

BACH
Bach Association of Cincinnati, Ohio

First 3-year Strategic Plan

Year I: July 1, 2008 - June 30, 2009

I. Establishing Identity

- A. Initial Performances
 - 1. Chamber Palooza, September 13, 2008
 - 2. Bach with Jam, “St. John Passion”, November 28, 2008
 - 3. Premier Major Performance: “Wachet Auf”, Cathedral Basilica, Covington, KY, March 15, 2009

- B. Printed Materials
 - 1. Stationary
 - 2. Business Cards for Board Members
 - 3. Informational Brochure
 - 4. Website
 - 5. Performance Reviews
 - 6. Print advertising for performers and events

- C. Other Activities
 - 1. Contribution to WGUC Action Auction
 - 2. Bone Marrow Assn. Drive
 - 3. Other advertising
 - 4. Networking with other music organizations and arts support organizations

II. Artists and Groups

- A. BACHorale to reach at least 40 members

- B. Cantata Group to reach 8 regularly rehearsing members

- C. BACHorchestra orchestra with variable membership

- D. BACH soloists (at least 2 regularly identified – Sherwood & Burdette)

- E. Guest Conductor Elmer Thomas

III. Finances

- A. Break-even year achieved through donations
- B. Two grant proposals prepared and submitted to potential funding organizations.
- C. Create a potential donor data base.

IV. Governance

- A. Follow Bylaws
- B. Add at least two Board Members by year end.

V. Administration

- A. Create the following email lists:
 - 1. Singers
 - 2. Churches
 - 3. Music Directors
 - 4. Other music associations
 - 5. Donors
 - 6. Newspapers, radio, and other media contacts
 - 7. Related organizations, Bach festivals, websites
- B. Create the following data bases:
 - 1. Donors
 - 2. Singers (members)
- C. Establish a procedure and person responsible for website maintenance
- D. Develop stationary, etc.

Year II: July 1, 2009 - June 30, 2010

I. Performances

- A. BACHorale and Cantata Group both receiving recognition for distinctive baroque sound.
- B. Chamber Palooza
- C. Bach with Jam, “St. John Passion” – step 2 of creating a history of community sing experiences
- D. Cathedral Basilica (?) or some equally respectable venue

II. Artists

- A. BACHorale reaches 50 members
- B. Cantata Group has 8 regularly rehearsing and performing singers
- C. Alliances with other organizations, e.g., Catacoustic, May Festival, etc.
- D. Guest Conductor for spring performance
- E. Guest Artist Male Quarter

III. Finances:

- A. Year 2 partially funded through grant income
- B. BACH raises funds to cover current year expenses and begins to reduce debt
- C. BACH begins to purchase music to build its own library.

IV. Identity

- A. Distinctive Sound of choral music
- B. Advertising for singers and events
- C. Website maintenance
- D. Participation in Action Auction, Winefest, other activities.

V. Education and Outreach

- A. Boy Soprano and Countertenor competitions with prize being solo performance in future concert.

VI. Governance

- A. Add two additional Board Members

Year III: July 1, 2008 - June 30, 2009

I. Performances:

- A. We will have performed a series of four concerts of Bach music
 - 1. B Minor Mass (as part of “Bach & Jam”)
 - 2. A performance appearance at Chamberloosa
 - 3. _____ ?
 - 4. _____ ?
- B. We will have performed one children’s concert
- C. We will have performed as a Guest Ensemble at at least one Bachfest, probably either Valparaiso, IN or Bethlehem PA.
- D. We will have initiated our Bachcycle – a 3 year cycle for performance of chorales tied to the ecclesiastical year.
- E. We will have established a regular “home” site for BACH performances.

II. Performance Artists and Groups:

- A. Bachorale will be a 60 voice concert choir with a unique, blending sound
- B. The Cantata Group will include 14 highly skilled artists who may serve from time to time as soloists
- C. A variable group of professional vocal soloists will be available to us
- D. Highly regarded, professional Guest Conductors will be available to us, and we will typically be using one or two per year.
- E. Instrumentalists will include Apollo’s Cabinet as well as a variable set of ad hoc players who will be recognized as the Bachorchestra.

III. Financial Results:

- A. We will have a positive Income Statement and reflect some positive Retained Earnings on our Balance Sheet.
- B. We will have a steady, reliable base of BACH donors as part of our “Giving BACH” program.
- C. We will be receiving funding from at least two arts funding organizations, which may include the Fine Arts Fund, The Greater Cincinnati Foundation, and Ohio Arts Council.

- D. We will also be receiving funding from at least three corporate foundations who regularly support the arts.**IV. Identity:**
- A. BACH will be recognized as the only music group in this region dedicated exclusively to the music of J.S. Bach.
- B. We will be recognized for our distinctively unique, professional BACH sound, and will be sought after for performances at Bachfests within this region.
- C. We will be identified as a reachable, reaching out organization, willing to initiate new performers and audiences to Bach.
- D. We will be recognized as committed to this region, especially through our ongoing activities on behalf of the Bone Marrow Foundation.
1. We will have enrolled our 1,000th participant in the Bone Marrow Donors program
 2. Our regular acknowledgment of the Bone Marrow Foundation and its Donors Program will be ongoing in our programs and other statements

V. Governance:

- A. We will have reviewed our By-laws and Board Structure for future years
- B. We will have eight or nine Board Members by June 30, 2011.

ADDITIONAL LONG TERM GOALS:

1. Host our own Bach Festival
2. Establishment of a BACH Endowment Fund
3. Support for and participation in Bach research
4. Attracting our first Seasonal Underwriter