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Cider Mill Playhouse Announces Strategic Plan Next Steps Include Restructuring

Endicott, NY. The Cider Mill Playhouse (CMP), a professional theatre currently completing its 38th season, has announced a major restructuring of key staff as part of a strategic plan to strengthen the organization and support sustainability. “The changes recently approved by the Board of Directors involve several shifts in job responsibilities for key employees, including the assimilation of the duties of the Artistic Director into the Executive Director position,” explained Board President Maryann Johnson. “After careful consideration, we determined this course of action puts Cider Mill Playhouse in the best position to accomplish the objectives required to preserve and advance the organization.” The changes take effect immediately. “We have proposed new arrangements with key people whose work we deeply respect,” explains Executive Director Gail Belokur. “Because our season ends on June 29th, and work done over the summer is geared towards next season when we open with an ambitious production of *Into the Woods*, these shifts in duties were timed to allow for collaboration on the shows occurring with our new structure in place.”

Besides new job definitions, the theatre is also embracing leading practices in professional theatre in the areas of casting, design, and other artistic processes. Belokur states, “The body of work done at the Cider Mill Playhouse is impressive, but our recent assessment by the New York Council on Nonprofits (NYCON) revealed some weaknesses that needed to be addressed in order to continue healthy operations. This led to a careful study of what we do, why, and whether it could be done differently to strengthen the organization. We firmly believe the changes being made will significantly strengthen our product, improve the enjoyment the larger community derives from our shows, and a stronger, long-lasting Cider Mill Playhouse will be the end result.”

The Cider Mill Playhouse expects to make additional announcements in the near future with more specifics on what these changes mean in practical terms, including local open auditions and incoming talent in many areas for next season. “We are firmly committed to capitalizing on our significant local talent and merging their abilities with strong regional and national talent as we move forward,” Belokur stated. Currently planning its 39th season, Cider Mill Playhouse is the greater Binghamton area’s longest-running professional theatre company. The 254 seat, cabaret-style playhouse enjoys support by the New York State Council on the Arts, the Broome County Arts Council and a three-year capacity building grant from the Klee Foundation.

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