



SKELETON KEY

STRATEGIC FRAMEWORK

New Mission

Skeleton Key Theatre creates, produces, and presents original Canadian work that offers immersive theatrical experiences for audiences in collaboration with local and national presenters and community groups. Using collaborative creation and working in non-traditional spaces, Skeleton Key provides intergenerational audiences with engaging opportunities to examine the issues of our time.

This is realized by giving established and emerging artists an environment to grow the seeds of ideas into full-fledged productions, supporting the voices of female-identifying and non-binary artists, and thinking outside the black box. Our work is Innovative, Immersive, and Immediate.



Strategic Priorities

- 1. Ensure Presence and Visibility**
 - Develop an external activity focus for the company
 - Offering audiences consistent activities in a variety of spaces
- 2. Increase Human and Financial Resources**
 - Overcome the trap of limited part-time personnel and finances to ensure the sustainability of the company
- 3. Consistent and Clear Communications**
 - Marketing and communications augmented to clarify who, what, where, and when the company has activities
 - Clearly articulate the “unique” creation process and mirror the company brand/what the company is known for
- 4. Programming Leadership**
 - Create another identifiable hit or “big break”
- 5. Build the Network**
 - Form ongoing connections with other companies locally and nationally to bolster support for and define this form of work