



Mission & Vision Statement

Updated 4/17/2025

Mission

Founded in 1896, the Bangor Symphony Orchestra's mission is to provide powerful, enriching and diverse musical experiences through live concert performances and education programs of the highest quality.

Vision

The Bangor Symphony Orchestra's vision is to...

- Be a leadership organization for the community and region. Be essential to audiences beyond the concert hall. Play a role in addressing community and regional issues. Collaborate.
 - Be innovative and take risks. Leave room for experimentation. Explore new technologies and bold ideas to draw new audiences.
 - Be enticing, accessible, and educational in its engagement with music. Ensure that performances, education programs, and marketing foster a love of classical music for all.
 - Maintain and enhance a culture of enthusiasm, rigor, and quality. Be fiscally responsible, practice smart governance, and prioritize organizational and artistic quality while nurturing aspects that make the BSO unique.
-



Strategic Plan FY26–FY30

Updated 4/17/2025

I. Goal: Be essential to the community

- Ensure strong relations with local community venues for performances
- Identify and implement ongoing community engagement activities and collaboration with other organizations and groups
 - Including but not limited to: cultivating Music & Wellness Program
- Remain invested in our greater Bangor community, while looking to expand our impact on our surrounding regions

Example Metrics/Indicators:

- ❖ # of different towns/communities reached
- ❖ Stakeholder groups reached
- ❖ Maintained presence in Bangor proper

II. Goal: Retain & Expand Audiences

- Maintain the exceptional concert-goer experience, relative to artistic quality, programming, ticket prices, etc
- Develop innovative approaches and uses of technology to expand audience reach
- Diversify artistic content to attract non-traditional community segments

Example Metrics/Indicators:

- ❖ # Increase in average Masterworks ticket sales and attendance
- ❖ % Returning audience-members
- ❖ Ticket sales for non-Masterworks concerts

III. Goal: Enhance organizational effectiveness while maintaining organizational stability

- Enhance operational capacity in order to maintain and support artistic and organizational quality
- Remain focused on People:
 - Maintain and enhance Musician experience
 - Administration supported by leadership and are enabled to thrive—balance fun with work
 - Continue engagement with Board

Example Metrics/Indicators:

- ❖ *Explore hiring additional personnel as can be financially sustained*
- ❖ *Attracting high quality musicians to auditions*
- ❖ *Sustainable growth in Musician pay*

IV. Goal: Ensure Financial Stability

- Actively manage and maintain and/or grow principal of endowment
 - Increase participation of planned giving program
- Maintain financial stability and actively manage a sound budget
 - Define and maintain an operating reserve
- Research and analyze potential new revenue streams, executing these as appropriate

Example Metrics/Indicators:

- ❖ *Individual donation growth*
- ❖ *# of participants in planned giving programs*
- ❖ *Soiree growth*
- ❖ *Financial/Budget metrics*

V. Goal: Increase impact and reach of educational programs

- Continue supporting engagement and growth of the BSYO
- Maintain and grow access to youth and family educational programs
- Use education as a means to generate excitement and engagement, such as social media videos, pre-concert talks, senior college

Example Metric/Indicators:

- ❖ *Enrollment in BSYO*
- ❖ *Attendance at YPC*
- ❖ *Clicks on YouTube videos (i.e. pre-concert talks, etc)*
- ❖ *Engagement at other educational events*

