

THE Amarillo Symphony

STRATEGIC PLAN

MISSION

The Amarillo Symphony inspires, educates, and unites our region through the power of music.

VISION

To cultivate a more vibrant and creative region through world-class music performances and educational programs that connect, engage, and inspire people from all walks of life.

CORE VALUES

- **Excellence** - the Amarillo Symphony attracts consummate musicians and administrative talent to achieve world-class music performances and programs.
- **Relevance** - we are recognized as an arts leader, vital and accessible to the creative life of the diverse communities we serve.
- **Inclusivity** - we use music to unite our community, proactively engaging our audiences with captivating programs that reflect our region's diversity, where everyone is valued, welcomed, and respected.
- **Financial Stability** - we responsibly steward resources, cultivate sources of income, plan for sustainability, and combine artistic integrity with marketability.
- **Education** - the Amarillo Symphony is committed to continuing its rich legacy of utilizing music to inspire and nurture lifelong educational impact.
- **Collaboration** - we foster meaningful relationships with artistic, economic, and educational partners and champion the success of our arts community.
- **Innovation** - we are an envied U.S. hub for artistic and organizational advancement that delights in thought-provoking, creative, risk-taking, and inspirational programming.



In pursuit of our MISSION and VISION, and as an expression of our VALUES, the Goals and Strategies of the Amarillo Symphony are:

Goal 1: To expand our legacy of artistic and administrative excellence and to generate excitement for our future, by:

- Presenting performances of the highest quality that highlight the artistic excellence of our orchestra and attract and engage audiences from across the region.
- Commissioning and presenting new music designed to raise the Symphony's artistic profile on the national and international stage, with a commitment to providing meaningful programming to our audiences.
- Continuing to attract and retain the best and brightest musicians and staff to produce the highest quality performances and programs.

Goal 2: To build and expand our audience through creative programming, marketing, and civic engagement, by:

- Highlighting the stature and international reputation of our new Music Director, George Jackson, through video distribution, personal appearances with civic organizations, and meaningful engagement with citizens from the community.
- Creating and conducting marketing and public relations campaigns that promote the Symphony as a valuable asset to Amarillo and the region.
- Developing and launching a comprehensive Music and Wellness program in partnership with the Amarillo medical community, providing therapeutic opportunities for healthcare workers and patients to engage with music performed by Symphony musicians.

Goal 3: To expand our presence and visibility in the region's communities, by:

- Engaging city and community leaders in regular structured discussions about the Symphony to demonstrate alignment with civic and economic goals.
- Increasing meaningful relationships with media outlets throughout the region.
- Building an authentic and diverse set of community partnerships that lead to regular invitations for the Symphony to participate in local festivals and civic events.
- Establishing a community advisory board representative of the communities we serve to seek out ideas for music, artists, venues, and ideas representing and including the diverse communities in the region.

Goal 4: To ensure the long-term financial security and prosperity of the Symphony, by:

- Adhering to the highest standards of non-profit governance, fiscal health, and organizational transparency, and continuing to be viewed as a well-run, well-governed institution by local government, funders, and the media.
- Building our fundraising capacity by growing local, state, and national financial and institutional support and involvement.
- Celebrating and highlighting the contributions of the Symphony Guild; working to expand and diversify their membership and the membership of the Belles and Beaux.





Goal 5: To provide cultural and educational leadership in the region, by:

- Using Chamber Music Amarillo and our educational outreach programs to expand our regional presence and visibility.
- Providing children and their families easy access to Symphony performances and programs, removing barriers to participation, and strengthening the Symphony's reputation as a welcoming organization.
- Continuing to provide and highlight educational offerings highly sought by education professionals and families.
- Proactively and creatively delivering comprehensive information about repertoire and concert programs before and during performances.

Goal 6: To ensure inclusion and promote respect for diversity and equity, by:

- Continuing to pursue board members, staff, musicians, and guest artists who value and represent inclusivity.
- Ensuring an inclusive and supportive working environment that enables our musicians and staff to flourish as part of our commitment to sustaining a healthy organizational culture.
- Continuing to create opportunities to support and collaborate with diverse community organizations.
- Featuring new, exciting, diverse artists known for their innovative approach to music-making.

Goal 7: To create synergy and vibrancy within Amarillo's arts community, by:

- Strengthening and building on our mutually beneficial artistic relationships with key partners, such as the Amarillo Master Chorale, Lone Star Ballet, Amarillo Opera, and the Amarillo Little Theatre, while leaving room for new initiatives and collaborations to emerge and flourish.
- Partnering with City and community leaders on concerts and events that promote economic and educational goals and initiatives.
- Regularly collaborating with other arts organizations that stretch each other's artistic potential.

