



AUSTIN SYMPHONY ORCHESTRA

Strategic Plan FY24 to FY26: Highlights

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.

PRIORITY AREAS



Financial Stability



Audience Development and Engagement



Artistic Excellence

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



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**

Key Metrics:

- Annual Surplus/Deficit
- Current Ratio
- Days Cash on Hand
- Months of Spending
- Leverage Ratio