

**Prince George Symphony Orchestra Board of Directors  
Strategic Plan  
2015-2018**

**Goal 1: To be on a solid financial footing with diversified funding sources.**

Action:

1. Maintain and strengthen our financial viability by focussing on lowering concert expenses and continuing to be vigilant about keeping administrative costs steady.
2. Continue to solicit sponsorship for all of our concerts.
3. Plan one major additional fundraiser per year.
4. Continue to seek funding at all levels of government and lobby governments to support the arts.
5. Use some of the services of the professional core to hold events that will create revenue.
6. Continue to search out other sources of grants.
7. Create a sustaining donor program.

**Goal 2: To be a symphony with a full professional core with more services, more local community players, more rehearsals (focussed on investing in the quality of our orchestra).**

Action:

1. Advertise for and hire the principal violist position.
2. Advertise for and audition more community players.
3. Continue to develop the side-by-side program.
4. Schedule weekly rehearsals for all musicians, including the side-by-side players.
5. Hire a local music director to lead weekly rehearsals and provide constant presence and leadership to the musicians.
6. In 2016-2017 hold a competition for and hire the new music director.
7. Consider adding to the services of the professional core musicians who are at the 50 services level as finances allow.

**Goal 3: To be engaged with and valued by a broader spectrum of the community.**

Action:

1. Continue with the Sistema program.
2. Begin offering in-school program of an educational nature to school children in Prince George.
3. In consultation with school personnel, provide some complementary tickets to a PGSO concert to parents, students, and staff at school performances.
4. Continue to include musical genres other than the classically classical in our yearly programming.
5. Continue to be open to and responsive to community needs.
6. Continue to look for ways to collaborate with other arts groups and other cultural groups.
7. Continue to explore ways to reach out to the community

**Goal 4: To maintain a cadre of committed volunteers.**

Action:

1. Continue recruiting volunteers.
2. Continue with and strengthen volunteer recognition including holding appreciation events.
3. Ensure our record-keeping and documentation of volunteer service is kept up to date.