

Athens Film Arts Institute Strategic Plan

I: Enhancing Customer Experience

Goal: To ensure customer loyalty and return, Ciné seeks to improve the physical space and service offering to make it more attractive and welcoming, and to provide customers with a comfortable, efficient and friendly experience.

- Convert more part-time staff to full-time to build employee satisfaction and increase consistency of customer service.
- Expand membership program to promote movie attendance, improve customer loyalty, and increase revenue.
- Repurpose box office area to create a more welcoming environment in order to attract more customers for the bar. Expand bar to create more efficient customer flow. (awaiting cost estimates for full analysis)

II: Education and Community Outreach

Goal: To achieve its core mission, Ciné seeks to expand its educational programming and community outreach to expand and diversify its customer base.

- Enhance marketing efforts to maximize ticket sales
- Further develop targeted programming to attract new and diverse customers
- Find new ways to engage with schools year-round, including during regular school hours and through summer camps.
- Hold a “Best of Fest” original film festival in Athens to attract new customers and expand Ciné’s regional and national profile.

III: Financial Solvency

Goal: To achieve and maintain the financial solvency that will ensure Ciné’s long-term viability, Ciné seeks to break even in its operations, build an operating reserve, and continue to lower its overall debt. (Operations is defined as earned income, including ticket and concessions sales, rent income, and membership revenues.)

- Diversify funding sources for fundraising stability and new revenue streams, focusing on grants and corporate events.
- Improve quality of data-analytical captures to support business-focused decisions.
- Upgrade Ciné Lab to be a true third theater and create an venue for live performance
- Build an operating reserve to ensure that Ciné can weather difficult times and have a fund for strategic initiatives.
- Capitalize on UGA’s Experiential Learning initiative more routinely to take advantage of student talent through structured mentoring opportunities.