

# OSA CABARET STRATEGIC PLAN

Strategic Direction for a Cabaret Space at Open Space Arts  
*Exploring the Strategy, Vision, and Goals of this Project*

## **Project Vision Statement:**

To create a vibrant and versatile performance space that serves as a hub of creativity, showcasing an array of live performances, fostering a sense of community, and providing opportunities for artistic expression and engagement.

## **Mission:**

To provide a platform for artists to showcase their work and for audiences to engage with art in new and meaningful ways, while creating a welcoming and inclusive space that fosters a sense of community and belonging.

## **Values:**

- Artistic excellence
- Inclusivity
- Community engagement
- Sustainability

## **Programming Objectives:**

- Provide a flexible and intimate setting for artists to showcase their work and for audiences to engage with art in new and meaningful ways.
- Create a welcoming and inclusive space that fosters a sense of community and belonging among artists and audience members.
- Provide a platform for new and emerging artists to perform and showcase their work, supporting their development.
- Offer a diverse range of performances, including experimental theater, music recitals, dance showcases, and community events, to cater to a wide range of interests. Other examples include comedy shows, improv, and tiny music performances.

- Establish a sustainable financial model for the cabaret space to ensure its long-term viability.
- Increase the visibility and reputation of the community arts center as a hub of creativity and artistic expression.
- Provide a space for people to come together, socialize, and enjoy live performances, strengthening the connection between the arts center and the local community.
- Create a space for educational workshops, masterclasses, and other arts-related programs to support the development of artistic skills and knowledge.
- Preserve and promote the community's cultural heritage by providing a platform for local artists to share their stories and perspectives.

## **Key Components:**

- A backspace with flexible staging, lighting, and acoustics to accommodate a variety of performances.
- Comfortable and accessible seating for audience members, including wheelchair-accessible seating.
- A sound system and lighting rig to support a variety of performances.
- A mobile bar for setup and breakdown.

## **Community Impact and Benefits:**

- Enhance the artistic offerings of Open Space Arts and attract a wider audience.
- Provide a space for artists to experiment and take creative risks.
- Foster a sense of community and belonging among artists and audience members.
- Contribute to the cultural vitality of Northern Virginia.
- Generate revenue to support the ongoing operations of Open Space Arts.
- Support the local economy by attracting visitors and businesses to the area and creating new jobs.

## **Goals in Building This Space:**

- Secure funding from grants, donations, and community partnerships.
- Develop a detailed budget for the design and construction of the cabaret space.
- Hire a qualified company to design and build the space.

- Purchase necessary equipment, such as seating, lighting, and sound systems.
- Promote the cabaret space to potential performers and audience members.
- Develop a marketing plan to attract audiences and generate ticket sales.
- Establish a management team to oversee the operations of the cabaret space.
- Implement a sustainable financial model to ensure the long-term viability of the space.
- Evaluate the success of the cabaret space and make adjustments as needed.

## **Strategies:**

- Develop a marketing and outreach plan to promote the cabaret space and its programming.
- Partner with local arts organizations and community groups to develop collaborative programming.
- Offer a variety of ticket prices to make performances accessible to all audiences.
- Provide opportunities for artists to showcase their work through open mics, artist residencies, and commissions.
- Offer workshops and classes to provide opportunities for artistic development and education.
- Explore grant opportunities and corporate sponsorships to support the cabaret space.

## **Metrics:**

- Number of performances per year
- Attendance at performances
- Ticket sales
- Grant funding received
- Corporate sponsorships received
- Number of artists served
- Number of workshops and classes offered
- Community engagement initiatives

## **Timeline:**

- Year 1: Develop a marketing and outreach plan, partner with local arts organizations, offer a variety of ticket prices, and provide opportunities for artists to showcase their work.
- Year 2: Offer workshops and classes, explore grant opportunities and corporate sponsorships, and evaluate the success of the cabaret space.
- Year 3: Make adjustments to the strategic plan based on the evaluation, and continue to develop and grow the cabaret space.

## **Budget:**

- Year 1: \$80,000
- Year 2: \$100,000
- Year 3: \$120,000

## **Financial Targets for Building a Cabaret Space for \$80,000:**

- Total Budget: \$80,000
- Fundraising Goal: \$52,000
- In-Kind Donations: \$25,000

## **Expense Breakdown:**

- Parameter Stage curtains: \$32,000
- Theatrical (lighting,): \$12,000
- Other Equipment (Sound, Seating, Bar): \$10,000
- Marketing and Promotion: \$10,000
- Donation Site Platform fees \$3000
- Contingency Fund: \$5,000
- Programming and Development: \$11,000

## **Fundraising Strategies:**

- Grant applications (local, state, and federal): \$20,000
- Corporate sponsorships: \$15,000
- Individual donations: \$17,000

## **In-Kind Donations:**

- Volunteer labor: \$10,000
- Donated materials: \$15,000

## **Timeline:**

*Dates may be subject to change*

- Fundraising: 8 months (fundraiser announcement in May 2024)
- Construction and Design: 6 days (March 2025)
- Marketing and Promotion for Opening: 1 month (February 2025)
- Grand Opening: 1 month (March 2025)

## **Community Engagement:**

Many different types of community engagement can be implemented for a cabaret space at Open Space Arts.

Programs and Shows:

- Host a regular series of high-tier shows and programs to create opportunities for the community to experience art they haven't seen before.

## **Community Workshops and Courses:**

- To provide opportunities for community members to learn and grow, offer workshops and courses on various aspects of performing arts, such as singing, dancing, acting, and stagecraft.

## **Artist-in-Residence Programs:**

- Invite local artists to be artists-in-residence for a period of time, during which they can create new work and engage with the community through workshops, performances, and other events.

## **Community Theater Productions:**

- Produce community theater productions that involve local actors, directors, and crew members.

### **Collaborations with Local Schools and Organizations:**

- Collaborate with local schools and organizations to offer arts education programs and performances.

### **Community Partnerships:**

- Partner with local schools, libraries, and community organizations to develop collaborative programming and reach a wider audience.

### **Feedback Mechanisms:**

- Implement feedback mechanisms, such as surveys and comment cards, to gather input from the community and make improvements.

### **Outreach Programs:**

- Offer outreach programs to underserved communities to provide access to the arts and promote inclusivity.

### **Community Advisory Board:**

- Establish a community advisory board to provide input on programming and ensure that the cabaret space meets the community's needs.

### **Social Media and Online Engagement:**

- Use social media and online platforms to engage with the community, share updates about upcoming events, and promote the cabaret space.

## **Operations of Running a Cabaret Performance Space:**

### Venue Management:

- Booking and scheduling performances
- Managing artist relations
- Marketing and promotions
- Ticketing and reservations

### Technical Production:

- Setting up and operating sound and lighting equipment
- Managing stage and props
- Troubleshooting technical issues

### Front-of-House Operations:

- Greeting and seating guests
- Serving food and beverages
- Ensuring a safe and enjoyable environment

### Financial Management:

- Budgeting and forecasting
- Tracking expenses and revenue
- Managing payout to staff
- Tax preparation and filing

### Human Resources:

- Recruiting, hiring, and onboarding staff
- Training and developing staff
- Performance management
- Employee relations

### Legal and Regulatory Compliance:

- Obtaining necessary licenses and permits

- Complying with health and safety regulations
- Managing insurance and liability

#### Marketing and Outreach:

- Developing and implementing marketing strategies
- Promoting the venue and its programming
- Building relationships with the community

#### Evaluation and Continuous Improvement:

- Regularly assessing the venue's performance
- Identifying areas for improvement
- Making operational changes to improve efficiency and effectiveness

The cabaret space at Open Space Arts will be a dynamic and vibrant hub of creativity, providing a platform for artists to showcase their work, audiences to engage with art in new and meaningful ways, and the community to come together and celebrate the transformative power of live performance.