**Organization/Company Questions Narrative and Mission**

1. **What is your organization or company? Give a background history including by whom, when and why it was founded.** I have chosen to review Kitchen Dog Theatre Company (KDT). A resident Theatre company located in Dallas, Texas, KDT was founded in 1990 by 5 MFA graduates from SMU. They wanted to remain in Dallas and enhance the artistic canvas of that community. They wanted to create a modern theatre that asked difficult questions and challenged both the artist and the audience. They wanted to change the scope of the Dallas theatre scene by transforming the individual and worldview of their audiences.
2. **What do they do or make – describe the products and services and what makes them unique.** Kitchen Dog Theatre is focused primarily on bringing new theatrical works to the community. They are a founding member of the National New Play Network which champions new work and fosters the development of new play programs. They are often putting on regional, area, and worldwide premiers as a result which keeps them on the forefront of theatrical development and links back to the reason they were founded. Additionally, they host a regionally, and nationally, accredited New Play Festival each year to showcase new works from the Dallas-Fort Worth area and beyond.
3. **Describe the culture of the organization or company.** **What is the work environment like – the atmosphere? What is the building like – exterior/interior, architecture, fittings, and furniture? How do the employees work together? What are the jobs and roles of individuals? How does management treat them?** The culture of the organization is very progressive and modern. Which might come as a surprise given their location in Texas but Dallas is one of the more progressive areas of Texas (remember when I mentioned KDT wanted to change views?). The atmosphere is professional yet laid back. They take themselves seriously but at the same time are playful and innovative in how they operate. I cannot comment on their current building, as they recently moved to downtown Dallas, but their old building was small-mid size. The interior design was renovated to provide a more modern feel but carried with it elements that added a rustic vibe tying back to the name “Kitchen Dog.” The company itself, non-board members, is relatively small consisting of 3 executive/ directorial staff members. The remaining work is delegated to internships, volunteers, and lower level staff hires (this includes marketing managers, technical directors, etc.)
4. **Who is the target audience and what are their demographics?** Kitchen Dog targets the younger audience. Mainly those situated in the 20-30 age range. That being said, they do garner quite a bit of attention from the older more entrenched arts community in Dallas. Being Dallas, the income level of their audience is somewhat higher than those you might find outside of the city. That being said, since their target demographic is 20-30, they do offer competitive pricing and take into the account that this demographic will have a lower income level.
5. **What is the organization or company mission statement?** “It is the mission of Kitchen Dog Theater to provide a place where questions of justice, morality and human freedom can be explored. We choose plays that challenge our moral and social consciences, invite our audiences to be provoked, challenged and amazed. We believe that the theater is a site of individual discovery as well as a force against conventional views of the self and experience. It is not a provider of answers, but an invitation to question. Since theater of this kind is not bound by any tradition, Kitchen Dog Theater is committed to exploring these questions whether they are found in the classics, contemporary works, or new plays.”