In this post-pandemic environment, the Austin Symphony Orchestra needs to embrace a business model that builds long-term financial stability. At the core of this is building annual operating revenue and managing expenses.

**Key Metrics:**
- Annual Surplus/Deficit
- Current Ratio
- Days Cash on Hand
- Months of Spending
- Leverage Ratio

**Strategic Statement:**
Central to ASO’s strategy is eliminating the structural deficit by securing operating revenue that covers annual operating expenses and builds the organization’s working capital and financial reserves.

**Excerpt of Key Tactics:**
- **Increase earned income** by choosing programs based on optimizing ticket sales through dynamic pricing, inflation-based price increases and flexible subscription packages.
- **Increase development revenue** through donor engagement and by leveraging networks of key stakeholders.
- Introduce **more matinee programs** to attract families and retain older patrons.
- Present a **newly commissioned work** each year.
- Hire a **fully-funded Assistant Conductor**

**PRIORITY AREAS**

1. **Financial Stability**
2. **Audience Development and Engagement**
3. **Artistic Excellence**

---

**Strategic plan as of August 2023, covering the period September 1, 2023 - August 31, 2026**