
AUTHENTICALLY OREGON

PORTLAND

PORTLAND

OREGON SYMPHONY • PRESTON & BEVORCE
SPONSORED BY THE COMMISSION | HOTEL LE GRAND
PARKING GARAGE, CONSTRUCTION • JANUARY 25, 2025

TODAY

OREGON SYMPHONY
DEBY JOYEN & BEVORCE
• JANUARY 25, 2025

ARLENE SCHMITZEL CONCERT

OREGON SYMPHONY
2025–2030 STRATEGIC VISION

THE OREGON SYMPHONY ISN'T YOUR TYPICAL ORCHESTRA.



WE'VE BEEN INNOVATING SINCE 1896.

We were founded as the first orchestra on the West Coast, and we've pushed boundaries ever since: one person, one performance, one note at a time.

OVER THE NEXT FIVE YEARS, WE'RE DOUBLING DOWN ON OUR COMMITMENT TO OREGON.

Our vision is to boldly reimagine the symphony as locally distinctive, musically adventurous, and deeply impactful on the stage and beyond.

BECAUSE WE LOVE LIVING HERE. And we've witnessed the power of music to make our state a better place, time and time again. Our vision commits us to our home. And it dedicates us to our community's future.

**WE DO THINGS
THE OREGON WAY.
OREGON TALENT.
OREGON CREATIVITY.
OREGON BRILLIANCE.**



WE'RE DEDICATED TO BEING AUTHENTICALLY OREGONIAN.

2025-2030 STRATEGIC PRIORITIES

PRIORITY I.

EVOLVE TO A
COMMUNITY
CORNERSTONE

PRIORITY II.

EXCEL
ARTISTICALLY

PRIORITY III.

ENHANCE
THE SYMPHONY
EXPERIENCE

PRIORITY IV.

ESTABLISH
FINANCIAL
RESILIENCE

EVOLVE TO A COMMUNITY CORNERSTONE

Increase the visibility of the Oregon Symphony and community access to music through robust partnerships, artistic programming, and powerful regional impact.

REINVIGORATE DOWNTOWN

Energize Portland's city core with more than 100 nights of live orchestral concerts at the Arlene Schnitzer Concert Hall, drawing locals and visitors alike to the downtown district.

ESTABLISH NEW VENUES

Open The Music Box, a new space in downtown Portland that presents free and low-cost concerts, panel discussions, family activities, youth education, rental opportunities, and community events.

EXPAND OUR AUDIENCE

Increase statewide access to music – and grow the reputation of the Oregon Symphony locally and nationally – through orchestra tours, radio broadcasts, and a new series of recordings under the leadership of Jean Vollum Music Director David Danzmayr.

INVEST IN YOUTH

Launch a new school orchestra program in partnership with Portland Public Schools, strengthen our flagship K-12 music education programs, and provide more opportunities for students across the state to learn directly from the musicians of the Oregon Symphony.

IMPROVE LIVES

Expand our health and healing programs, such as the Lullaby Project and MusicNOW, to support the most vulnerable members of our community through music.

ENLIVEN NEIGHBORHOODS

Bring free chamber performances to the spaces where people live through the Neighborhood Concert Series, inspiring connection and community-building with live symphonic music.





EXCEL ARTISTICALLY

Showcase outstanding performances that celebrate great classical music, push the limits of the genre, advance our ensemble, highlight Oregon's artistic accomplishments, and elevate the next generation of musicians.

INSPIRE AUDIENCES

Engage patrons of all backgrounds and cultures through exhilarating concerts that span genres, feature regular appearances by world-class guest artists, and encourage pride and excitement about the orchestra.

EMPOWER OUR MUSICIANS

Grow the Oregon Symphony's status as a Tier 1 American orchestra by supporting, hiring, and retaining first-rate artists with competitive salaries and creative opportunities like the new Curator-in-Residence program.

INNOVATE ONSTAGE

Enhance the musical experience – and establish Oregon as a national leader in the arts – with new concert formats, flexible subscriptions, and multimedia collaborations.

CELEBRATE LOCAL VOICES

Highlight the vibrant artistic culture of Oregon and the Pacific Northwest through creative collaborations with local performers and composers, community events like the Celebration Concert, and the annual Sounds Like Portland festival.

REDEFINE THE CANON

Commission bold new works of music by today's most renowned composers, provide a dedicated platform for emerging artists, and celebrate our great state with musical works by and about Oregonians.

UPLIFT YOUNG MUSICIANS

Nurture Oregon's musical future through creative collaborations and performance opportunities for the members of the Metropolitan Youth Symphony, Portland Youth Philharmonic, Young Composers Project, and more.

MUSIC IS AN ESSENTIAL PART OF HUMAN LIFE THAT BELONGS TO US ALL.

—DAVID DANZMAYR, JEAN VOLLUM MUSIC DIRECTOR

OREGON SYMPHONY
David Danzmayr, Music Director



THANK YOU OUR 20th ANNIVERSARY
JAY & DIANE ZIDELL CHARITABLE FOUNDATION

ENHANCE THE SYMPHONY EXPERIENCE

Provide extraordinary experiences for everyone who interacts with the Symphony, from concert patrons and community partners to employees, musicians, and Board members.

WELCOME EVERYONE

Nurture an atmosphere of belonging at the Oregon Symphony through culturally diverse programming, visually inclusive marketing materials, dual-language promotions, and increased access to free or low-cost tickets.

ENRICH THE PATRON JOURNEY

Refine the start-to-finish patron experience at the Arlene Schnitzer Concert Hall through AI and data-driven insights, new tools like mobile ticketing, improved in-hall amenities, and state-of-the-art audio and visual installations.

INCREASE STATEWIDE OUTREACH

Serve Oregonians across the state by growing our artistic and educational presence in areas like Salem, Astoria, Pendleton, Bend, and beyond, with an emphasis on rural and low-income areas.

PROCURE NEW INSTRUMENTS

Support the needs of Oregon Symphony musicians – and ensure the highest quality performances – through essential orchestra infrastructure like a new piano, percussion equipment, and instrument storage.

ELEVATE OUR ARTISTIC COMMUNITY

Partner with local artists and ensembles both onstage and off by offering creative platforms, integrating their artistry into our own work, and honoring their achievements with initiatives like the Wonder Award.





ESTABLISH FINANCIAL RESILIENCE

Secure new revenue streams and increase earned and contributed income to ensure the continued success and stability of the Oregon Symphony.

ATTRACT NEW AUDIENCES

Establish the Oregon Symphony as a must-see Portland institution, growing concert attendance through exceptional performances, marquee guest artists, and innovative marketing campaigns.

AMPLIFY OUR IMPACT

Showcase the Symphony's role as a social and educational force throughout the Pacific Northwest, highlighting our extensive impact on education, health, and community wellbeing to inspire philanthropic support.

PURSUE NEW OPPORTUNITIES

Activate new areas of growth that will further position the Symphony as a civic and cultural leader, diversify our funding sources, and empower us to champion the future of Oregon.

TRANSFORMING OREGON'S FUTURE

THE OREGON SYMPHONY IS MORE THAN AN ORCHESTRA.

We employ 77 full-time professional musicians, 50 administrative staff members, and dozens of stagehands, ushers, and guest artists. We provide free music education to tens of thousands of Oregon children, from the North Coast to the High Desert.

We're an economic powerhouse, with nearly 200,000 concertgoers spending an estimated \$16 million each year at downtown Portland bars, restaurants, stores, parking garages, hotels, and the concert hall.

WITH YOUR PARTNERSHIP, WE'RE POISED TO LEAD OREGON INTO THE FUTURE. Our Strategic Plan offers a grand vision: to elevate Portland's cultural district to world renown, invigorate our economy with greater tourism and foot traffic, strengthen regional health and pride, and establish the Oregon Symphony as a household name.

**INVEST
AUTHENTICALLY.
INVEST IN
EXCELLENCE.
INVEST IN OREGON.**

TO LEARN MORE
ABOUT OUR VISION
AND MAKE YOUR
INVESTMENT TODAY,
PLEASE CONTACT:

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**AUTHENTICALLY OREGON
2025-2030 STRATEGIC VISION**

OREGON SYMPHONY