



Arizona Masterworks Chorale Strategic Plan 2022-2025 Seasons

Strategic Objectives

To shape our future

Artistic Growth

AMC is recognized as a premier choral ensemble in Arizona



Success Factors

Key elements of the objective

"The AMC Experience":

Moves the audience by the sheer beauty of sound and poetry in our performances

Musicianship: Enhanced musicianship of the Chorale

Personal Satisfaction: A sense of enjoyment, reward, and accomplishment by AMC members

Targeted Results

Specific, measurable goals

- 95% of audience experience satisfied or delighted
- Increase repertoire depth and breadth each season
- Add two new volunteer choristers per section per season
- Minimum 40% of volunteer choristers in top tier per Music Director rating
- 80% annual retention of top/mid tier singers; 100% satisfied or delighted

Game Plans

Steps to reach our targeted results

- Determine audience satisfaction and expectations
- Engage section leaders and ad hoc Chamber Choir to enhance Chorale sound and musicianship
- Recruit new choristers in all sections
- Individual chorister vocal technique and preparation development plans
- Grow collaboration with current and new artistic partners

Operational Growth

AMC is managed for long-term financial and organizational sustainability



Revenue: Growth through grants, donations, special events, and ticket sales

Board and Volunteers: Well-trained and diverse; more members in both cohorts

Community Outreach: Collaboration with new populations not yet reached

- Concert attendance 75% of house capacity per season
- Recruit and onboard two new outside board members per season
- Minimum 50% of volunteer choristers participation in outreach or fundraising
- Increase earned and contributed revenue by 25% year-over-year
- One new non-traditional community engagement per season

- Adopt and use a DMS to engage donors and sponsors
- Create a community outreach plan; develop measurable goals
- Refresh branding, publicity, and communications
- Create a financial plan addressing revenue needs for program support
- Grow board and volunteer capability, size, and diversity