

Stories for a Stronger City: Executive Summary

Introduction

- Soulpepper Theatre is transforming in response to evolving social and economic challenges.
- The COVID-19 pandemic exposed deeper structural issues within the theatre industry and deep fissures in Toronto's social fabric.
- This transformation focuses on opening doors to new ideas, audiences, and partnerships, reinforcing Soulpepper's role in fostering social capital and community connection.

No More Business As Usual

- Theatres rely heavily on a shrinking audience base, leading to decreased engagement.
- Soulpepper is focused on Radical Inclusion, diversifying its audiences, programming and leadership.

Social Purpose

- Soulpepper is committed to addressing Toronto's social challenges, specifically the growing loneliness crisis.
- Soulpepper is enhancing community cohesion through storytelling and shared experiences.
- Positioned in a rapidly growing urban area, Soulpepper is uniquely placed to contribute to building a connected community.

The Plan: Three Phases

1. **Phase 1: Artistic Ambition (2024–2027)**
 - Increase programming from 230 to 400+ performances annually through partnerships and capacity-building efforts.
 - Foster groundbreaking partnerships model that brings several companies together to share resources and grow audiences.
 - Invest in artists to help them thrive.
 - Enhance brand identity, discoverability and digital presence.
2. **Phase 2: Antidote to Loneliness (2025-2027)**
 - Expand community engagement programs, making Soulpepper a hub of creativity.
 - Develop new education programs and deepen understanding of our community's needs.

Conclusion

- Soulpepper's transformation is driven by the mission to build a healthier, more connected city through the arts.
- By deepening engagement and expanding its community base, Soulpepper will build a more sustainable future, breaking free from a cycle of financial precarity.

