliffs Natural Resources/ Lundin Grant
2. Look for new/more grants
3. Use an 'on line' ticket service
4. Add riser seating
5. Research a performing arts venue
6. Utilize volunteers

Other -

- Incorporate a food vendor on site
- Get more information about LST out to potential actors
- Expand or build a new 'enclosure' area
- More pre-planning and more board meetings
- Collaborations with the Marquette Maritime Museum and NMU
- New book of policies and procedures
- Install a railing on the hill
- Increase sponsorships and underwriters of shows

**Goal Statement: Apply for new/more grants.**

Strategic Action	Cost	Responsibility	Target Date	Monitoring	
	\$			Initiated	Completed
Apply for the Cliffs Natural Resources/Lundin Grant	0				
➤ Meet to plan for what we plan to ask them for.	0	Board	October 9		
➤ Arrange luncheon meeting with J. Huetter with Lundin	Minimal	Peggy/Nikke and Reatha	October 10		
➤ Write our proposal to Cliffs/Lundin		Nikke	October		
Continue to research grants from foundations and other arts supporters		Nikke/Board	On-going		

**Goal Statement: Enhance our patrons Lake Superior Theatre experience.**

Strategic Action	Cost	Responsibility	Target Date	Monitoring	
	\$			Initiated	Completed
Use an on-line ticket service/or box office efficiencies. <ul style="list-style-type: none"> <li>➤ Look at EZ tickets or other on-line ticket options</li> </ul>	?	Nikke/Peggy	March '14		
Add riser seating/find a solution to improve sight lines. <ul style="list-style-type: none"> <li>➤ Try to find some used risers.</li> <li>➤ Look at making the entire stage as high as the back of the stage or rake the stage.</li> </ul>	some	Board	March '14		
Incorporate a food vendor on site. <ul style="list-style-type: none"> <li>➤ Talk with dia de los tacos owner to see if he will be there every Thursday prior to show.</li> <li>➤</li> </ul>	0	Board	July '14		
Purchase our own wireless microphones. <ul style="list-style-type: none"> <li>➤ Write a grant from MCACA</li> </ul>	\$6 to 10K	Nikke	Oct '13		
Utilize volunteers. <ul style="list-style-type: none"> <li>➤ Find a volunteer coordinator.</li> <li>➤ Identify areas where we need volunteers - such as seats/enclosure/set building Ushers/costumes.</li> </ul>	0	Board	May '14		
Hire a handy man/maintenance person. <ul style="list-style-type: none"> <li>➤ Try to find a volunteer and if we can't, hire someone to do repairs where needed.</li> </ul>	some	Board	June 4		

**Goal Statement: Conduct research to identify a performing arts venue.**

Strategic Action	Cost	Responsibility	Target Date	Monitoring	
	\$			Initiated	Completed
Work with the DDA and others to identify possible locations for a 'performing arts center'. <ul style="list-style-type: none"> <li>➤ Look at the Lakeshore Building/Firestone building/Cliffs Property Building</li> </ul>		Nikke/Board Rita	Oct '13	X	
Identify potential partners to help support the center financially.		Nikke/Board	On-going		
Explore potential large donors/foundations/bricks and mortar grants. <ul style="list-style-type: none"> <li>➤ Apply for the Cliffs/Lundin Grant</li> </ul>		Nikke/Board	October '13		
Conduct a feasibility analysis for each identified site.		Nikke/Board	December '13		
Write a business plan for the most cost effective site.		Rita/Board	January '14		



**Goal Statement: Assure Lake Superior Theatre’s continued success.**

Strategic Action	Cost	Responsibility	Target Date	Monitoring	
	\$			Initiated	Completed
Continue with pre-season planning and regular board meetings.	0	0	Year round		
Update our book of policies and procedures.	Staff time	Staff time	March '14		
Increase sponsorships and underwriters for shows.	\$200.	\$200.	Feb '14		
Continue collaborations with the Maritime Museum, Marquette Harbor Cruises, Northern Michigan University, the Marquette Downtown Development Authority and other local and regional theatre groups.	0	0	On going		
Increase our talent pool by getting more information out to potential actors.	\$50.	\$50.	April '14		
Increase collaborations with NMU Theatre and Marquette Area Public Schools.	0	0	On going		
Work on a business plan.	0	0	Jan '14		
Work on a marketing plan and materials.	\$200.	\$200.	Jan '14		

# Appendix

# Audience Written Survey 2013- Conducted During Performances

## 1. What is your zip code?

	Response Percent	Response Count
No answer	1.6%	2
08055 Medford, NJ	0.8%	1
13041 Clay, NY	0.8%	
08516	0.8%	
19606 Reading, PA	0.8%	
29360 Laurens, SC	0.8%	1
33541 Zephyrhills, FL	0.8%	
34234 Sarasota, FL	0.8%	1
34293 Venice, FL	0.8%	1
37914 Knoxville, TN	0.8%	
40222 Louisville, KY	0.8%	1
43613 Toldeo, OH	0.8%	
48116 Brighton, MI	0.8%	
48154 Livonia, MI	0.8%	
48320 Keego Harbor, MI	0.8%	1
48346 Clarkston, MI	0.8%	1
48430 Fenton, MI	0.8%	1
48819 Dansville, MI	0.8%	
48881 Saranac, MI	0.8%	
49267 Ottawa Lake, MI	0.8%	1
49307 Big Rapids, MI	1.6%	2
49752 Kinross, MI	0.8%	1

49770 Petoskey, MI	0.8%	1
49806 Au Train, MI	0.8%	1
49808 Big Bay, MI	2.4%	3
49814 Champion, MI	0.8%	
49829 Escanaba, MI	0.8%	1
49841 Gwinn, MI	4.8%	6
49849 Ishpeming, MI	3.2%	
49854 Manistique, MI	0.8%	1
<b>49855 Marquette, MI</b>	<b>24.8%</b>	<b>31</b>
49858 Menominee, MI	0.8%	1
49862 Munising, MI	8.8%	11
49866 Negaunee, MI	2.4%	3
49879 Republic, MI	1.6%	2
49880 Rock, MI	0.8%	1
49881 Sagola, MI	0.8%	
49885 Skandia, MI	0.8%	1
49935 Iron River, MI	0.8%	1
49938 Ironwood, MI	0.8%	1
52722 Bettendorf, IA	1.6%	
53511 Beloit, WI	0.8%	
53704 Madison, WI	0.8%	1
54115 De Pere, WI	0.8%	
54311 Green Bay, WI	0.8%	
54403 Wausau, WI	0.8%	1
54521 Eagle River, WI	0.8%	
60067 Palatine, IL	1.6%	2

60538 Montgomery, IL	0.8%	1
66223 Overland Park, KS	0.8%	1
68701 Norfolk, NE	0.8%	
73132 Oklahoma City, OK	1.6%	
75214 Dallas, TX	0.8%	
77066 Houston, TX	0.8%	1
78746 Austin, TX	1.6%	2
80232 Denver, CO	0.8%	1
80921 Colorado Springs, CO	0.8%	
85224 Chandler, AZ	0.8%	1
87047 Sandia Park, NM	1.6%	2
87106 Albuquerque, NM	0.8%	
87108 Albuquerque, NM	0.8%	
93157 Oregon	0.8%	
93445 Oceano, CA	0.8%	1
95688 Vacaville, CA	0.8%	1
98199 Seattle, WA	0.8%	
	<b>answered question</b>	<b>125</b>
	<b>skipped question</b>	<b>0</b>

## 2. How many miles are you away from home?

	<b>Response Percent</b>	<b>Response Count</b>
<b>0-15</b>	<b>30.3%</b>	<b>37</b>
15-30	9.8%	12
30-60	12.3%	15
60-90	1.6%	2
90-120	1.6%	
120-300	5.7%	
300-500	7.4%	9
500-1000	10.7%	13
1000-2000	13.1%	16
2000-3000	5.7%	
3000+	1.6%	2
	<b>answered question</b>	<b>122</b>
	<b>skipped question</b>	<b>3</b>

### 3. Approximately how many hours are you away from home?

	Response Percent	Response Count
<b>under 1 hour</b>	<b>44.2%</b>	<b>53</b>
1 hour	10.0%	12
2-3 hours	5.8%	7
3-6 hours	5.8%	7
6+ hours	34.2%	41
<b>answered question</b>		<b>120</b>
<b>skipped question</b>		<b>5</b>

### 4. What was your primary purpose for traveling to this area?

	Response Percent	Response Count
<b>attend the drama</b>	<b>47.0%</b>	
personal business	0.0%	
annual vacation	10.0%	
attend a special event	5.0%	
visit friends and relatives	32.0%	
work-related business	1.0%	
short (a few days) getaway	5.0%	
Other (please specify)		28
<b>answered question</b>		<b>100</b>
<b>skipped question</b>		<b>25</b>

## 5. Where will you stay tonight?

	Response Percent	Response Count
hotel/motel	10.2%	12
condo/cottage	5.9%	7
bed and breakfast	0.0%	
camper/RV	0.0%	
with friends	5.1%	6
at an inn	0.0%	
with relatives	22.9%	27
campground	1.7%	2
<b>at home</b>	<b>54.2%</b>	<b>64</b>
Other (please specify)		6
<b>answered question</b>		<b>118</b>
<b>skipped question</b>		<b>7</b>



**6. Which of the following meals did you eat at a local restaurant?**

	<b>Response Percent</b>	<b>Response Count</b>
breakfast	8.5%	10
lunch	25.6%	30
<b>dinner</b>	<b>61.5%</b>	<b>72</b>
no meals at a local restaurant	28.2%	33
Other (please specify)		8
<b>answered question</b>		<b>117</b>
<b>skipped question</b>		<b>8</b>

**7. What would make your experience more enjoyable? see next pages**

	<b>Response Count</b>
	47
<b>answered question</b>	<b>47</b>
<b>skipped question</b>	<b>78</b>

**8. Other comments: see next pages**

	<b>Response Count</b>
	18
<b>answered question</b>	<b>18</b>
<b>skipped question</b>	<b>107</b>

From Question 4. What was your primary purpose for traveling to this area?

- 1 Bicycle and camping trip through the UP
- 2 Art on the Rocks
- 3 small ship cruise
- 4 NMU
- 5 summer home
- 6 I live here.
- 7 live here
- 8 I live here.
- 9 live here
- 10 Marquette resident
- 11 live here
- 12 live here
- 13 have a boat nearby
- 14 live here
- 15 live here
- 16 live here
- 17 live here
- 18 I live here.
- 19 Local
- 20 Our son is in the production.
- 21 Watch my cousin in the show.
- 22 2 doctor's visits
- 23 live - love theatre
- 24 Live here
- 25 Art on the Rocks
- 26 Cruise ship stop
- 27 Cruise ship stop
- 28 Cruise on boat

**Q5. Where will you stay tonight?**

- 1 cruise ship**
- 2 vacation camp**
- 3 did not travel**
- 4 ship**
- 5 Cruise ship**
- 6 aboard cruise ship**

**Q6. Which of the following meals did you eat at a local restaurant?**

- 1 Food Festival**
- 2 Dessert at Jilberts**
- 3 Vierling**
- 4 Food Fest. Thills Fish House.**
- 5 Going for a drink at the Northland Pub.**
- 6 Food fest**
- 7 on ship**
- 8 All onboard ship**

**Q7. What would make your experience more enjoyable?**



- 1 Nothing! We love the UP/Marquette! :)**
- 2 No flies/mosquitos**
- 3 Warmer weather (ha, ha)**
- 4 Record plays to be sold.**
- 5 Nothing! (Maybe a bit more space between the chairs)**
- 6 Donckers salted caramels**
- 7 Warmer**
- 8 More space in between seats.**
- 9 Popcorn**
- 10 Everything was great!**
- 11 Proper restrooms**
- 12 Has we known about handicap parking near the theatre and I forgot to ask**
- 13 Can't think of anything!**
- 14 More time to stay in the area.**
- 15 Seats further apart**
- 16 More music and chocolate.**
- 17 Slight incline for seating**
- 18 The weather.**
- 19 Leg room always a concern.**
- 20 Less rain.**
- 21 It was perfect.**
- 22 Raised floor for back rows.**
- 23 Meals and drinks.**
- 24 Better seating layout.**
- 25 Cleaner porta potties**
- 26 More space between chairs.**
- 27 More space in between seats.**
- 28 More comfortable seats.**
- 29 To have staged seating. I can't see.**
- 30 Stadium seating.**
- 31 Improved seating.**

- 32 Air conditioner on to make it cooler Please make it cooler. Please set the chairs with a little space in between seats to each side.
- 33 Stadium seating.
- 34 Matinees
- 35 Nothing. It's great.
- 36 A pit orchestra.
- 37 More props and scenes.
- 38 Having a great time
- 39 less expensive tickets
- 40 Nothing.
- 41 Wine.
- 42 A little warmer.
- 43 Better chairs. Fireworks during performance.
- 44 Warmer, calmer weather
- 45 Very enjoyable as is.
- 46 Softer chairs
- 47 Better sound system




**Q8. Other comments:**

- 1 It was splendid! Thanks for a great show!**
- 2 Graduate of NMU Class of 1963**
- 3 I found your website and show, so I thought it would be worth the trip! It was a good choice! :)**
- 4 Well done play! Thanks for the great entertainment.**
- 5 It would have been interesting to read more about the background of the players in this musical. The sound and all of the singers singing together was unbelievable. Great job by all! Florence and Bud Bessone**
- 6 Great play.**
- 7 The plays are a highlight of summer time, family visitors. Our granddaughter has seen this show six times!**
- 8 We enjoy the plays!**
- 9 Great play!**
- 10 Everything is great!**
- 11 Thanks. Always a delight!**
- 12 Keep it up! Great show!**
- 13 A community can be proud! Bravo!**
- 14 Having air conditioner, having cement floor, and having new chairs are all**
- 15 We've seen this play every time it's been offered. 6 times.**
- 16 It's been perfect!**
- 17 Enjoyed the good weather.**
- 18 Seeing more! Simply marvelous! Thank you!**

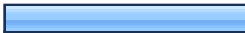



**1. I was involved as a cast member, artistic staff member, or crew member for (please do a separate survey for each show)**

		Response Percent	Response Count
Beacon on the Rock		90.9%	10
Pirates of Penzance		9.1%	1
Honk Jr		0.0%	0
Superior Broadway		0.0%	0
A Man Named Marquette		0.0%	0
		<b>answered question</b>	<b>11</b>
		<b>skipped question</b>	<b>0</b>

**2. Overall, how would you rate your experience at Lake Superior Theatre?**

		Response Percent	Response Count
Excellent		45.5%	5
Very good		36.4%	4
Fairly good		18.2%	2
Mildly good		0.0%	0
Not good at all		0.0%	0
		<b>answered question</b>	<b>11</b>
		<b>skipped question</b>	<b>0</b>

### 3. How would you rate the venue/location?

		Response Percent	Response Count
Excellent		36.4%	4
Very good		45.5%	5
Good		9.1%	1
Fair		9.1%	1
Poor		0.0%	0
		<b>answered question</b>	<b>11</b>
		<b>skipped question</b>	<b>0</b>

### 4. What physical improvements could be made to make your experience better?

	Response Count
	10
<b>answered question</b>	<b>10</b>
<b>skipped question</b>	<b>1</b>

### 5. What logistical improvements could be made to improve your experience with Lake Superior Theatre?

	Response Count
	8
<b>answered question</b>	<b>8</b>
<b>skipped question</b>	<b>3</b>



**6. What shows would you like to see or be involved with in the future?**

	<b>Response Count</b>
	8
answered question	8
skipped question	3

**7. What do you like best about working at Lake Superior Theatre?**

	<b>Response Count</b>
	10
answered question	10
skipped question	1

**8. What do you like least about working at Lake Superior Theatre?**

	<b>Response Count</b>
	8
answered question	8
skipped question	3

**9. Anything else that you would like to share about your experience or other comments about Lake Superior Theatre?**

	<b>Response Count</b>
	6
answered question	6
skipped question	5

#### Q4. What physical improvements could be made to make your experience better?

1	I appreciate that the venue is a working boathouse and as such has a lot of tools/equipment/et cetera, but I really do think that said items could be better organized to accommodate the boathouse as a theatre. Perhaps some items which take up a lot of much needed backstage floor space could be packed up and stored in the rafters during the summer months? This is something that LST could be responsible for, not another task for Pete and Peggy.	Jul 27, 2013 4:25 AM
2	Cleaner backstage at boathouse	Jul 25, 2013 8:49 PM
3	Better organization backstage.	Jul 25, 2013 8:19 PM
4	Vacuum the floors better and make sure that the nails and other things aren't able to hurt people.	Jul 25, 2013 5:31 PM
5	Better dressing rooms (not so congested within everything else backstage).	Jul 25, 2013 11:12 AM
6	More room in the backstage area by cleaning things up and improving floor space.	Jul 22, 2013 6:29 PM
7	bathroom facilities	Jul 13, 2013 5:33 AM
8	I understand that the theatre is a working boathouse but before being used for the season it needs some work backstage - there is really not enough room for a large cast, hair, make-up, props and costumes	Jul 12, 2013 6:57 PM
9	More food	Jul 11, 2013 12:38 PM
10	A slightly cleaner backstage area, as well as a little more light if possible. Things are easily lost and can get dirty fast. However, we are so grateful to be able to use the Boathouse.	Jul 11, 2013 11:56 AM

**Q5. What logistical improvements could be made to improve your experience with Lake Superior Theatre?**

1	Call times could be clarified more frequently.	Jul 27, 2013 4:25 AM
2	none	Jul 25, 2013 8:49 PM
3	Nothing really.. It was really nice and not very crowded.	Jul 25, 2013 5:31 PM
4	Need more people to work the shows, our stage manager was made to run sound, find props, and I'm sure much more. All while she was sending numerous e-mails to us each night with reminders. During the run of the show a fellow cast member was doing props backstage. But they also had to do their own work onstage. There should be some assistants at least. Or more people to do lighting, sound, and props so the stage manager can focus on his/her work.	Jul 25, 2013 11:12 AM
5	Better schedules for the cast so as not to waste as much time	Jul 22, 2013 6:29 PM
6	Attempt to keep to scheduled times	Jul 13, 2013 5:33 AM
7	None	Jul 12, 2013 6:57 PM
8	None	Jul 11, 2013 12:38 PM

**Q6. What shows would you like to see or be involved with in the future?**

1	I'm not sure.	Jul 27, 2013 4:25 AM
2	My Fair Lady, The King and I, Oklahoma, Guys and Dolls, West Side Story, Grease	Jul 25, 2013 8:49 PM
3	Beauty and the Beast	Jul 25, 2013 8:19 PM
4	Les Miserables, Pirates of Penzance, Honk Jr.	Jul 25, 2013 5:31 PM
5	Musicals are very fun, I enjoy this season having so much music. It would be good to have at least one Shakespeare or other classic each year (or every other year).	Jul 25, 2013 11:12 AM
6	Midsummer Night's Dream	Jul 13, 2013 5:33 AM
7	South paccific	Jul 11, 2013 12:38 PM
8	I would love to do Beacon again. I'm interested in participating with Pirates if they repeat that show as well.	Jul 11, 2013 11:56 AM

**Q7. What do you like best about working at Lake Superior Theatre?**

1	I enjoyed the experience overall. I think that the best part of it was meeting a bunch of cool new people and getting to know some of the "townees" a little better.	Jul 27, 2013 4:25 AM
2	The people and directors	Jul 25, 2013 8:49 PM
3	Everyone is made to feel welcome, part of the "family". The older people are always excellent role models and mentors for the younger ones.	Jul 25, 2013 8:19 PM
4	Being right next to the lake and making new friends.	Jul 25, 2013 5:31 PM
5	The way people pull together to put the show up is great fun!	Jul 25, 2013 11:12 AM
6	Opportunities to perform and meeting new people	Jul 22, 2013 6:29 PM
7	People are great	Jul 13, 2013 5:33 AM
8	It's uniqueness	Jul 12, 2013 6:57 PM
9	Venue and summer theater	Jul 11, 2013 12:38 PM
10	The people and the beautiful area! It's amazing to be onstage one minute and be staring out at the lake the next. I could never ask for better cast mates, directors and crew workers.	Jul 11, 2013 11:56 AM

**Q8. What do you like least about working at Lake Superior Theatre?**

1	This year was the first time that I have worked with LST, and though I felt like I was accepted as a group member in some ways, in others I felt like an outsider. For example, no one took the time to tell me about any of the post-show activities.	Jul 27, 2013 4:25 AM
2	Backstage at the boathouse should be neater	Jul 25, 2013 8:49 PM
3	I have never had anything else to complain about.	Jul 25, 2013 8:19 PM
4	Nothing.	Jul 25, 2013 5:31 PM
5	There seemed to be a lot of wasted time during rehearsal.	Jul 25, 2013 11:12 AM
6	Time wasted for some actors, lack of professionalism and lack of respect for each other, poor communication	Jul 22, 2013 6:29 PM
7	Lack of bathrooms/more porta potties	Jul 13, 2013 5:33 AM
8	Nothing	Jul 11, 2013 12:38 PM

**Q9. Anything else that you would like to share about your experience or other comments about Lake Superior Theatre?**

1	I think that LST is a great community endeavor, and I hope that it continues for years to come.	Jul 27, 2013 4:25 AM
2	It's great!!!	Jul 25, 2013 8:49 PM
3	This is a great opportunity for our local youth. I recommend it to everyone I know.	Jul 25, 2013 8:19 PM
4	Glad I got to experience it the first time. I am hoping to come again for another show.	Jul 25, 2013 5:31 PM
5	The cast was wonderful to work with! It is like an extended family!	Jul 25, 2013 11:12 AM
6	Its very grand	Jul 11, 2013 12:38 PM

Lake Superior Theatre/LSYT  
Focus Group – Actors and Staff  
Carriage House – August 7, 2013

1. Describe how your job/acting role with LST/LSYT enhances or coincides with your future career plans.

- Its' good preparation for a career in performance. There are different roles and chances to perform them.
- I'm a theatre major so it's good practice for doing professional roles in the future. Dealing with different age groups is good. It gives me a chance to get my feet wet before getting out into the cruel world of professional acting.
- Two or three years ago, I got to do lights. I loved it and it helped me chose a career path. It's what I want to do professionally.
- It's a creative outlet for me. I need to do this to maintain my sanity. I get to hang out with creative people – expand my teaching skills and see the growth in our performers.
- I run an entertainment company. It's fulfilling to be a part of LST. I am from the area and I love our heritage/history.
- Helped me expand the 'technical' side of me. It 'pushes' me.
- I am an NMU theatre graduate. I learn more with each performance. I've gained a new family and I've adopted them. It's like a merger – understanding – performing with them(the acting community) and for them(the acting community and the community-at-large).
- I want a career in music. The role of Mabel pushed me. I got a chance to try out what my career might be. It's a good artistic outlet.
- I'm involved as this is my avocation. Theatre is a passion. Since I have the summers off, it allows me to take part.
- I'm a theatre major. I am getting more experience. The audience is different and I'm in a different setting.
- It helps me be a more well- rounded person. I have fun. I get to interact with theatre people. Some nights, I focus more on the 'green room'. It allows me to interact with the community.

2. Describe the level of communication from LST/LSYT with you regarding your job/acting role.

- I get lots of emails. At the beginning of the season, things were vague – not clear. When I ask questions – they are answered. When I make a phone call – it is always returned.
- When we got emails from the directors or Jalina, they were great. Emails regarding photo shoots or photo ops were very last minute. It is hard to

re-arrange one's schedule especially if you have a job or other commitments.

- The last minute photo shoots on performance days were difficult. Performance events were also too last minute. When I made a phone call – someone spent a half hour explaining to me and it was very well explained. I wasn't aware that I would be an assistant music director.
- Artistic communication is good. Promotional opportunities were not communicated well.
- Duties were thrust on me with no data. Just kind of had to make it up. The 'house manager role' is much broader than originally explained. It turned out to be many roles that are not necessarily related. Once I got a routine established, many last minutes changes were introduced and it ended up causing me stress.
- It's very hard for older adults to commit when we don't know what's expected. Could people with minor roles be there less – the role should dictate the time commitment. Communication from Jalina was great.
- Could have used more notice for promotional opportunities.
- The 4<sup>th</sup> of July was difficult – the contract says all promotional events – those need to be detailed and specific.
- The box office was out of the loop. Employees did not receive W-9 forms. Some people didn't receive contracts.
- As a 'tech person' – she learned she'd be doing the lights at a rehearsal. She has no contract. There was communication between the light board operator and the light designer. He listened to my suggestion.
- Communication 'sucks'. I've worked in many theaters and if it hadn't been for Jalina, he wouldn't have known what was going on. There should be a hierarchy...decisions should come from the board....not a board member the night of. There needs to be rules for the boathouse that are in writing and the same for everyone. The lack of communications leads to a lack of organization and vice versa. Directors change direction and then a board member says to do something else. I've been here a long time and this is the worst year. We need a list of duties and job descriptions that are clear – who's in charge of what?
- It's almost like every year we have a boathouse so let's do theatre! Communication – organization – scheduling – there's a lack of program planning early on. We should be meeting right after the season ends and planning for the next year. There should be a promotional list/shows pre-planning – prior organizational schedule. When we cast our shows,we should provide a cast list so actors know each other and how to reach someone if needed. The main problem is the stage manager should not be tied to the sound board. She can teach that to anyone. We didn't have a props person or a costume person. We always had that in

the past. There needs to be more planning prior to the season and not wait until the season is upon us.

3. Tell us about your understanding of the organization/operation/funding and the connection between LST and LSYT?

- They are connected because LSYT was going to disappear. LSYT is more structured. Not sure about the camps...they share some funding.
- I don't know.
- Always thought they were separate.
- They share some grants. Like the fact that we have a youth component. There's so much going on with them intertwined. The education process is good.
- LSYT has more structure. I see the connection. Each has different audiences. We lost some LST male actors due to their being in LSYT. Our shows end up competing against each other for talent.
- LSYT has a better structure. I like the education component. LST suffers at times. Is the boathouse a good venue for the kids - is it safe???
- I believe that LST didn't save LSYT. The financials are good for LSYT. Youth theatre is a community necessity as well as LST. LSYT provides an opportunity to keep this alive. We are chasing money. The shows we select are not always good shows. We do it because it will bring in money. We used to take a 'risk'. We don't do that anymore. I believe we need both for the greater good but we are competing against ourselves - it creates internal conflict.
- The city dropped youth theatre. The kids get a great benefit by being able to act in LST shows. LSYT is very organized with parents doing many of the jobs.
- I don't know the history regarding the connection. I saw kids in LST shows demonstrating more confidence - they have grown as a result.
- I'm new to the area. LSYT has strong parent support. I'm preparing for three shows and it's stressful for me as an adult. I know an actor in LSYT who is in three shows. Is that too much? Will he burn out?

4. How would you describe the artistic level of LST/LSYT productions in comparison to other productions you've been involved with?

- Artistic level of the individuals is very strong. Talent is underutilized. Actors are held back because of the organization of LST.
- It's an artistically cool space for Beacon and Pirates. It would be cool to be able to transform it for a different type of play.



- Individual talent is awesome. Sometimes the space is great – what we choose to produce is what we can put on in a boathouse.
- My favorite moments are with fellow cast members. The sets are hard to work around.
- Efficiency could produce better results. We need to improve the box office operation – turn it over to NMU. Have designers focus on sets – make some things easier. The talent level is there but everything would increase artistically if we were more efficient.
- We have an ‘institutional improvisational nature. Actors don’t get into the theater until two days before a performance! We deserve more.
- Enhance the musical aspect. We need ample rehearsal time. We need to choose musicals that would challenge our performers – push them. We need instrumentalists. We used to have a small orchestra....we used to have musicians on the catwalks....why not?
- We are catering to the ‘boathouse’. We need more variety.
- We need more meetings. We need to start meeting early on. The tech director is doing what he can. We need more people. It wouldn’t be hard to get. We need designers. Theatre majors are looking for internships. We could get students from other colleges. We need more music too. How can we use the boathouse to showcase it’s architecture. We are too shorthanded in every aspect.
- There is a high level of artistic talent. We could increase both artistic and technical talent by going to SET conference to recruit.

5. What have you gained professionally through your participation with LST/LSYT?

- Higher skill set in tech and design.
- Working with people of all ages. I’ve grown mentally and spiritually.
- It’s cool to work with people of all ages and to see the young actors grow as they work with more seasoned actors. It is a great resume builder. I enjoyed working on a local heritage piece and also a classic.
- I perfected my ‘line’. Tapping into my creative spirit is a plus.
- I didn’t expand. I got more experience and variety. The camps gave me a new experience.
- LST is good for someone who is with the university. I need to be involved in my community. It’s good for the soul.
- I gained experience as a teacher. I may never get to play the role of Mabel anywhere else. I learned to work with difficult people. Running music rehearsal made me want to be a music educator.

- I was here on the 10<sup>th</sup> anniversary. I am able to adopt a new family. The wonderful young kids who were my family in Beacon and I made a connection. It's a creative outlet and I can bring it to the community.
- Working with new casts. It's a good resume builder...community involvement...professional connections....helping LSYT.
- Working with new casts...character changes and growth.
- Patience...tolerance..appreciation of the diversity within the community - working with people who are 'people' first.

6. What are your recommendations for LST/LSYT to grow their audience?

- Organization....organize sooner. Posters went out the week of the show. Facebook long before the shows. The show choice - more of a variety reflecting our talent.
- Organization...advertise sooner. The little sign out front needs to be bigger. It doesn't need lots of stuff on it ....just Lake Superior Theatre so people see it. The web site needs a lot of work. Our 'on-line' presence needs to provide a more professional image.
- Organize before the season starts. Have pictures of cast members around the community. Schedule appearances at service clubs like we used to. The posters no longer have the professional look they did when we started the theatre. There's too much information and people just don't bother to read them. Individual posters for each show like the Honk Jr. posters is what we need.
- Publicity!!! Pre-planning - a better venue. Why do we do Sunday? Could we do a Sunday matinee? We need a more positive community image. The sign at the ice cream stand is awful. The sign at the top of the hill needs to be re-done.
- Get the right people on publicity early on.
- The posters need major help. We need a poster for each show.
- Posters are jumbled. Sign at the box office has incorrect hours.
- Take actors to the streets in costume. Query at the first cast meeting to see who could do what? Like writing - I'm a good writer...I'd be willing to do some writing. Set aside time for bonding.
- Do the tickets at NMU. It would be more professional and we would increase ticket sales.
- BATHROOMS. Use the 'Ore Dock' for a theatre promotional event - maybe in the off season.
- More performances out in the community - farmer's market - Commons. Better shows - more recognizable shows. A promotions intern...perhaps having suggestions come from actors.

7. What are some other ways we can sustain theatre in our community?

- Greater community involvement. We live in a great community. People here will pitch in and help with most anything is we ask.
- Vision –
- When we do auditions – we need to do a better job of getting the word out. Perhaps we need an ad.
- The workshops are helping.
- Tables at festivals – farmer’s market
- More shows with kids
- Increase talent pool...new people.
- No pre-casting
- Guest directors
- Recruitment of people for minor roles
- Continue to foster connections with DDA, CVB, to reach summer visitors.
- Year-round recognition – i.e. offer a class in the winter on make-up etc.
- Reader theatre nights

8. What are some recommendations for LST/LSYT to improve your experience with us?

- Bathrooms...during rehearsals especially....parking for rehearsals as when there is a festival, there is no parking anywhere and for those of us who come from a job, we have limited time. Offer a shuttle for audience. For my part, I had to wear extensive make-up and there was no mirror so I had to do it at home. We need more mirrors/lights – green room needs lots of work. The dressing room needs to be set up before the season starts.
- Parking – especially when there is a festival. Bathrooms – lights for hair and make-up
- More chairs in the dressing room...rehearsal time proportionate with the role – more time for bonding early on
- Custodian to take care of bathrooms/chairs/plants NMU ticket outlet
- Bonding with staff – introduce staff to cast members – staff needs to know how long the show is – when the intermission is – they need recognition
- Light back stage – make sure aisles are clear when asking cast to go into the aisles
- During strike or load-in, provide a place to put personal items – photo shoot before the run during rehearsals – available power outlets
- Rules for the dressing room
- Costumes we don’t use just cause clutter and takes up space

- Directors need to follow their schedule – Need more staff – costumes – custodial – shelving for props
- Dressing room – green room – I'm willing to put on a pair of jeans and get in there and help clear the space – we'd have aisles – we'd have props space – we'd have room for costumes – shelving – One of the things that gets me most frustrated is 'wasted time'. I don't want to have to be told to be here and then sit for a half hour or more.

Lake Superior Youth Theatre  
Youth Focus Group  
Wednesday, June 26<sup>th</sup>, 2013

Participating: Noah James Seppanen, Richard Gerald Vermeulen, Emily Jean Burbey, Mallory Grugin, Maitri White, Jill Vermeulen, Beth Seavoy

Question # 1 - What prompted you to get involved with Lake Superior Youth Theatre?

- I liked acting. I saw Beauty and the Beast (LSYTshow) and liked it. Then I became involved.
- My sister was in Dear Edwina. I enjoyed it and decided to audition for Honk Jr. (first time we did it)
- My best friend, Mallory, was involved with the theatre and it influenced me to join.
- My sister auditioned for the first Annie. I was really young but after seeing Annie, I became interested and was in 'Kids Sing Broadway'.
- When I was 6 years old, my parents took me to see the play 'Snow White and the Seven Dwarfs'. I enjoyed it and then auditioned for the next show when I was living in Texas. I've been performing ever since.
- I started dancing when I was 3. My mother saw ads for auditions for 'Suesical the Musical' and wanted me to see how I would enjoy performing. I loved it.
- In 3<sup>rd</sup> grade, I was in a school play. I was not into sports and enjoyed the play. My teachers encouraged me to get involved in more plays
- My sister wanted to audition for Annie (first one) and my mother encouraged me to also. Because of my shyness I didn't want to audition. I hung onto my mother's skirt. Superior Harmony did youth plays and there was no audition. I performed with Superior Harmony and after that experience, I loved it and then auditioned for LST.

Question # 2 Describe your experience with LSYT.

- It's always been 'fun'. I enjoy everyone coming together to put on a show and involving the audience and getting more people involved in theatre.
- It's gone above and beyond what I expected. I did it to act and make more friends. Now I can 'pay it forward' and help others who were in the same place I was when I started.
- It has exceeded my expectations. Every performance is different and we get to help it come alive.
- LST and LSYT exceeded my expectations. Many of the technical aspects are such that one would expect of a professional theatre. We get to

analyze the play and I use that in my school courses. The friends I've made aren't just friends – they are forever friends.

- Youth theatre created my expectations. It has always ended up being more than expected. You don't just go on stage. You get involved with sound – the technical aspects – dance – you can do it all if you want.
- It's way more fun than I expected. I was really shy. Singing and dancing are what I really love to do.
- When I saw my sister having so much fun, I wanted to experience that too and I've been able to.
- I didn't expect much. It becomes more fun because of all the work that goes into it. The sets are amazing and they surprise people.

### Question # 3 How has your experience met your expectation from your involvement with LSYT?

- I've been able to act, move props and helped choreographed the birds.
- If you don't want a big part, you can work backstage.
- It doesn't matter if you get a big part or a small part, you get to do lots of other things like do lighting or work 'crew'.
- Because I've been doing it for so long, I've gotten the opportunity to 'do it all'. Every show, we've gotten to do something new. If you're interested, you can do it.
- Over the years, I've done a lot more than acting. I've worked on lighting and sound. Because I know how to do all these things, I get asked by other groups to help. Knowing what goes on, not only on stage, helps me as a performer.
- You can choose to be involved on or off state. We involve our parents... everyone gets involved.
- When I do shows, I think of all of us as a community. It takes us all – big part – little part. We all give 110%.
- For a long time, I tried not to get involved in the technical aspects. One time, I worked the light board and came to love it. It gave me an opportunity to see what I could do with my life.

### Question # 4 What are some life skills that you have developed from your involvement with LSYT?

- I've gained confidence and now I'm comfortable talking in front of people – acting, singing and dancing.
- It has helped me find out 'who I am'. I get to perform. It has helped me make friends. It has helped me help my community.
- I've found my friends who enjoy the same things as I do. I believe in myself. I can step into someone else through a role and feel what they feel.

- I've learned how to manage stress – being able to balance everything when committing every night – and long nights to the theatre – school and everything else.
- The theatre has helped me do well in school. You don't even realize the skills you are building. We increase our vocabulary when we know how to read Shakespeare. We can memorize. We read music. We get to work with adults and more experienced theatre people through LST.
- Communication skills – how to project my voice – confidence and I've become more of a 'people person' – how to relate to others and understand what they are going through
- By being involved, you get to know others really well. I've learned to never give up – to keep trying.
- Growing confidence. Kids don't especially think that guys should be in theatre, but I love it.

**Question # 5** How have you used your experience with LSYT in other areas of your life?

- Some kids are nervous about giving a report. It's easier because of theatre.
- It helps me with my music. It helps you make different decisions. I am able to be in front of people.
- I love to dance and sing. I sing in church and with my family. I am able to express myself to others.
- Public speaking and singing out in the community. I have no problem getting up in public out of a shy spot in my life. It helps you adapt to people and accept criticism – so what?
- In school, when people give you constructive criticism, you are able to use it to improve. Theatre has helped me be comfortable with myself and others. You discover who your true friends are. Theatre students tested out of an English class and are in AP class next year. These same theatre kids gave a speech to students in an upper class. The teacher told her that she could tell who the theatre people are – all had been in LSYT second semester.
- Helps you appreciate the smaller parts – seeing how smaller things stand out in life and you can appreciate the 'whole'.
- Our tiny city has given me many opportunities and helped turn me into a good person. Has helped me grow and it's amazing to see others being formed and shaped. I am thankful.
- Being able to speak up in small groups....

Question # 6 In what way/s has your experience with LSYT been a disappointment to you or not given you the opportunity to do something in theatre that you were expecting to be able to do?

- I have been trained in lighting and because of liability issues, I wasn't allowed to fix the lights and I really wanted to do it.
- There are always auditions and I'm not always going to get the part I want but I've learned to appreciate the smallest roles because you 'do' matter.
- The really late nights are hard on us. It's bittersweet because we are having so much fun but it gets stressful.
- Late nights. If I have a ton of homework, my parents aren't as understanding.
- Because we've been in it so long, directors want to give us the acting and singing roles and we've not always had all the dancing. Because we've always done acting and singing, the directors think we don't want to do the other things. I learned a new gymnastics trick and I wish they had at least considered me. Sometimes we read for a part but the directors see a boy in that role. You progress and people don't see what you've learned. Everyone needs and deserves a chance to 'try'.
- When you got a big part and it wasn't much fun it is both good and bad.
- I'm disappointed if I didn't get the role I wanted but it teaches you to accept it and make the most of the role you did get.
- Today I have 4 practices. It's getting better. In the summer especially, there are too many rehearsals in the same day.
- The above comment generated heading nodding regarding scheduling..late nights especially for the little ones. They all agreed it was getting better.

Question # 7 What role do you expect LSYT to play in your future?

- Right now, I'm too old to be in youth theatre but I want to 'pay it forward' and help younger actors/actresses. I'd like to direct and choreograph. When I'm in LST shows, I want to get better.
- I expect to carry what I've learned into my future jobs and even when I've graduated, I'll continue to perform.
- Be in as many shows as I can. After graduation, I'll help out wherever I can. I want to be involved in theatre as long as I can.
- I want to own a school for the performing arts – film/acting/instrumental. I need the guidance from LST/LSYT.



- My plan is to become a drama therapist. I want to help people using theatrical techniques. LST and LSYT are a large part of my life. The people I've met are inspirational. I am doing what I want to do.
- I want my children involved in theatrical performance. It helps you learn who you are. It teaches you teamwork. In college, I want to be involved in theatre.
- After finishing my college degree away from here, I want to come back and work for LST/LSYT. It is a great place to be and I want to continue.

Lake Superior Youth Theatre  
Parent Focus Group  
Wednesday, June 26<sup>th</sup>, 2013

Participants – Jane Kyle, Adrienne Vermeulen, Cyndi Ketzenberger, Alice Mattila, Gery Shelafoe, Matt Ludwig

Question # 1 How would you describe your child's experience as part of LSYT?

- All around, it's been positive. I now have one more acting. My daughter has more confidence with public speaking.
- It's been wonderful for all three of our children. They have self confidence and good self expression. It's a high quality program with respect to the people and the productions.
- My daughter has been doing this for 11 years. Whether she is part of the chorus or has a main role, all of the kids are made to feel good. They are independent. They are handling their busy schedules. They are good students. They get their work done. They are gaining maturity.
- It's a great bonding experience. They are building relationships and confidence. They are learning organizational skills and completing a job.
- This experience has put my daughter out of her shell. Children today have big challenges to compete in life and the theater gives them confidence. She is reading at level higher than most. Arts are helping round out our children.
- Spending time in a healthy program....

Question # 2 How has participation in an LSYT production by your child affected your life?

- I live in Gwinn and it's a lot of travel. It takes commitment. It's time and expense (gas). I help her with her rehearsals as I want my children to be successful.
- Bonding with other parents. I've made new friends here. It's positive all around.
- My roommate in college was in theatre and I was in nursing. I had an eye opener regarding what it takes to participate in theatre. I'm very supportive. I will never say 'no' during show week.

- I agree with everything that's been said thus far. I find myself getting nervous before a performance.
- It's a commitment. The kids get so excited when there's a new performance opportunity. I can't say no. I let them participate and it's all good. I cave in and love it in the end.
- Makes it busier.

### Question # 3 What additional experiences would you hope to have your child experience as part of LSYT?

- See all youth having an opportunity in costuming and sets.
- Showcase kids individual talents.
- With the set-up we have currently, it's great. Possibly offer more travel and more outreach.
- Daughter has assisted with choreography and would like to direct. Offer internships. They all need to know other roles in the theatre so they can walk in their shoes so to speak....lights/music/crew.
- More community involvement.
- Experience what it takes to put a whole show together – older kids more involved in fundraising....link what they do in the theatre to get college credit.

### Question # 4 What issues do you have with your child participating in LSYT?

- Scheduling – spread out the rehearsals especially for the little ones.
- It's hard to plan anything when there are 2 rehearsals a day.
- Sick kids coming to rehearsals. There needs to be guidelines – they should not be there if they are sick. Snacks need to be sealed.
- During tech week, kids need to be out past a reasonable time...there has to be a designated cut-off time.
- There needs to be a cut-off time for kids and parents. Many parents have to get up and go to work.
- Kids need to have an opportunity to work on homework while they are waiting for their scene and constant reminders to get their homework done.

### Question # 5 Describe some life skills your child is learning as a participant in LSYT?

- Independence...she's a smarter kid – more well-rounded and has gone from shyness to confident
- Time management – organization – independence – getting along with others – social skill

- Ability to discern what's important – prioritization. Introverted and interpersonal skills have blossomed.
- How to rehearse and get better. What it takes to get better. Greater appreciation of performing arts/drama/musical theatre at a young age.
- Building confidence and public speaking – gets up and nails it!!!
- Sometimes they don't get the part they want and they have to learn that all parts are important to the finished product.

#### Question # 6 How do you see yourself supporting LSYT?

- I will help all the time. When my kids are through college, maybe then I can help more financially. During 'show week', I will be a supporter... whatever you need.
- Like to be able to volunteer more.
- Sew...even when my kids are gone.
- Whatever it takes. Encourage those on the board to think big.
- Volunteers– attend shows.
- I'll do hair and makeup. My husband will do videos when he can.

#### Question # 7 Can you provide us with suggestions to grow LSYT into a sustainable asset for the greater Marquette community?

- Keep a director. Think big. Own our own theatre.
- Begin establishment of an 'endowed chair'.
- Universal costume closet – LST/LSYT/PAAC/NMU/high schools – could do Halloween costume rentals to make money.
- Get kids more involved in fundraising. People have a hard time saying no to a child.

**This activity is supported by the  
Michigan Council for Arts and Cultural Affairs  
(MCACA) and the  
Central Upper Peninsula Planning and Development  
Regional Commission (CUPPAD).**



**Goal Statement: Apply for new/more grants.**

Strategic Action	Cost	Responsibility	Target Date	Monitoring	
	\$			Initiated	Completed
Apply for the Cliffs Natural Resources/Lundin Grant	0				
<ul style="list-style-type: none"> <li>➤ Meet to plan for what we plan to ask them for.</li> <li>➤ Arrange luncheon meeting with J. Huetter with Lundin</li> <li>➤ Write our proposal to Cliffs/Lundin</li> </ul>	0	Board	October 9		
	Minimal	Peggy/Nikke and Reatha	October 10		
		Nikke	October		
Continue to research grants from foundations and other arts supporters		Nikke/Board	On-going		

**Goal Statement: Enhance our patrons Lake Superior Theatre experience.**

Strategic Action	Cost	Responsibility	Target Date	Monitoring	
	\$			Initiated	Completed
Use an on-line ticket service/or box office efficiencies. <ul style="list-style-type: none"> <li>➤ Look at EZ tickets or other on-line ticket options</li> </ul>	?	Nikke/Peggy	March '14		
Add riser seating/find a solution to improve sight lines. <ul style="list-style-type: none"> <li>➤ Try to find some used risers.</li> <li>➤ Look at making the entire stage as high as the back of the stage or rake the stage.</li> </ul>	some	Board	March '14		
Incorporate a food vendor on site. <ul style="list-style-type: none"> <li>➤ Talk with dia de los tacos owner to see if he will be there every Thursday prior to show.</li> <li>➤</li> </ul>	0	Board	July '14		
Purchase our own wireless microphones. <ul style="list-style-type: none"> <li>➤ Write a grant from MCACA</li> </ul>	\$6 to 10K	Nikke	Oct '13		
Utilize volunteers. <ul style="list-style-type: none"> <li>➤ Find a volunteer coordinator.</li> <li>➤ Identify areas where we need volunteers - such as seats/enclosure/set building Ushers/costumes.</li> </ul>	0	Board	May '14		
Hire a handy man/maintenance person. <ul style="list-style-type: none"> <li>➤ Try to find a volunteer and if we can't, hire someone to do repairs where needed.</li> </ul>	some	Board	June 4		

**Goal Statement: Conduct research to identify a performing arts venue.**

Strategic Action	Cost	Responsibility	Target Date	Monitoring	
	\$			Initiated	Completed
Work with the DDA and others to identify possible locations for a 'performing arts center'. <ul style="list-style-type: none"> <li>➤ Look at the Lakeshore Building/Firestone building/Cliffs Property Building</li> </ul>		Nikke/Board Rita	Oct '13	X	
Identify potential partners to help support the center financially.		Nikke/Board	On-going		
Explore potential large donors/foundations/bricks and mortar grants. <ul style="list-style-type: none"> <li>➤ Apply for the Cliffs/Lundin Grant</li> </ul>		Nikke/Board	October '13		
Conduct a feasibility analysis for each identified site.		Nikke/Board	December '13		
Write a business plan for the most cost effective site.		Rita/Board	January '14		



**Goal Statement: Assure Lake Superior Theatre’s continued success.**

Strategic Action	Cost	Responsibility	Target Date	Monitoring	
	\$			Initiated	Completed
Continue with pre-season planning and regular board meetings.	0	0	Year round		
Update our book of policies and procedures.	Staff time	Staff time	March '14		
Increase sponsorships and underwriters for shows.	\$200.	\$200.	Feb '14		
Continue collaborations with the Maritime Museum, Marquette Harbor Cruises, Northern Michigan University, the Marquette Downtown Development Authority and other local and regional theatre groups.	0	0	On going		
Increase our talent pool by getting more information out to potential actors.	\$50.	\$50.	April '14		
Increase collaborations with NMU Theatre and Marquette Area Public Schools.	0	0	On going		
Work on a business plan.	0	0	Jan '14		
Work on a marketing plan and materials.	\$200.	\$200.	Jan '14		