

VISION

Innovative. Artistically Excellent. Accessible. Visible.

VALUES

Artistic Excellence
Transformational Experiences
Diversity, Equity & Inclusion
Collaboration & Partnership
Stewardship of Resources

MISSION

To enrich the human spirit through symphonic music.

GOAL 1

Acquire Resources for Long-Term Financial Stability

STRATEGIES

Support exemplary stewardship through alignment of strategic and operational plans

Increase contributed income from individuals, foundations, corporations and government

Increase ticket sales

Track progress on implementation of the strategic plan

GOAL 2

Foster Artistic & Musical Innovation

STRATEGIES

Develop the Orchestra by cultivating and investing in musicians

Balance innovative and traditional programming

Tour the orchestra

Produce media projects that advance artistic innovation

Make capital investments to improve the experience for musicians and audiences

GOAL 3

Advance Equity and Achieve an Inclusive, Diverse, Effective Organization

STRATEGIES

Implement standards for diversity, equity, and inclusion

Attract and retain high quality professional staff and musicians

Implement a year-round communications calendar

Enable effective organizational governance

GOAL 4

Expand Music Education

STRATEGIES

Bring Symphonic experiences into unexpected places

Increase the reach of the music education program

GOAL 5

Accelerate Audience Growth

STRATEGIES

Expand brand presence

Implement a comprehensive approach to marketing and communications

Enhance customer experiences through unsurpassed service at all touch points

GOAL 6

Increase Community Engagement

STRATEGIES

Enhance the volunteer program

Integrate the Chorus into performances

Create an auxiliary task force