

Chamber Orchestra of the Springs 35th Anniversary Campaign---Objectives

- Continue to be a community/civic asset with significant regional artistic recognition and superior audience satisfaction at affordable ticket prices.
- Launch new threads of artistic programming within our regular season that highlight, among others, African-American and women composers of note, and/or fuse genres such as dance, jazz and video-art with our orchestral repertoire.
- Enhance the national artistic visibility of Colorado Springs by presenting impactful guest soloists, premiering/recording of new works, and sponsoring composition competitions (we did the first one in 2013) and associated composer-in-residence efforts. Create a guest artist sponsorship fund that would accumulate resources for attracting emerging national star appearances as opportunities arise.
- Sustain our robust Educational Outreach efforts. This initiative includes ensemble visits to schools, workshops & master classes, kid-friendly family concerts, collaborations with school and public library districts, side-by-side students playing with our orchestra, instruments & private coaching for students in need, and interactive engagement of area youth through video-art, essay, radio knowledge bowl type of competitions.
- Grow our newly launched SeniorReach initiative. This outreach includes repeat ensemble visits to retirement homes/memory care units, outreach concerts, senior education, transportation and hearing assistance for enabling concert attendance.
- Guide our next stage of budget growth toward \$0.5M with appropriate institutional safeguards, such periodic audits and infrastructure enhancements.
- Increase our budget reserve from around 5% to 10% in order to be able to take advantage of strategic opportunities and to overcome any unanticipated financial challenges.
- Extend our seasons into summer by using novel venues (e.g. Glen Eyrie) and/or innovative performance formats (e.g. light classics, popera, etc.). This initiative may also require the orchestra to play a lead role in bringing a state-of-the-art open air amphitheater to our town.
- Acquire appropriate recording technology and website infrastructure to disseminate quality recordings of our live performances. This investment will also enable us to serve as a cost-effective orchestra-for-hire for first live performance of new works.
- Continue building our musician base to be able to acquire the best musicians and keep them involved as consistently as possible and investing in orchestra members through Educational In-reach, Recital Showcases and Development Grants.
- Expand geographic reach of our live concerts to Northern Colorado Springs & Southern Colorado.
- Strongly promote innovative collaborations with other arts organizations in our community.
- Invest further in revenue diversification and long range financial sustainability efforts (e.g. Corporate Sponsorships, Planned Giving, Enterprise Zone Status, new types of Fundraisers).

Campaign Timeline & Financial Goals: **\$120,000**

Silent Phase: Jan 2018-Mar 2019; \$80,000	Matching Seed Grants: \$55,000
	Board Pledges: \$15,000
	Lead Donors & Sponsors: \$10,000
Public Phase: Apr 2019-Sep 2019; \$40,000	Individual Donors & Fundraisers