



The Year plan



**2025-2030**  
Strategic plan



## Introduction

The Recreation, Cultural and Facility Services (RCFS) department operates two theatre facilities: Meridian Theatres @ CentrepoinTE (MTAC) and Shenkman Arts Centre (SAC) theatres. In 2023, the City of Ottawa identified a need for the municipal theatres to update strategic priorities and establish clear operational direction.

MTAC is a municipally owned and operated facility at Ben Franklin Place in Nepean. It includes a 954-seat Mainstage and the Les Lye Studio Theatre, seating between 199 – 234.

The following strategic plan is intended to provide strategic direction for the MTAC stages and their performances from 2025-2030. The strategy does not reflect the direction or priorities of the wider Ben Franklin Place facility, in which the theatres are located.

## Objectives of the strategic plan

1. Community, Key Partner and Municipal priorities for MTAC are clearly defined.
2. MTAC financial scope and model is realistic and sustainable.
3. Staff and volunteers feel supported, valued, and confident in their roles.
4. MTAC operates with clear intention and direction.

## Methodology and engagement

A Theatres Strategy project steering committee was established to undertake the strategic planning process. The steering committee was comprised of staff and management from the Community Recreation, Culture and Sport Services area.

In-depth engagement was conducted with the general public, MTAC staff, volunteers, the local arts community, and key partners.

### Engagement Key Facts:

**510** survey responses were received.  
144 French | 366 English

**63** respondents attended five consultation sessions (two in-person, three virtual).

**29** comments were submitted through email.

## Mandate

To provide a hub for creative expression that supports Ottawa's cultural and economic vitality.

### Areas of focus



**Sustainable  
and relevant  
in Ottawa**



**A performing  
arts destination  
for all**



**Supported and  
engaged  
volunteers**



**Sustainable  
and relevant  
in Ottawa**

## Strategic Objective 1

# Increase financial sustainability of MTAC

## Desired Results by 2030

- Financial projections reflect theatre mandate
- Decreased gap between costs and revenues



## Performance Indicators

Reduced gap in budget annually



**Sustainable  
and relevant  
in Ottawa**

## Strategic Objective 2

# Increase audience engagement

## Desired Results by 2030

- Theatres better reflect interests and diversity of local community
- Increased awareness of theatre programming across Ottawa
- Meridian Theatres Presents performances are relevant to community interests



## Performance Indicators

Increased diversity of ticketholders annually

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Increased resident engagement through communications annually

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Increased performances targeting children/families and youth annually



A performing  
arts destination  
for all

### Strategic Objective 3

# Increase diversity of Meridian Theatres Presents programming

## Desired Results by 2030

- Meridian Theatres Presents performances better reflect Ottawa's diverse population
- Meridian Theatres Presents performances are more accessible to equity denied artists



## Performance Indicators

Increased performances by diverse and equity denied artists annually



## Strategic Objective 4

# Increase number of attendees at Meridian Theatres Presents performances

## Desired Results by 2030

- Increased awareness of theatre events



## Performance Indicators

Increased number of tickets distributed for Meridian Theatres Presents annually



Supported and  
engaged  
volunteers

## Strategic Objective 5

# Increase diversity and sustainability of the volunteer program

## Desired Results by 2030

- Volunteers reflect diversity of local community
- Increased community partnerships to support volunteer recruitment



## Performance Indicators

Increased diversity of volunteers annually

Increased number of external organizations engaged with MTAC volunteer program annually.

Increased number of volunteers recruited annually



Supported and  
engaged  
volunteers

## Strategic Objective 6

# Increase satisfaction among volunteers

## Desired Results by 2030

- Increased development opportunities for volunteers
- Increased volunteer retention and recruitment



## Performance Indicators

Increased number of skill development opportunities for volunteers annually

Increased number of volunteers that surpass the 5-year milestone annually



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101 CentrepoinTE Dr,  
Nepean, ON K2G 5K7

**Théâtres Meridian @ CentrepoinTE**  
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