

Mission

The Soo Theatre fosters the enjoyment, understanding, and development of the arts in the Eastern Upper Peninsula through diverse and engaging experiences.

Vision

The historic Soo Theatre is the premier home for diverse arts programming and education, collaborating with artists, organizations, schools, and the community to encourage the creation, appreciation, performance, and understanding of the arts. We seek to nurture a vibrant arts community, foster artistic excellence, and bring people together for powerful shared experiences that inspire and create an exchange of ideas.

Value #1: Community Engagement

- Create a safe and welcoming environment for the community to come together to explore, experience, and appreciate the arts
- Develop and maintain ongoing relationships with community members, partners, and volunteers
- Ensure quality communication between the Soo Theatre and the surrounding community

A. Goal: To have the community actively participate in and appreciate the arts

Objectives:

1. Create imaginative, engaging, and relevant arts programming that reflects the interests of the community.
2. Coordinate events designed to engage with community members in the celebration of creativity and the power of imagination.
3. Provide a welcoming venue that the community utilizes and embraces.
4. Strengthen the connection between the public and the theatre

B. Goal: To have long-standing relationships with community members, partners, and volunteers that share in our mission

Objective:

1. Systematic follow-up for all events to allow for appreciation and feedback from all contributors and supporters.

C. Goal: To have quality communication between the Soo Theatre and surrounding community

Objective:

1. Develop awareness of all events, including cross-promotion.

Value: Education

- Provide diverse opportunities for all individuals to explore, create, and express themselves through the arts
- Foster a lifelong appreciation and enjoyment of the arts
- Recognize the value of participation in the arts for enhancing communication skills, self-confidence, self-esteem, and teamwork
- Provide opportunities to become aware of and to develop careers and avocations in the arts
- Provide opportunities for artists to hone skills, gain knowledge, develop their talents and collaborate with other artists
- Promote excellence through quality educational opportunities, performances, programs, mentorships, and experiences for all ages

A. Goal: To have high-quality, relevant, and participatory arts education experiences that use the transformative power of the arts to engage with the community.

Objectives:

1. Support, enrich and engage a growing population of learners at every ability, interest, and level of expertise through participatory arts programming.
2. Engage in ongoing evaluation of programming based on Soo Theatre's financial, educational and performance objectives.

Value #3: Performance

- Provide opportunities for individuals to showcase talents through the arts
- Bring emerging and established local, regional, national, and international artists to the community
- Provide entertainment, enrichment, and recreational opportunities for the community
- To have audience and performer engagement through high-quality artistic programming

A. Goal: To have audience and performer engagement through high-quality artistic programming

Objectives:

1. Produce and promote a diverse array of events that represent the work of local, regional, national, and international artists
2. Provide a full calendar of events and services that strengthens our sustainability of operations

Value #4: Preservation of History and Placemaking

- Preserve a vital space for Sault Ste. Marie, surrounding communities, and visitors to engage in the arts
- Provide flexibility in facility space and technology that will allow us to serve current and future community organizations and events
- Promote Sault Ste. Marie's economic development by restoring an historic downtown landmark
- Maintain prudent financial planning and management to secure future viability and sustainability as stewards of the Soo Theatre building

A. Goal: To have a versatile, community space in an historic building which is optimized to support the Soo Theatre's mission and programs

Objectives:

1. Renovate and restore the historically significant Soo Theatre Building to meet the requirements needed to accomplish our mission
2. Modernize the infrastructure so that we can continue to provide services now and in the future while preserving key historical features of the Theatre building

B. Goal: To have long-range financial planning and management to secure future viability and sustainability

Objectives:

1. Fundraising
2. Grant Writing
3. Enhance Volunteerism
4. Increase Participation – Patrons, Students, etc.
5. Sound Financial Management
6. Sound Administration of Operations