Public Abstract

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Title:Developing a Sustainable Business Model for Theatres: A Case Study of Kansas City's Starlight Theatre

The business of theatre is a profitable yet volatile industry. Typically, organizations are considered successful or unsuccessful, with the latter organizations theatres frequently going out of business. This study adapts methodology from the tourism field to give deeper insight into the viability of a given theatre. By examining the sustainability of an organization's business practices, this new approach produces a model to serve as an x-ray for the theatre and can identify strengths and weaknesses. Furthermore, this study will help to identify "best practices" for theatres, theatre-specific areas of sustainability, refine the research methodology for similar studies, and provide data that will assist in the formulation of future sustainable business models for theatres.

This case study will provide the opportunity to take a micro and macro look at business practices of one theatre (Starlight Theatre) within three established dimensions of sustainability: economic, social, and environmental. By narrowly focusing on Starlight Theatre, this case study will provide the most in-depth case study of a single theatre utilizing the three dimensions of sustainability. The selection of Starlight Theatre, a not-for-profit, continually-producing theatre with established practices, allows this study to primarily focus on how Starlight Theatre is sustainable, rather than if. The practices and managerial approaches examined in this case study can be used to identify key concepts of sustainability, usable by future researchers to determine how other theatres may approach the topic.