

ORCHESTRA NORTHERN ARIZONA STRATEGIC PLAN FY 2022-2023

MISSION: Our mission is to entertain our community with free, family-friendly concerts, inspiring musicians and audiences alike, with an emphasis on classical music.

TAGLINE: **Informal, Classical, Fun, Free!**

VALUES: We believe that music plays an invaluable part of community life.

We are committed to educational partnerships that bring musicians and students together, and to our collaborative efforts with other arts organizations within the Northern Arizona community.

GOALS

1. IDENTITY (Great Art and Marketing)

To be recognized as Orchestra Northern Arizona, with a strong identity that aligns with our mission.

- We are recognized and respected as Flagstaff's community orchestra.
- Our programming is engaging, diverse, and entertaining, with opportunities for families and youth to participate as audience members and musicians.
- Our programming is planned in advance, offering adequate time for effective marketing and development of auxiliary events.

2. COMMUNITY ENGAGEMENT (Great Art and Family)

We strive to be an important part of the Northern Arizona community

- We actively engage in building new relationships within our community while deepening existing connections with musicians, audiences, supporters, and cultural organizations.
- Our programming introduces classical music to as broad an audience as possible.

3. ORGANIZATION (Family and Revenue)

ONA has the organizational capacity to sustain long term growth and program expansion.

- We strive to be financially stable, with a diverse and reliable revenue stream.
- We aim to have a well-trained and active board to meet the goals of the orchestra.
- We have an engaged volunteer membership serving on committees or ad hoc task forces to meet the goals of the orchestra.
- We are engaged in long-term planning and marketing efforts to support orchestral growth.

STRATEGIES

Identity: To be recognized as Orchestra Northern Arizona, with a strong identity that aligns with our mission.

*Strategy: Design and implement marketing campaigns around concert events to increase audience and boost awareness of Orchestra Northern Arizona

*Strategy: Develop programming and events that are fun and engaging (artistic director, assistant conductor, great art committee, marketing)

Tactic: Engage in long-term planning with complete seasons planned at least six months in advance and partial seasons one year in advance.

Tactic: Involve musicians in programming through survey, by allowing direct request, or by membership on programming committee.

Tactic: Explore diverse, innovative, and new programming ideas for continued audience engagement.

*Strategy: Increase engagement with young musicians in Northern Arizona

Tactic: Offer and encourage local high school age musicians to participate in ONA

Tactic: Provide mentoring to young musicians as needed

Community Engagement: We strive to be an important part of the Northern Arizona community.

*Strategy: Develop partnerships with other area nonprofits to support ONA.

Tactic: Actively meet with nonprofit arts groups to discuss our mutual needs and potential joint programming.

Tactic: Reciprocal board liaisons with other arts organizations.

*Strategy: Strive to visit at least one school per year outside of Flagstaff

Tactic: We go where they are.

*Strategy: Identify educational outreach opportunities for students and musicians.

Tactic: Seek and maintain opportunities for educational outreach to local and regional schools.

Tactic: Educate ONA musicians through workshops and master classes.

Organization: ONA has the organizational capacity to sustain long-term growth and program expansion.

*Strategy: Develop opportunities for audience and community support ONA.

Tactic: Develop and encourage sustaining memberships.

Tactic: Develop annual member campaigns.

Tactic: Offer sponsorship opportunities.

Tactic: Develop and implement fundraising events.

Tactic: Offer volunteer support opportunities.

*Strategy: Seek out grants to support the Orchestra.

*Strategy: Improve communication and involvement of our board, musicians, audience, and supporters.

Tactic: Increase communication through in-rehearsal announcements and/or regular emails to the membership about board activities and volunteer opportunities.

Tactic: Periodic ONA newsletters

Tactic: Maintain an updated website

Tactic: End of year potluck/gathering with the board, members, and supporters.

ONA Committees (title and general scope)

Great Art and Programming

- plan for at least 4 regular season concerts by ONA
- plan for at least 1 concert per season in a community outside of Flagstaff
- collaborate with other community arts organizations
- plan special audience events

Marketing and Fundraising

- survey audience and members at least biannually
- work with the marketing coordinator to promote ONA events, including but not limited to fundraisers and concerts
- generate ideas on new fundraising and marketing strategies for board consideration, and assist with implementation

Budget and Finance

- review the monthly treasurer reports prior to the monthly BOD meeting in order to have a more efficient and informed discussion at the BOD meeting
- review and update the annual budget draft for presentation to the full BOD
- review and discuss new issues that arise with significant budgetary implications for presentation to the full BOD

Task Forces

Advertisers and Sponsors	Fall of each year and as needed throughout the year
Masterclass/Education	Planning and implementation of events throughout the year
Volunteer Coordination/Member Support	At the start of each season and as needed throughout the year