



5-YEAR STRATEGIC PLAN

Sequenced Timeline

Adopted 5/9/2023

BROADEN OUR REACH

1. Create & Adopt DEI Pledge
2. Deliver quality programming with consistent representation
3. Increase community awareness of enrollment in LMYO program
4. Expand audience through collaborations, which encompasses:
 4. Outreach to underserved communities
5. Expand performance locations
6. Develop next music education outreach opportunity
7. Evolve staff to represent local demographic diversity
8. Evolve Orchestra to represent local demographic diversity

FINANCIAL STABILITY

1. Improve financial accountability and transparency
2. Cultivate sponsorships to cover or exceed production costs
2. Increase donor funding through relationship building
3. Increase grant funding opportunities
4. Grow Endowment funds

STAKEHOLDER EXPERIENCE

1. Improve professional image, build brand recognition
2. Increase board engagement
3. Expand Patron Manager & Emma to leverage data and increase sales and development
4. Improve convenience & access for audience,
 4. Improve convenience & access for donors
5. Staff—Retain, attract
6. Volunteers—Retain, attract
7. Improve and augment LMYO curriculum
8. Musicians—Retain, attract