



STRATEGIC PLAN **FY26-FY30**

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

- 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

Goal I. 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 surrounding regions.

Example Metrics/Indicators:

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

Goal II. Retain and Expand Audiences

- Maintain the exceptional concert-goer experience relative to artistic quality, programming, 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

Goal III. Enhance Effectiveness, Maintain Ability

- 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

Goal IV. 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.

Example Metrics/Indicators:

- Individual donation growth
- # of participants in planned giving programs
- Soirée growth
- Financial/Budget metrics

Goal V. Increase Educational Program Impact and Reach

- 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 Metrics/Indicators:

- Enrollment in BSYO
- Attendance at YPC (Young People's Concerts)
- Clicks on YouTube Videos (e.g. Pre-Concert talks, etc) engagement at other educational events



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