

# MARIN THEATRE COMPANY

*Mill Valley, California*



## **Institutional Planning**

The Marin Theatre Company (MTC) contracted MMC to develop a five-year Strategic Plan to link future program priorities with a business plan framework. Through the planning process, MMC helped MTC Board and staff members establish clear goals and objectives to guide MTC's next stage of growth and evolution, including: enhancing the MTC experience, building awareness and visibility of MTC, developing a stable financial model, upgrading the facility, developing a working environment for staff that supports the goals of the Strategic Plan, and building the capacity and effectiveness of the Board. Since completing the Strategic Plan, MTC has achieved a new level of programmatic and business excellence.

**Contact MMC for your organization's individual solution:**

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