



STRATEGIC PLAN

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www.vloc.org



IF YOU WANT TO KNOW WHO WE ARE

Since 1978, Victorian Lyric Opera Company (VLOC; pronounced vee-lock) has charmed audiences across the Greater DC region with productions of traditionally staged light-opera. The company specializes in the works of Gilbert & Sullivan, and also performs both lesser known works of the Victorian era and more contemporary fare. VLOC is a Resident Company at the F. Scott Fitzgerald Theatre at the Rockville Civic Center in Rockville, Maryland.



MISSION

What we do:

Cultivate community through Gilbert and Sullivan, other light opera, and beyond





VISION

What we want

- To be the leading light opera company in the region
- To preserve and promote light opera
- To create an exceptional community theater experience for performers, production staff, and audiences





VALUES

What's Important

- Excellence
- Inclusivity
- Education
- Professionalism
- Community
- Entertainment
- Creativity



“VLOC will continue its tradition of performing fresh, vibrant performances of operetta for suburban Washington, D.C., audiences.”

Mark Dreisonstok
September 5, 2024
Falls Church News Press



OUR STRATEGY

Our strategy for 2025 to 2030 is to execute our mission and achieve our vision while maintaining our values. We will accomplish this through the work of our Board Committees, each taking on tasks outline below





OUR COMMITTEES

01

ARTISTIC

Plans each season and hires seasonal production staff

02

MARKETING

Amplifies our brand through various media and grows our audience

03

PRODUCTION

Oversees set design and creation, costumes, and props; maintains storage facility at Civic Center

04

EDUCATION & COMMUNITY ENGAGEMENT

Inspires conversation and engagement to complement VLOC productions



OUR COMMITTEES

05

DEVELOPMENT

Solicits charitable donations from individuals and institutions

06

FINANCE

Ensures proper stewardship of company resources and compliance with grant requirements

07

MEMBERSHIP

Recruits a diverse group of operetta nerds to participate in all aspects of VLOC productions

08

DIVERSITY, EQUITY, AND EXPANSION

Challenges institutional norms to disrupt a traditionally white art form



ARTISTIC COMMITTEE

- Continue to present a mix of well-known and lesser-known light operas, balancing artistic merit with financially viable selections
 - Continue to manage the schedule through a rolling 5 year performance plan as approved by the Board of Directors
- Recruit, diversify and grow new artistic staff
- Support Rockville civic activities (e.g. Hometown Holidays, July 4th, 9/11 Memorial)
 - Ongoing as invited by Rockville City Special Events Department
- Identify and organize additional performance opportunities



MARKETING COMMITTEE

- Develop and execute marketing plans for each show to expand and diversify people auditioning and attending performances
- Involve company membership in marketing VLOC activities
- Maintain VLOC's social media presence



PRODUCTION COMMITTEE

- Contribute to the success of our productions through the quality of our costumes, props, and sets.
- Manage production costs through reuse of materials, props, and costumes
 - Ongoing maintain a material sharing relationship with Towson University



EDUCATION & COMMUNITY ENGAGEMENT COMMITTEE

- Identify and carryout engagement opportunities tied to main stage shows (e.g. back stage tours, lectures, talk back sessions with cast and production team)
- Identify and organize VLLOC's participation in community events (e.g. Kentlands Octoberfest)
- Investigate potential for presenting outreach concerts for Senior Communities



DEVELOPMENT COMMITTEE

- Continue to obtain grant funding from the City of Rockville, Montgomery County Arts and Humanities Council, and the Maryland State Arts Council
 - Investigate other grant funding opportunities
- Reinvigorate individual giving
 - Build on matching gift fund to jump start individual giving campaign in 2025
- Regularly survey audience to gain insights into show experience and preference for future programming
 - Ongoing, occurs with each performance



FINANCE COMMITTEE

- Maintain processes to ensure proper stewardship of company resources and comply with grant requirements
- Provide oversight of Joseph Sorge endowment
- Develop annual operating budget
- Ensure VL0C complies with tax requirements



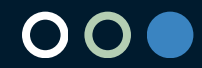
MEMBERSHIP COMMITTEE

- Manage annual election for the Board of Directors
- Resume regular newsletter for members
- Look for ways to enhance the members experience when participating in VLOC productions



DIVERSITY, EQUITY, AND EXPANSION COMMITTEE

- Identify and work with other committees to mitigate barriers to participation
- Recruit and retain members from non-traditional communities
- Identify tropes, themes, or language in proposed shows that is no longer appropriate and work with the Artistic Committee and show artistic staff to develop alternatives



FINANCIAL REPORTS

TYPICAL SOURCES AND AMOUNTS OF ANNUAL INCOME

Source	Typical Amount
Rockville Grant	20,000
AHCMC Grant	23,000
MSAC Grant	20,000
Individual Donations	27,000
Ticket Sales	40,000
Total	130,000



FINANCIAL REPORTS

TYPICAL SOURCES AND AMOUNTS OF ANNUAL EXPENSES

Source	Typical Amount
Performance and rehearsal space rental	58,000
Production Expenses	12,000
Stipends for artistic staff	45,000
Insurance	1,200
Total	116,200



THE BOARD

Bill Rogers, President

Sarah Robinson, Vice-President

Stephen Brown, Treasurer

Michael Beder, Secretary

**Executive
Comittee**

Members at Large

Rebecca Bengali

Cassie Conley

Lisa Fahlstrom

Kate Huntress-Reeve

Amanda Jones

Amanda Laudwein

Stevie Miller

Karen Moore

Long Nguyen

Cheryl Stafford

Denise Young





THANK YOU