



Opera on the James Strategic Plan

Overview

5-14-09

OUR VISION:

Our audience will understand and appreciate the powerful capacity of opera to engage our senses and emotions, and to transform our lives.

OUR MISSION

Opera on the James will bring our audiences the intensely emotional experience of world class live opera. Performance and education will deliver the full power of this rich, collaborative art form to inspire and connect us.

OUR GOALS 2009-2012

Opera on the James will produce world-class live opera, educate current and potential audiences, and build a strong organization.

OBJECTIVES 2009-12

Opera on the James will:

PRODUCE WORLD-CLASS LIVE OPERA:

- + employ, develop and mentor the most talented singers, musicians, dancers, directors, designers, and other personnel possible
- + use venues that are artistically, administratively, and financially effective
- + present two or more fully staged productions, plus concerts and other smaller productions, each season in Lynchburg and in other cities in our region

EDUCATE CURRENT AND POTENTIAL AUDIENCES:

- + present an ongoing education program that regularly reaches significant numbers of children, youth and adults in our region
- + collaborate with a variety of community organizations in our region to introduce their constituents to opera. understand how opera might help them further their missions, and incorporate their artistic and cultural gifts within our productions

BUILD A STRONG ORGANIZATION:

- + expand our audience throughout the region
- + increase our paid staff support, in time and/or numbers of staff and uses of technology, to allow more effective ticketing, marketing, education, accounting, and support for the artistic director, music director, and orchestra manager
- + effectively train and utilize our board of directors and community volunteers
- + create and implement an annual budget that allows the goals above to be realized
- + raise enough funds to support the budget