



THREE YEAR STRATEGIC PLAN – 2015 to 2018

Now in our 35th year of bringing free classical music to Portland's Parks, the Portland Festival Symphony (PFS) is a unique organization because it is the only professional symphony orchestra that takes the symphony to the people in their neighborhood parks to which they can walk with family and friends and all our concerts are free.

The orchestra is composed of 65 of Portland's finest classical musicians from the Oregon Symphony, the Portland Opera Orchestra, and musicians union Local 99. PFS performs our series of free concerts beginning the late July through early August at public parks throughout the city. Each season, over 25,000 people enjoy PFS concerts. Our Music Director, Lajos Balogh, often encourages audience participation and invites the children to "join" the orchestra during the last piece of the evening by playing flutes and other instruments which are given to the children to play and take home as a souvenir.

MISSION STATEMENT

To present free symphony concerts in Portland area parks for the benefit of the general public, especially children.

GOALS FOR 2015 through 2017

1. Continue to grow audiences in each park and expand into other parks.
2. Expand services to children, especially for those in low-income families and and/or have limited cultural exposure.
3. Expand our Board to 9-13 members.
4. Develop greater funding from individuals, private and public grants, local small businesses and corporations.
5. Search for and establish a New Music Director.

KEY STRATEGIES TO ACHIEVE GOALS

1. Continue to grow audiences in each park and expand into other parks.
 - a. Continue to partner with neighborhood associations, local businesses, governing bodies and neighbors in each of our current parks: St. Johns, Peninsula, Grant, Laurelhurst and Washington.
 - b. Expand the Board's Volunteer Committee to enable sponsorships and participation by neighborhood organizations especially engaging children.
 - c. Expand participation in the Board's Communication Committee to insure all relevant media has the concert schedule and attends concerts. Insure that Rack cards and posters are printed and distributed throughout Portland.
 - d. Increase the budget by \$25k per year to add a new park concert.

PORTLAND *estival* SYMPHONY

2. Expand services to children, especially for those from low-income families and/or limited music programs and cultural exposure.
 - a. Develop a “Parents and Youth Group” out of concert attendees.
 - b. Have an “Instrument Petting Zoo” at each concert for children.
 - c. Visit music programs/teachers in neighborhood schools in late spring with posters, rack cards, ‘free concert tickets’ to encourage participation.
 - d. Partner with children’s existing music programs such as the Metropolitan Youth Symphony, the Portland Youth Philharmonic, Ethos, and others.

3. Expand our Board to 9-13 members.
 - a. Expand the diversity of board members by meeting with diverse community leaders and organizations to see new board members.
 - b. Work with the Oregon Arts Commission, Work for Art, the Business Committee for the Arts, the Regional Arts and Culture Council, and the Portland Business Alliance to recruit additional membership.
 - c. Continue to build on our current lists of supporting individuals and organizations to discover new board candidates.
 - d. Solicit “Honorary Board Members” out of *known* local individuals such as the Mayor, Director of the *Oregon Symphony*, Opera, past mayors, television personalities and other well known ‘celebrities’.

4. Develop greater funding from individuals, private and public grants, local small businesses and corporations.
 - a. Insure that all current donors have a copy of our Strategic Plan and are asked to support its goals.
 - b. Build a one year and a three year Development Plan with line items assigned to specific individuals and a time schedule.

5. Establish a dynamic presence in social media.

6. Search for and establish a New Music Director.

7. Establish a new position of “Music Director Emeritus” for Lajos’ continued relationship to PFS.

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