

Stichting Orange Theatre Company

Policy Plan 2020

Name: Stichting Orange Theatre Company

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Objective

Orange Theatre Company produces an annual season of contemporary English language theatre that connects and inspires our Dutch and international audience. Orange Theatre Company presents works that encourage our audience to reflect on society and envision a world we aspire to. We provide our Dutch and international community with regular opportunities to connect in a culturally relevant way.

Strategy

Orange Theatre Company will produce an annual program of at least three plays in English produced by professional actors, directors and technicians. By using our artistic excellence, business savviness, and by focusing on strong community management, we provide our audience with a first class theatrical experience.

Goals

1. Produce three English language productions per season;
2. Connect and inspire Dutch and International audience in and around Amsterdam and create an inclusive community;
3. Work towards becoming a professional theatre company that complies with the Governance Code Culture (GCC), the Code Culturele Diversiteit, and the Fair Practice Code;
4. Grow our audience from 0 to 1000 per production;
5. The costs for our productions and the execution of other activities should be covered by ticket sales, donations, grants, and sponsorships in kind.

How will we grow?

- Target marketing
- Networking
- Strategic partnerships
- Funding
- Experienced advisory board

Target Audience

- Internationals looking for a community through culture in Amsterdam
- Dutch locals looking for west-end and Broadway theatre in their home city
- Internationals looking for English language theatre

Board Members

Chair - Joachim Fleury

Secretary - Jan Hoekema

Treasurer - Sezer Yilmaz

Management

Sairah Erens

Elyse O'Shaughnessey

All board members provide their services to the board on a voluntary basis and all board members have equal voting rights. Board members receive no compensation. Any movements made in a foundation board meeting will be voted upon by the entire board. Only movements with a majority vote will pass.

Financial Plan

Income Prediction: 70% revenue ticket sales 30% donations, funding, and workshops

Cash Outflow Prediction: 100% spread over the season of theatrical productions

- Theatre rentals
- Sets, props, costumes
- Legal rights
- Marketing
- Creative talent compensation (i.e. actors, directors, technicians, writers, producers)
- Accounting
- Management compensation (i.e. Artistic director, Executive director)
- Additional expenses (overhead costs, e.g. website, email, office costs)

The management of OTC will only be compensated for expenses and work done towards the common interest.

Capital Procedure (if the foundation is dissolved):

In the event that Orange Theatre Company is dissolved, the board will decide by a unanimous vote as to the distribution of Capital.

The Board

Mandatory meetings: 4 times per year.

Chairman

1. Lead meeting;
2. Coordinating the governance policy and generally initiating and ensuring the proper functioning of the activities necessary for the benefit of the foundation or association;

Secretary

1. The administration and correspondence and, if applicable, the member administration;
2. The preparation and investing of the meeting;
3. To record all meetings;
4. The publication of publications and periodicals;
5. Management of the property, excluding funds.

Treasurer

1. The management, collection and payment of the funds of the foundation or association and its accounting;
2. Report on the financial position of the foundation or association regularly, but at least once a year;
3. Compile the annual report of an external accountant appointed by the board and the annual report of the financial committee (if any).

Management (Artistic and Executive Director duties)

The main role of the directors (executive and artistic) is to make the executive and artistic choices for the company. This may include an entire season, a series of seasons, or individual performances. They will also select and oversee the company managers, directors, producers, actors, and creative teams.

1. Will uphold the values of the mission statement and vision of the company.
2. Will choose productions that the company will produce and finalize seasons.
3. Will be responsible for creating, implementing and maintaining a budget annually for the company.
4. Will be responsible for creating, implementing, and maintaining a budget for each season.

5. Will work with directors and producers to create, implement and maintain a budget for individual productions.
6. Create and maintain relationships with venues, producers, people interested in working with the company.
7. Audition new actors and decide who will join the ensemble.
8. Continue to seek creative artists who can work on productions and/or help maintain the vision of the company.