



St. Louis Symphony  
Orchestra

stéphane denève : music director

A wide-angle photograph of the St. Louis Symphony Orchestra performing in a grand, ornate concert hall. The orchestra is seated on a wooden stage, facing a large, filled audience. The hall features high ceilings with decorative moldings and a large, arched opening in the background. The lighting is warm and focused on the stage.

# 2016-2021 Strategic Plan Accomplishments

*(March 2016 - December 2021)*

# SLSO's 2016-2021 Strategic Plan Accomplishments

This report captures the SLSO's achievements from its 2016-2021 Strategic Plan. Developed and adopted by the Board in March 2016, the plan aligned the SLSO's artistic and education priorities along with branding and audience development strategies. Since 2016, the SLSO (long known as America's Orchestra) achieved the following:



- Appointed Stéphane Denève as music director
- Rebranded and broadened its musical programming to become friendlier and offered a more dynamic and inclusive concert experience
- Revamped its stewardship and customer service, introducing a more inclusive, human, and engaged narrative around storytelling and access to music for all
- Shifted education platform to an SLSO-teacher relationship model, doubling the number of students served and covering geographic areas previously untouched
- Created impactful digital programs and more engaged community partnerships, artistic residencies, and composer programs with renewed commitment to equity, diversity, and inclusion
- With these investments, the SLSO created a more vibrant concert experience and gained new audiences from broader demographics, a more engaged community, and stronger philanthropic support



## Music

**Broaden repertoire by shaping the SLSO's unique artistic identity as creator, performer, educator, and connector**

- **Programming with input from SLSO musicians.** Thematic programming that enhances community connections and storytelling
- Introduction of less formality in the concert experience
- **SLSO on the Go:** smaller ensembles, outdoor concerts for the community
- Launch of **artist-in-residence** relationship, new composer/commission partners. Since 2019, presentation of 4 world premieres, 34 new works, and 22 living composers
- Inclusion of **IN UNISON Chorus, Symphony Chorus, and Youth Orchestra** as key partners within the SLSO. Inclusion in core music programming

**Focus on education and learning as center to mission with sequential pre-K to college programs**

- Shape and foster the **SLSO-teacher relationship.** By 2022, 110K students served versus usual 50k
- Launch of **Sensory-Friendly** concerts
- **Accomodate all underserved schools requesting tickets/transportation** for Education concerts
- **Growth in Peer to Peer program**

**Launch of media platform (recordings, radio, and audio-visual streaming)**

- **Songs of America** produced in 2020: generated 4M+ impressions
- **SoundLab, Tiny Tunes, and Family Concerts** added as digital products to deepen outreach to teachers and students

## Audience & Community

**Created:**

- Flexible packages and concert formats that attract experience seekers
- Introduction of Stéphane's Seats
- New pricing for greater access
- Less formality in the concert experience

**Restructured:**

- Hospitality, customer service, and stewardship
- Community partnerships
- Shuttle transportation for audiences

**Launched a more vibrant brand:**

- Website and social media presence
- Digital platform for Classical and Education concerts
- Connected community partnerships to core mission and audience development
- Addition of SLSO on the Go concerts



# Audience & Community

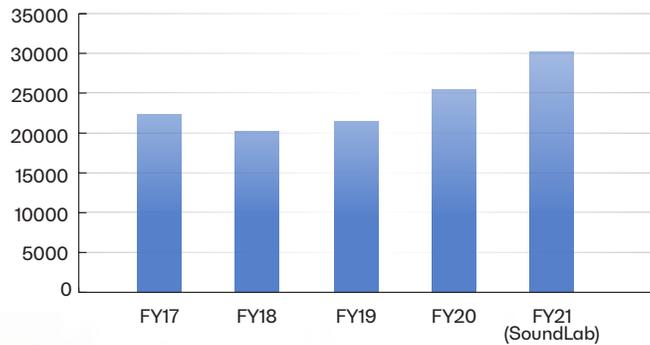
## The Numbers

Introduction of **SLSO Access Tickets** in FY20 (partnerships include Beyond Housing, Big Brothers Big Sisters, Pianos for People).

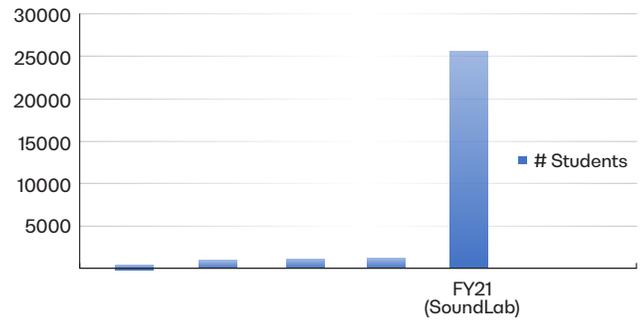
**Strategic focus on music educators** beginning in FY18 with **Extra Credit** and **Beyond the Classroom** demonstrated positive trends pre-pandemic. Programs structured to focus on teacher needs in design and implementation of digital programming in FY21.

**SLSO digital education programs** now reach 48 states plus a growing international presence since their launch in 2020.

### Education Concerts for Schools

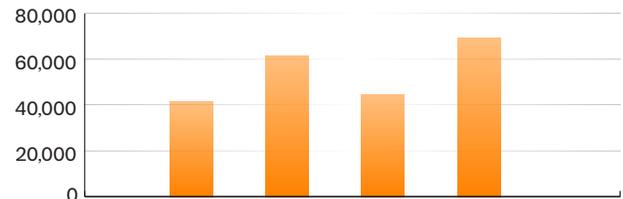


### Tiny Tunes Concerts for Schools



### Participating Students

(Direct and Indirect)



80% increase in participating students.

### Participating Teachers

