



ST. LOUIS SYMPHONY ORCHESTRA

STÉPHANE DENÈVE MUSIC DIRECTOR



Values

- Integrity: We uphold the highest standards of artistry and stewardship, delivering exceptional musical experiences while ensuring sustainable resources for future generations.
- Innovation: We embrace bold creativity, pioneering new approaches to performance, engagement, operations, and programming that keep symphonic music vibrant and relevant.
- Collaboration: We believe in the power of partnership, convening community voices to foster meaningful connections and amplify impact.
- Inclusion: At our core is belonging. We create a welcoming environment where everyone feels valued and has access to the transformative power of music.
- Responsiveness: We nurture an agile organization that actively listens to our community, adapting to evolving needs with creativity and dedication to continuous improvement





Definition of Success in 2030

- The SLSO is internationally celebrated for its artistic excellence and for actively redefining the role of an American orchestra in the 21st century as a champion of innovation and community connection.
- 2. The SLSO brand is a cultural powerhouse, driving audience engagement, fostering community pride, and elevating St. Louis nationally and internationally.
- The SLSO sets a national standard for inclusive, high-impact music education, cultivating the next generation of musicians, audiences, and lifelong music lovers.
- 4. The SLSO pioneers a resilient, future-focused funding model that ensures sustainability despite industry challenges, leveraging the dual strengths of its exceptional endowment and the Jack C. Taylor Music Center.
- The SLSO fosters a unified, inclusive, and people-centered culture rooted in its core values, successfully attracting, retaining, and empowering top talent across all organizational levels.

Strategies

Program

- 1. Create a bold artistic vision that advances orchestral music.
 - Develop genre-defying symphonic experiences that showcase classical masterworks and reflect a range of voices and perspectives.
- · Build partnerships across artistic disciplines.
- 2. Grow learning and engagement across diverse communities.
 - Expand reach through streaming and online learning.
 - Create learning programs that connect people across generations to music.

Audiences

- 3. Strengthen the SLSO brand to deepen trust and loyalty.
- Elevate the SLSO's profile through authentic storytelling, strategic cultural partnerships, and impactful endorsements.
- Use targeted marketing to create meaningful connections that increase attendance and giving.

- 4. Build sustainable philanthropic support.
 - Expand the donor base by reaching diverse audiences across all ages and giving levels.
- Secure major legacy gifts to grow the endowment.

Culture and Capacity

- 5. Nurture a culture of belonging, creativity, and empowerment.
- · Inspire people to champion the SLSO.
- Build leadership capacity and professional skills across the organization.
- 6. Evolve the business model for long-term artistic and financial sustainability.
 - Implement efficient systems and technological solutions to enhance operational efficiency and audience experiences.
 - Maximize revenue from the Jack C. Taylor Music Center and explore new revenue sources that support financial sustainability and our mission.



