

2022-2025 Strategic Plan Framework



**St. Louis Symphony
Orchestra**

stéphane denève : music director



Continuity with the 2016 Plan

Mission

Enriching lives through the power of music

Values

- Excellence in all we do, driven by our artistic vision
- Pride in our orchestral identity
- Service to our community, with education and learning at our core
- Responsible stewards of resources
- Collaborative culture of respect, equity, diversity, inclusion, and access

Guiding Principles

- Excellence and uniqueness of the artistic experience
- Enduring artistic and financial strength
- Meaningful commitment to and from the community

Commitments

- Lead with clarity, discipline, and openness to change
- Nurture an inclusive culture that welcomes diversity, professional development, and collaboration
- Cultivate an engaged and joyful environment across all teams through listening, honesty, trust, generosity, open-mindedness, empathy, and forgiveness
- Shared focus on audience development to create access to music for all

Brand Promise

The St. Louis Symphony Orchestra's story is woven into America's artistic and cultural fabric. For more than 140 years, the SLSO has played the musical soundtrack for milestones in the St. Louis region's history and evolution. It has been a constant source of joy, inspiration, celebration, reflection, comfort, and healing for its audiences. Like the community it serves, the SLSO is continually evolving, finding new ways to connect, engage, create, teach, learn, entertain, and shape the orchestral artform in new ways, so that all are welcome to experience the uniquely transformative power of music.

A Picture of Success in 2025

Advancing Our Music

- Evolving with audience preferences
- Demonstrating the courage, capacity, and commitment to innovate
- Expanding the expressions of symphonic music

Strong Organizational Capacity & Culture

- Inclusion, Diversity, Equity, and Access evident in all we do
- Financially strong
- "Employer of choice"
- An empowered and aligned team (board, staff, musicians, choruses, volunteers, etc.)

A Revitalized Powell Hall

- Construction and campaign complete
- A sought-after venue for artists and audiences and a thriving center of music and education
- An iconic "top 5" cultural destination
- A major economic driver in our region

A New & Larger Core Audience

- "Expanding our tent"
- Increased loyalty and frequency
- Anchored in philanthropy
- Translating high brand awareness into high interest

Strategic Priorities to Achieve: 2022-2025 Goals

Music

1. Adapt season structure, format, and programming to align with evolving preferences and retain/grow our audiences during this transition
2. Expand our role as educators, leveraging our investment in the SLSO's digital education platform

Audience

3. Innovate how we package and promote concerts, engage audiences, and create a greater sense of belonging at the SLSO
4. Extend our culture of philanthropy through planned giving and the cultivation of the middle of our donor pyramid

Culture & Capacity

5. Fully activate and engage the entire SLSO (board, staff, musicians, choruses, volunteers, education and community partners) in support of our shared goals
6. Successfully complete the Powell Hall project and launch the celebration of a new era for the SLSO and the Arts in St. Louis





*Audiences attend our
Lift Every Voice concert,
February 2019*

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