



JULY 2022

STRATEGIC PLAN

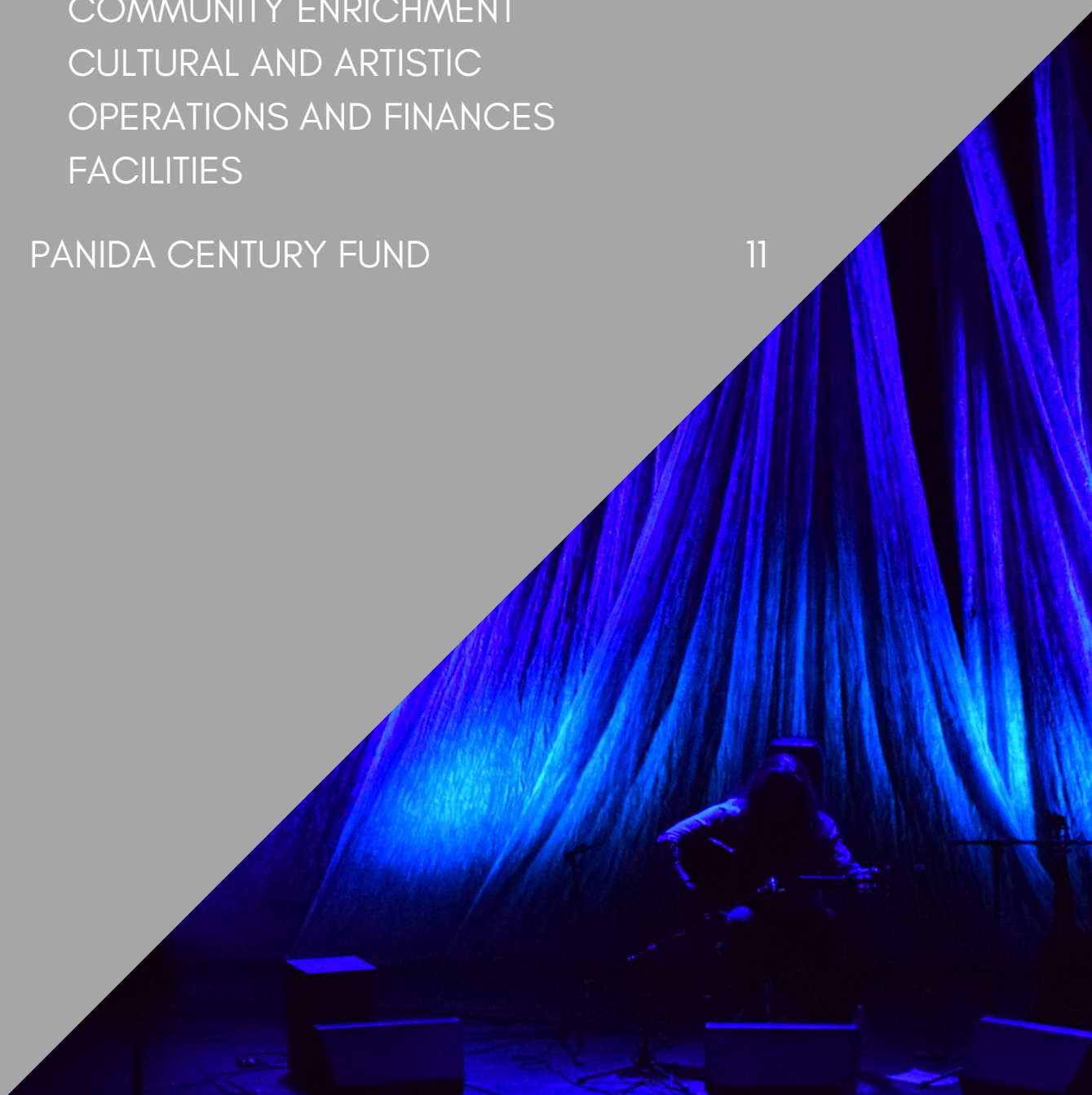
Panida Theater Committee
Five-Year Strategy + Vision Plan
2022 - 2027

James Healey
Board Chair

Approved by:
Veronica Knowlton
Managing Director

TABLE OF CONTENTS

WELCOME TO THE PANIDA	3
MISSION AND VISION	4
STRATEGIC GOALS	5
COMMUNITY ENRICHMENT	
CULTURAL AND ARTISTIC	
OPERATIONS AND FINANCES	
FACILITIES	
PANIDA CENTURY FUND	11

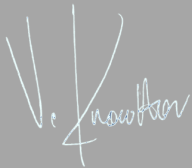


WELCOME

At the Panida Theater we believe in making every event a memory built for life. The Panida Theaters are a center for Arts and Entertainment cultivating community through shared experiences. We believe in the pivotal part that arts play in creating inclusivity, collaboration, diversity.

Our intended hopes for the Panida Theater are reflected in this strategic plan, which will be our roadmap heading towards the Panida centennial celebration. In establishing these specific objectives, we are united in our understanding of what is both possible and achievable as we work together.

Our phenomenal team of staff and dedicated volunteers works tirelessly to offer engaging programming and enjoyable experiences for guests and artists alike. Together, with the Board of Directors, and Panida Century Fund Advisory Council, we will ensure that the Panida Theater continues to leave a legacy for generations to come.



Veronica Knowlton
Managing Director
Panida Theater Committee

ABOUT THE PANIDA THEATER

The Panida Theater opened as a vaudeville and movie house in 1927. Then, as now, its name reflected its mission: to showcase great performers and performances for audiences of the **PAN**handle of **IDA**ho. Patrons marvel at both the distinctive architecture and lush interior furnishings of the Panida. The theater's Spanish Mission style architecture is a unique structure in the city of Sandpoint. The Panida Theater Committee purchased the adjacent building in 2003 with the vision of offering smaller, black box entertainment. The Panida Theaters are the cornerstone of cultural activities for the entire Sandpoint community, and their successful restoration has inspired similar projects throughout the region.

MISSION & VISION

MISSION

To share and protect the historical integrity of the Panida Theater as a center of entertainment, education, and community involvement.

VISION

The historic Panida Theater seeks to preserve, protect, and provide a venue to enrich the community culturally and economically.

WHERE WE'RE HEADED

Countdown to a century!

GOAL 1

Provide a venue in a welcoming environment where people can congregate for meaningful, shared experiences.

GOAL 2

Provide patrons with a robust and varied program schedule through partnerships with local organizations and artists.

GOAL 3

Develop reliable streams of revenue that support the Panida's mission and vision for maintenance and enhancement of its properties.

GOAL 4

Protect the historical integrity of the Panida Theater to fulfill its mission as a center of entertainment, education, and community involvement.

GOAL 1

Provide a venue in a welcoming environment where people can congregate for meaningful, shared experiences.

OBJECTIVES

Vigorously promote the Panida through media, website, and digital marketing. Increase community awareness through use of facilities and the diverse program offerings.

Increase community collaboration with other Bonner County non-profits, including organizations that may not be strictly arts-oriented.

Build community events and initiatives that build collaboration and contribute to local economic vitality.

Encourage and augment opportunities for individuals to engage and partner with the theater.

Increase community advocates to be ambassadors for the Panida and develop one-on-one personal relationships.



GOAL 2

Provide patrons with a robust and varied program schedule through partnerships with local organizations and artists.



OBJECTIVES

Eliminate or reduce financial barriers for arts and cultural organizations using the Panida's facilities.

Reinforce and strengthen existing ties and collaboration with Sandpoint's art organizations.

Cultivate community or semi-professional theater for Sandpoint through partnerships with local theater groups.

Build pathways for promoters and individual musicians for seamless booking and event management for all productions at the Panida.

Increase attendance at Panida movies by developing 'film plus' or 'reel talk' in addition to film screenings.

GOAL 3

Develop reliable streams of revenue that support the Panida's mission and vision for maintenance and enhancement of its properties.



OBJECTIVES

Enhance revenue from operations in the main theater through strategic selection of live productions, films, and fundraising events.

Increase Little Theater revenue through the consistent promotion of event rental and retail spaces.

Establish specific annual fundraising goals for grants and donations.

Develop five-year Panida Century Fund capital campaign to leverage Panida's 100th anniversary as a motivator for the community to help meet large facility maintenance and capital improvement projects.

Create endowment fund with annual contribution goals.

GOAL 4

Protect the historical integrity of the Panida Theater to fulfill its mission as a center of entertainment, education, and community involvement.

OBJECTIVES

Assess physical needs of the main Panida Theater and assemble estimates to address maintenance and repair needs.

Estimate renovation needs of the Little Theater.

Establish project and fundraising phases to complete facilities' projects.



PANIDA CENTURY FUND

How we'll get there.

As we approach the Panida's centenary in 2027, we are conducting a five-year Century Fund campaign to address the major maintenance, renovation, and operations goals of our strategic plan. We are carrying out the campaign in the phases below.

Total fundraising goal: \$1.9 million.



PANIDA CENTURY FUND

Panida Century Fund campaign plan provides project phases, funding strategies, and campaign execution. The campaign is a working plan that will be adjusted and augmented as goals are achieved.

PHASE I

FOUNDATION

\$273,000

Fundraising completion - December 2022

PHASE II

CASTING CALL

\$100,000

Fundraising completion - May 2023

PHASE III

SETTING THE STAGE

\$798,000

Fundraising completion - January 2024

PHASE IV

RAISING THE CURTAIN

\$715,000

Fundraising completion - May 2025

PHASE V

STATE OF THE ARTS

\$75,000

Fundraising completion - May 2026

STANDING OVATION

ENDOWMENT

Ongoing; 2.7% contributed from Panida Century Fund

PANIDA

T H E A T E R

SANDPOINT IDAHO
SINCE 1927