



Cinestudio, Inc.
Strategic Plan At-A-Glance

Mission	The mission of Hartford's Cinestudio is to celebrate film as art and to provide diverse audiences an eclectic mix of the world's best cinema experiences, presented at the highest technical level in a classic movie palace-like setting.
Core Competencies	<ul style="list-style-type: none">○ State of the art projection and sound○ Screening brilliant restorations of classic cinema○ Showing special screenings of independent films○ Live theater presentations via satellite○ Fostering student filmmaking and film education○ Appealing to audiences across the Northeast
Critical Success Factors	<ul style="list-style-type: none">○ Implement a long-term Strategic Plan○ Strengthen and enlarge the board with an expanded skill set○ Increase capacity of well-trained staff with critical skill sets○ Continue prosperous partnership with Trinity○ Increase high-value community engagement and partners○ Strengthen student and community volunteer program○ Increase revenue for operating needs and capacity building○ Effectively market through a vibrant website and active social media presence○ Utilize software for tracking donors, visitors, mailings○ Maintain physical plant
Goals	<ol style="list-style-type: none">I. Develop and implement a new organizational structure and succession planII. Maximize Cinestudio's fundraising, expand and solidify relationships, and increase contributed incomeIII. Strengthen board governanceIV. Build and serve the audience through improved marketingV. Build and serve the community through programs and partnerships