



DENVER CENTER FOR THE PERFORMING ARTS

STRATEGIC PLAN 2024-28

EXECUTIVE SUMMARY



The cast of Rattlesnake Kate • Photo by AK Photography

As we look toward our 50th anniversary in 2028/29, the Denver Center has recommitted itself to a five-year strategic plan that will build on our momentum, embrace our community, and foster creativity. This plan is the culmination of years of questions, conversations, and collaborations between DCPA Trustees, team members, and our stakeholders in the community. The strategic plan will unite our organization around shared values and goals, focus on what matters, and lead us toward a sustainable future where we can amplify our artistry and deepen our impact for years to come.

GUIDING STATEMENTS

Our updated vision, mission, purpose, and values will unify the DCPA under a shared strategic direction and guide us toward a bold and meaningful future.

VISION

Our vision is to create a more connected and inclusive community lifted up and drawn together by theatrical storytelling and shared experiences.

MISSION

We engage and inspire through the transformative power of live theatre.

PURPOSE

We passionately believe that the art of theatrical storytelling unites us across our differences, illuminates our shared past to understand our collective present, and empowers us to create a just, equitable, and loving future—for everyone. To learn more, read our full [Equity Statement](#).

VALUES

BELONGING

We build a respectful and empathetic culture through our active commitment to equity, diversity, inclusion and accessibility.

COLLABORATION

We produce our best possible work together by engaging people with diverse perspectives, lived experiences and talents around our shared goals.

COMMUNITY

We cultivate open, responsive, affirming relationships and partnerships for a greater collective impact.

CREATIVITY

We embrace innovation and imagination in our daily work to advance our mission.

INTEGRITY

We act responsibly, with honesty, accountability and transparency.

SUSTAINABILITY

We prioritize the well-being of our team, our finances and the environment to ensure our thriving future.

FIVE-YEAR GOALS

Six ambitious five-year goals are the centerpiece of our strategic plan, representing the top strategic priorities that will drive achievable outcomes, inform our budget, and guide our work across the organization. Pursuing these goals will advance the DCPA's mission, transforming our organization and our relationship to the community along the way.

GOAL 1

Create 1 million engagements annually

The excitement and energy of a full house creates a fulfilling theatrical experience for artists and audiences alike. By maximizing participation in all our programming, responding to the needs of our diverse community, and strategically growing engagement opportunities, we will advance our mission, sustain our organization, and deepen our impact in our community.

GOAL 2

Implement a collaborative artistic programming process to advance the mission and goals of the DCPA

The wide variety of programming offered by the DCPA is a unique strength of the organization. By focusing on a more collaborative, holistic approach to programmatic decision-making, we can further our strategic goals, deliver our mission, engage the community, and contribute to the future of the artform.

GOAL 3

Expand our SCFD presence and partnerships to support the SCFD mission

The DCPA is one of over 300 local cultural organizations supported by the Scientific and Cultural Facilities District (SCFD). Because taxpayers have invested so much in our organization, we have a responsibility to support a thriving arts and culture sector. We will increase our efforts to build and sustain relationships with communities across the seven-county metro Denver region and collaborate with our cultural partners to further the mission of SCFD.

GOAL 4

Maximize the use of our spaces internally and by our community

Since opening in 1979, the DCPA, the Helen G. Bonfils Foundation, the City of Denver, and our philanthropic partners have invested significant resources in a vast portfolio of facilities and venues. We will expand the utilization of these spaces to advance our mission, deepen local partnerships, and provide more opportunities for the community to convene and enjoy shared cultural experiences.

GOAL 5

Modernize our use of technology to advance audience and donor relations

Our systems and technology are the backbone of our operations. By going digital whenever possible and increasing our investment in and utilization of smart technology, we will create efficiencies, personalize our interactions with patrons and donors, and give our team members the tools they need to do their best work.

GOAL 6

Prioritize long-term sustainability to deliver our mission

As an anchor institution in our community, we have a responsibility to invest in strategies that support the long-term viability of our workforce, finances, facilities, and the environment. The collective impact of prioritizing sustainability in these four areas will strengthen our organization and benefit our community for decades to come.

ABOUT THE DCPA

Founded in 1972, the Denver Center for the Performing Arts (DCPA) grew out of the dreams of philanthropist Helen G. Bonfils and attorney Donald R. Seawell, successful Broadway producers who envisioned a professional acting company with Denver roots and a permanent home in the city. In 1979, that dream became a reality when the DCPA was officially established at the Arts Complex in the heart of downtown Denver.

Together, the DCPA's six programming lines contribute to the rich cultural life of our region and advance the DCPA's mission to engage and inspire through the transformative power of live theatre. The DCPA is one of the largest nonprofit theatre organizations in the country, annually offering more than 1,000 performances of over 40 different productions, along with hundreds of classes and community events, creating more than 700,000 engagements each year with an economic impact of over \$200 million.

THEATRE COMPANY

Bringing handcrafted classics, world premieres, and modern masterpieces to life on stage

BROADWAY

Presenting Broadway's national touring productions on Denver's biggest stages

EDUCATION & COMMUNITY ENGAGEMENT

Nurturing a love of theatre through programs and community connections across the region

OUR GUESTS



EVENT SERVICES

Producing awe-inspiring events in dramatic venues

CABARET

Entertaining audiences with comedy, improv, musicals, and more

OFF-CENTER

Creating unexpected theatrical experiences that place the audience at the center of the story

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IMPLEMENTATION

In developing this strategic plan, we have simultaneously laid the groundwork for its implementation over the next five years. Working groups have formed around each of the six goals and formalized processes for advancing the plan. We have created an internal document that details our strategies, tactics, milestones, and timelines; we intend to update this document continually as the work evolves so we remain nimble and responsive as we go. We embrace the dynamic nature of this work and commit ourselves to continuous learning, incremental improvement, and ongoing community input as we progress toward our goals.

We are proud of the collaborative efforts over the past few years that have culminated in this plan, and we are deeply grateful to the many people who contributed to its creation. Our dedicated Board of Trustees, executive leadership team, and the full DCPA staff asked thoughtful questions, engaged in meaningful dialogue, provided invaluable feedback, and brought it all together into this cohesive plan.

Finally, we thank the Scientific and Cultural Facilities District (SCFD) and our generous donors, audience members, and the community for supporting and sustaining the DCPA to this point and into the future.