



Traverse Symphony Orchestra
Strategic Planning Initiatives

	<u>Initiatives</u>	<u>Budget</u>	<u>Owner</u>	<u>Timeline</u>
1	Performance Hall <i>Ignite a community campaign</i>	TBD	Bob Giles, Pat Kessel Ward Lamphere, Krista Cooper	Beginning Sept 2016
2	Programming <i>Offer ambitious artistic programming</i>	\$30K annually	Kevin Rhodes	Beginning 2015
3	Community Awareness <i>Increase visibility via community partnerships</i>	minimal	Krista Cooper	2015-2017
4	Media Sponsorships <i>Increase advertising via trade agreements</i>	\$0	Krista Cooper	2015-2017
5	Volunteer Organization <i>Increase size and level of engagement</i>	\$2,500	Gary Gatzke	2016-2017
6	Board Development <i>Increase size and level of engagement</i>	\$0	Bob Hetler	2016-2017
7	Advisory Council <i>Engage donors and community leaders</i>	\$1,000	Krista Cooper/Marlis Mann	Beginning Sept 2016
8	Musician compensation <i>Bring in line with national average for our size</i>	\$15K - \$20K	Krista Cooper	2016-2018
9	Launch an Endowment Campaign	\$1,500 - \$50K	New staff	TBD
10	Increase education-oriented programs	\$20K	Krista Cooper	2016-2017