

Memorandum

December 1, 2009

To: Opera House Board of Directors
Cc: Mayor Jim Griffin
From: Opera House Director, William H. Brehm
Re: 2010 Goals

As requested by the Board I have outlined in writing some of my goals in 2010 to facilitate the further growth and evolution of the Opera House. I have listed several broad areas in which I intend to direct my focus as well as pending and in progress projects in each area.

Facility Upgrades and Repairs

- Curtain repairs – Rope replacement and guide wire installation
- Plaster repair
- Non-Permanent Seat Cushion Installations
- Seat hinge point repairs
- Investigate possible installation of one or more flyable batons
- Complete Inventory and Maintenance of Lighting Instrument Inventory
- Rewire Stair Entrance Lights to be isolated from theater house light controls
- Replace Window Blinds

Additional Funding Sources

- Acquire more robust corporate sponsorships
- Offer more varied and targeted ticket packages beyond “series” and “group”
- Expand ticket insert ads and program ads
- Apply for Dane County Cultural Affairs Capital Grants in each cycle
- Pursue other grant opportunities

Staffing

- Increase Use of Volunteer Labor
- Review and rewrite current part-time hourly job descriptions
- Hire devoted part-time hourly technician, part-time hourly wedding/corporate event coordinator, and volunteer coordinator for 2010-2011 Season.
- Consider restructuring - creating a management type position between Event Coordinator and Director as well as reviewing the portion of funding for the Director position provided by the Opera House.

Performance Schedule

- Meet or exceed expectations set in the public by the 2009-2010 Season.
- Expand legacy artists from two per season to four.

Promotion

- Continue to work towards revenue neutrality for the Annual Publication
- Expand upon professional relations with regional associations and groups
- Expand online advertising campaign
- Volunteer staffed live TV/online music performance program to begin