

DEVELOPING A SUSTAINABLE BUSINESS MODEL FOR THEATRES:
A CASE STUDY OF KANSAS CITY'S STARLIGHT THEATRE

Andrew Pierce

Dr. Cheryl Black, Dissertation Supervisor
Dr. David Crespy, Dissertation Supervisor

ABSTRACT

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.